

JUSTINE MUZY

TOURISM STRATEGY & SUSTAINABLE DEVELOPMENT EXPERT

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Porto-Vecchio, Corsica

justinemuzy

EDUCATION

PHD
Sustainable Tourism Management
University of Corsica
2018 – Today (in progress)

MASTER'S DEGREE
Sustainable Tourism Management
University of Corsica
2015 – 2017

SKILLS

// PROFESSIONAL

- Strategic Planning
- Sustainability Expertise
- Project Management
- Stakeholder Engagement
- Analytical Thinking
- Research and Development
- Policy Development
- Training and Capacity Building
- Marketing & Promotion
- Multilingual Communication
- Adaptability

LANGUAGES

FRENCH
Native

ENGLISH
Fluent

ITALIAN
Professional Working Proficiency

CAREER SUMMARY

Justine Muzy is an expert in tourism strategy and sustainable development, currently pursuing a PhD in Tourism Management. With extensive experience in academia and consultancy, she has recently excelled as a freelance consultant for European projects. Justine is proficient in strategic planning, stakeholder engagement, and is multilingual in French, English, and Italian. Her work focuses on developing and implementing sustainable tourism strategies in diverse cultural

WORK EXPERIENCE

FREELANCE EXPERT CONSULTANT

Independent / Multiple Locations / 2022 – Present

In this role, I provide strategic consultancy services to companies transitioning towards sustainable tourism. I was involved in several European Projects (QMNet, RebootMed, Ecotour) and supported both private and public organisations.

- Developed comprehensive sustainability strategies to enhance environmental and economic outcomes.
- Engaged with multiple stakeholders to foster collaborative and sustainable project environments.
- Facilitated training sessions to educate tourism professionals on sustainable practices and strategic planning.
- Achieved successful implementation of sustainable development policies across diverse companies.

EXECUTIVE ASSISTANT

Camping Santa Lucia / Sainte Lucie de Porto-Vecchio, Corsica / 2008 – 2023

Assisted the director in overall campsite management, focusing on customer relations, staff management, and implementing sustainability initiatives.

- Negotiated with suppliers to improve sustainability in procurement processes.
- Designed the 2023 – 2025 strategic development plan.
- Successfully obtained the European Ecolabel certification, enhancing the campsite's environmental credentials.
- Managed the COVID-19 policy, ensuring health and safety compliance while maintaining service quality.

TEACHING AND RESEARCH ASSISTANT

University of Corsica / Corte, Corsica, France / 2018 – 2022

Supported academic and practical tourism studies, with a focus on strategic analysis and heritage management at tourism sites.

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SKILLS

// TECHNICAL

- Qualitative Research Design
- GIS Mapping
- Product Development
- Qualitative Data Analysis
- Collective Intelligence Workshops
- Data analysis
- Digital Marketing
- Sustainability Auditing
- Stakeholder Analysis

REFERENCES

MATHILDE WOILLEZ
Independent Consultant

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WORK EXPERIENCE CONTINUED

TEACHING AND RESEARCH ASSISTANT (CONTINUED)

- Conducted research, authored, and co-authored papers on sustainable tourism.
- Delivered lectures and workshops on tourism management strategies and sustainable development.
- Collaborated in consultancy projects aimed at developing tourism strategies for local villages.
- Taught a master's degree course in tourism management, focusing on the strategic analysis and enhancement of heritage site management through practical and theoretical approaches.

EXECUTIVE ASSISTANT

Uniquely Scotland / Edinburgh, Scotland / January 2018 – July 2018

- Assisted in the creation and marketing of tailor-made tourism experiences, enhancing customer satisfaction and engagement.
- Played a key role in the sales process, directly engaging with clients to understand their needs and ensuring the delivery of high-quality, personalized travel itineraries.

TRAINEE CONSULTANT (INTERNSHIP)

APSARA National Authority / Siem Reap, Cambodia / April 2017 – August 2017

Engaged in a pivotal project at this UNESCO World Heritage Site, tasked with optimizing visitor management through behavior analysis.

- Designed and led behavioral studies to gain insights into visitor dynamics, informing strategic management improvements.
- Analyzed study results to develop actionable operational recommendations for enhancing site management.
- Trained local staff on implementing new research methodologies, which

PROFESSIONAL DEVELOPMENT

SUSTAINABLE TOURISM DESTINATION MANAGEMENT
Cornell University, Online – 2023 - 2024

VALUE CHAIN & ECONOMIC ANALYSIS FOR PROTECTED AREA
TOURISM
MOOC Conservation, Online – 2023

ANALYSE DES DONNEES QUALITATIVES
FNEGE, Paris – December 2019