



nicola koschel
| TOURISM CONSULTANCY

Knowing is not enough, we must apply. Willing is not enough, we must do. (Goethe)

CURRICULUM VITAE

Personal details

Name: Koschel, Nicola
Address: Dorfbrunnen 1
21369 Nahrendorf
Office: Warschauer Strasse 23
10243 Berlin, Germany
Telephone: 0049. 30. 2250 5153
Mobile: 0049. 179. 1294229
Email: nicola@koschel.de
Web: www.koschel-consultancy.de
Nationality: German
Date of birth: 30.07.1979

Education and training

1986 – 1990 Primary School Dreis-Tiefenbach, Siegen, Germany

1990 – 1999 Secondary School “Gymnasium Stift Keppel”, Hilchenbach-Allenbach, Germany
Qualification: A levels

1997 – 1997 Washington High School, Pensacola, Florida, USA

1999 – 2003 Breda University of Professional Education, The Netherlands
Subject: International Tourism Management and Consultancy
Degree: Bachelor
Nomination for the Joop Jansen Award (best thesis of the department)

2005-2007 University of Applied Sciences Eberswalde
Degree Master of Arts in Sustainable Tourism Management

Work experience

1993 – 2001 Vacation-employee “Camping de Veerhoeve”, Wolphaartsdijk, The Netherlands
Activities and responsibilities: 8 years of extensive practical hands-on experience in tourism including management tasks

2002 Internship Bali and Lombok, Indonesia (6 months)
Concept and development of the community-based tourism project „Fairmove“
Grand Legong Tours, Bali, Indonesia

2003 – 2005 Concept and development of the communication project „ROLLINGSTUDIO“
Activities and responsibilities: research and report
Europe, North- und Central-America, Oceania, New Zealand, Australia, Asia

CURRICULUM VITAE

- 2007** Co-initiator of an image film production specialized on tourism and lifestyle
- since 2007 until today** Sustainable tourism consultant
- since 2009 until today** Brandenburg State representation: official representation of the state Brandenburg in the Netherlands (regular acquisition of tour operators, press presentations etc. in the Netherlands) by order of Tourism Marketing Brandenburg GmbH
- since 2016 until today** Representation of WWF at the “Global Sustainable Tourism Council” (GSTC) including participaton in the International Standard Working Group and the Accreditation Panel of the GSTC on behalf of WWF.

Language skills

German	mother tongue
English	fluent
Dutch	fluent
French	moderate
Spanish	moderate

Computer skills

Windows und Mac OSX (MS Word, MS Excel, Photoshop, InDesign, I-Movie, Final Cut Pro)

PROJECTS

Projects 2008 - 2017

- Febr. 2016 - today:** **Representation of WWF at the “Global Sustainable Tourism Council” (GSTC)**
Participation in the International Standards Working Group and the Accreditation Panel and assistance during the revision process of the GSTC criteria after consultation with the international WWF network by order of the marine and coastal tourism working group of the Global Marine Program lead by WWF Germany.
- April 2013–2015:** **Predominantly on parental leave**
after giving birth to my daughters Lua Marie (2013) and Mila Liv (2015)
- Dec. 2011–June 2013:** **Organization of federal “Sustainable Tourism Award”**
Development (organization, coordination and scientific management) of a federal sustainable tourism award by order of the German Tourism Association and the Federal Environment Agency supported by the Federal Ministry of the Environment, contracted by BTE Tourism Management, Regional Development.
- Nov. 2011–March 2013:** **Support of WWF project “Biodiversity all inclusive“**
Support of WWF’s project management: Establishment of a think-tank to analyze concrete measurements for biodiversity conservation in small and big tourism enterprises in Germany and assistance during the implementation; identification of Best Practices and development of guidelines; organization of workshops and individual meetings with tourism entrepreneurs and organization of the closing ceremony during ITB 2013. Client: WWF Germany with funding from the German Federal Agency for Nature Conservation (BfN)
- April–June 2012:** **WWF-research about German outbound tourism**
Research about the relevance of the German tourism outbound market to WWF’s priority (marine) ecoregions. Analysis of German visitor flows (numbers and hotspots) and identification of potential interrelations between conservation activities and tourism as well as measurements to use tourism for the protection of coastal habitats by order of WWF Germany
- Aug. – Oct. 2011:** **Visitor survey and investigation of the tourism potential in a former sewage field**
Organization and coordination of a visitor survey and investigation (about the tourist perception and acceptance of the activities in the former sewage field of Hobrechtsfelde, north of Berlin) and identification of strategies for the future tourism development in the area by order of the Eberswalde University for Sustainable Development; Master Programme “Sustainable Tourism Management”
- July – August 2011:** **Organization of a scientific training**
Organization of a scientific training for experts of the Radiation Safety Department of the Estonian Environmental Board by order of the German Federal Environment Agency (UBA), contracted by BTE Tourism Management, Regional Development

PROJECTS

Dec. 2010 – Dec. 2011: Cooperation Management of the WWF/TOI partnership

Cooperation Management of the WWF/TOI partnership with the responsibility for the development and coordination of the projects in destinations of global relevance for WWF and TOI (www.toinitiative.org) as well as for the communication and reporting between the partners and to the public audience, contracted by TOI (domiciled at UNWTO, Madrid) and WWF Germany

Oct. 2010 – Nov. 2010: Organization of a scientific training

Organization of a scientific training for experts of the Radiation Safety Department of the Estonian Environmental Board by order of the German Federal Environment Agency (UBA), contracted by BTE Tourism Management, Regional Development

Oct. 2009 – Nov. 2010: Marketing concept for visitor centers in protected areas in Brandenburg

Development of a marketing concept for a new established network of visitor centers in the protected areas of Brandenburg (incl. 3 workshops with the representatives) by order of Pro Agro, contracted by BTE Tourism Management, Regional Development

April 2010: Inspection tour and jury member of EDEN Award Germany

Organization and participation (jury member) of the inspection tour of the finalists in the European Destination Award of Excellence in Germany for the German Tourism Association and the Federal Ministry of Economics and Technology, contracted by BTE Tourism Management, Regional Development

Sep. 2009 – Aug. 2010: Development of German EDEN-award

Development (organization, coordination and scientific management) of the European Destination Award of Excellence in Germany for the German Tourism Association and the Federal Ministry of Economics and Technology, contracted by BTE Tourism Management, Regional Development

June – Aug. 2009: Tourism development strategy for the New Federal States of Germany

Development of a conference documentation and conduction of a tourism development strategy for the New Federal States of Germany by order of the Federal Ministry of Transport, Building and Urban Development, contracted by BTE Tourism Management, Regional Development

June – August 2009: Demand analysis of cycling tourism in Barnim county

Investigation and demand analysis of cycling tourism in the Barnim county by order of the WITO Barnim GmbH, contracted by the Eberswalde University for Sustainable Development; Master Programme “Sustainable Tourism Management”

May 2009: Preparation and moderation of EDEN-jury meeting in Estonia

Preparation and moderation of the international jury meeting on behalf of the European Destination Award of Excellence in Estonia with the theme “Tourism in Protected Areas” in Tallinn for the Estonian Tourism Board, contracted by AeraNova Consult

PROJECTS

- April 2009:** **Inspection tour of Estonian EDEN Award**
Participation in the inspection tour of the finalists in the European Destination Award of Excellence in Estonia with the theme "Tourism in Protected Areas" for the Estonian Tourism Board, contracted by AeraNova Consult
- Jan. – June 2009:** **Organization of federal tourism conference "Go East!"**
Organization of the conference „Go East! The New Feral States of Germany as a holiday destination for foreign tourists" for the Federal Ministry of Transport, Building and Urban Development, contracted by BTE Tourism Management
- Oct. -Dec. 2008:** **Master plan hiking in nature park "Hoher Fläming"**
Support of the development of a master plan for hiking-tourism in the nature park Hoher Fläming on behalf of the Potsdam-Mittelmark district, contracted by AeraNova Consult
- Sept. – Dec. 2008:** **Organization of federal tourism and climate change conference**
Organization of the conference "Tourism, Biodiversity and Climate Change" on November 27th in Berlin, by order of The German Tourism Association, the Federal Environment Agency and the Federal Ministry of the Environment, contracted by BTE Tourism Management, Regional Development
- May – Sept. 2008:** **Investigation of tourism's economic power in Barnim county**
Organization and participation (jury member) of the inspection tour of the finalists in the European Destination Award of Excellence in Germany for the German Tourism Association and the Federal Ministry of Economics and Technology, contracted by BTE Tourism Management, Regional Development
- Oct. 07 – Oct. 2008:** **National Park monitoring and impact study**
Monitoring study / investigation of the regional economic impacts of tourism by order of the Lower Oder Valley National Park contracted by the Eberswalde University for Sustainable Development; Master Programme "Sustainable Tourism Management"
- April 2008:** **Sustainability-investigation of BTW members**
Status quo analysis of the environmental- and climate-protection activities of the members of the Federal Association of the German Tourism Industry (BTW) by order of AeraNova Consult
- Jan. – March 2008:** **Demand analysis of German nature tourists to Estonia**
Demand analysis for nature-based tourism in Germany on behalf of the tourism authority of Estonia, contracted by AeraNova Consult in cooperation with the Eberswalde University for Sustainable Development; Master Programme "Sustainable Tourism Management"
- January 2008:** **Estonian Symposium: Marketing in Protected Areas in Estonia**
Assistance at the symposium "Marketing of tourism in protected areas" in Estonia from 23.-25. January by order of AeraNova Consult
- Jan. - March 2007:** **Evaluation of community-based ecotourism projects in Costa Rica**
on behalf of the German Technical Cooperation (GIZ)