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About

James is a passionate advocate of innovative ways of better connecting cultural and natural heritage and economics and an experienced analyst of environmental and cultural issues. He is an authority on the economics of heritage and landscapes. A well-known communicator on natural economy and heritage issues, James is regularly asked to speak and write about the uses of cultural and natural heritage in economic development. James has more than a decade's experience of working with high quality clients including UNESCO and several national governments. James has been awarded two prestigious international scholarships on economics and writes for a number of publications. James is an expert advisor to UNESCO on sustainable tourism and the economics of heritage, and is currently researching and authoring a series of 'How to...' guides for the 963+ World Heritage Site managers.