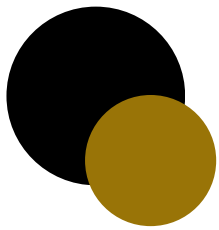


Voted 1 of 24
2024 Most
Influential
Women in Travel
by TravelPulse



Stephanie
M. JONES

GUEST
LECTURER
PROFILE



Meet Stephanie

GUEST LECTURER. TOURISM STRATEGIST. ADJUNCT FACULTY.
DOCTORAL RESEARCHER. CURRICULUM DESIGNER.



Stephanie M. Jones is a U.S.-based tourism strategist, adjunct faculty member, and doctoral researcher whose work examines the integration of sustainable tourism, entrepreneurship, and supplier development in hospitality and tourism education.

As Founder and Managing Director of **Disrupt for Change**, she leads initiatives, such as the **Diversity Tourism Academy**, that advance equity and inclusion within global industry supply chains by preparing underrepresented hospitality & tourism enterprises for participation in the travel trade. Her work spans curriculum development, equity-aligned program design, research, and strategic consulting with tourism boards, institutions, and NGOs.

As a social entrepreneur, Stephanie brings more than 25 years of industry experience specializing in tourism marketing, entrepreneurship, sustainable tourism, cultural heritage and community-based tourism. She has launched and led multiple ventures across the private, nonprofit, and social enterprise sectors, giving her a deeply practical understanding of how businesses and systems operate.

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Award-Winning Innovator

In her academic role, she serves as Adjunct Faculty and a Subject Matter Expert in curriculum design, where she develops entrepreneurship-focused coursework aligned with workforce outcomes and industry expectations. Her doctoral research explores how entrepreneurial thinking, social sustainability, and supplier development can be embedded into hospitality and tourism curricula. Stephanie is particularly passionate about bridging the gap between academic learning and real-world application, ensuring that students are equipped not only for employment, but also for innovation and enterprise development within the global hospitality and tourism ecosystem.

Her work has been recognized internationally, including being shortlisted for the Quacquarelli Symonds (QS) Reimagine Education Awards in the Access, Diversity & Inclusion category for the **Diversity Tourism Academy**. In addition, Stephanie collaborates with tourism boards, universities, and NGOs to design curriculum, provide instruction, and develop strategies that align tourism development and destination stewardship with social inclusion and long-term sustainability.

Stephanie is currently pursuing opportunities to expand her work internationally through academic partnerships and research initiatives. She is a dynamic global thought leader, keynote speaker, and tourism marketing strategist transforming the way the global travel & tourism industry engages underrepresented MSMEs and local communities.

Global Thought Leader

Stephanie has served on national and international industry advisory boards including:

- Appointed member of the U.S. Department of Commerce's Travel and Tourism Advisory Board (Two term appointment)
- Northstar Travel Group's Travel Advisory Board
- Hurtigruten Expeditions Travel Advisory Board Chair





Guest Lecturer Topics

Entrepreneurial Thinking & Opportunity Recognition in Global Tourism Markets

This session introduces students to the foundational principles of entrepreneurial thinking and opportunity recognition within the context of the global hospitality and tourism industry. Participants explore how to identify, evaluate, and act on opportunities across diverse tourism markets, with a focus on innovation, problem-solving, and emerging global trends.

Learning Outcomes

By the end of this session, participants will be able to:

- Apply entrepreneurial thinking frameworks to tourism and hospitality contexts
- Identify unmet needs and emerging opportunities within global tourism markets
- Evaluate the feasibility and potential impact of tourism business ideas
- Understand how global trends influence opportunity recognition in tourism

From Concept to Contracts: Preparing Tourism SMEs for the Global Travel Trade

This session provides a practical, industry-informed overview of how tourism SMEs can transition from concept-stage ideas to becoming market-ready suppliers within the global travel trade. It focuses on aligning product development, pricing, partnerships, and operational readiness with the expectations of international buyers.

Learning Outcomes

By the end of this session, participants will be able to:

- Understand the structure and dynamics of the global travel trade ecosystem
- Identify key requirements for tourism SMEs to become market-ready
- Evaluate how product-market fit influences success in tourism distribution channels
- Recognize the importance of partnerships, pricing strategy, and buyer alignment

Format Options

- 60–90 minute guest lecture (presentation + Q&A)
- Applied workshop simulating tourism product readiness
- Case-based discussion using real-world SME examples
- Hybrid lecture + faculty discussion session

Why Work with Stephanie

Stephanie brings a rare combination of:

- Real-world industry experience (25+ years)
- Academic engagement (Adjunct Faculty + Doctoral Researcher)
- Curriculum design expertise
- Global tourism perspective

Her sessions are:

- Practical
- Engaging
- Industry-aligned
- Immediately applicable

Collaborate with Stephanie

Stephanie M. Jones, MBA is interested in developing academic and industry collaborations with institutions in Portugal and across Europe. Potential areas of collaboration include:

- Curriculum co-development integrating entrepreneurship, social sustainability, and tourism market readiness
- Joint research initiatives focused on inclusive tourism development, SME sustainability, and global supply chains
- Guest lecturing and visiting scholar engagements
- Student engagement opportunities, including capstone mentoring, applied projects, and industry exposure

These collaborations are aligned with international education exchange and future participation in programs such as Fulbright, with a focus on fostering cross-cultural learning, applied research, and global industry alignment.