



**Bournemouth University
Business School**

Tourism & Hospitality Conference 2024

**Bournemouth
Highcliff Marriott Hotel,
Tuesday 27 February
2024**



In association with:



**#BUHospitality #BUTourism
www.bournemouth.ac.uk/tourism**

“Sustainable Talent Management: nurturing workforces and developing future leaders.”

Welcome

On behalf of the Tourism & Hospitality academic and support teams, we welcome you to the 2024 Conference in partnership with BH Area Hospitality Association (BAHA) and Bournemouth Highcliff Marriott Hotel.

The conference has been made possible by our sponsors, which enable us to work closely with and foster long-standing relationships with our partners and professional bodies. The conference is a fantastic opportunity for tourism and hospitality industry leaders to share their experiences, views, and insights with our talented students who are the future of the industry.

The theme this year is one of the most challenging issues that the industry faces, ‘Sustainable Talent Management: nurturing workforces and developing future leaders’. The conference is the perfect opportunity for students, academics, and industry leaders to network and discuss the key agendas that the tourism and hospitality industry faces today and in the future. The Tourism & Hospitality team has a proud reputation for facilitating close collaborations with the industry which inspires and motivates talented graduates to pursue successful careers.

The tourism and hospitality industry is a huge global sector, spanning travel, tourism, hotels, resorts, events, restaurants, catering, bars, and nightclubs, and is estimated to have a yearly economic turnover of more than \$7.6 trillion! It employs approximately 320 million people and is responsible for 1 in 10 jobs globally. As such it is one of the most important barometers of economic recovery and growth.

We hope that our students enjoy the conference and take full advantage of the opportunity to talk to and network with the impressive range of speakers and industry leaders attending. Your career journey has only just started but the future is exciting and rewarding and it’s up to you to make the most of it.



**Dr Charalampos (Babis)
Giousmpasoglou**
Conference Chair
Hospitality & People
Mgt Lead



Simon Thomas
Conference Chair
Employability Lead

Professional bodies represented



Hospitality is at the heart of the UK's culture, society and communities. As the lead trade body for the industry, represents every corner of the sector. With hundreds of members across the UK, UKHospitality is the collective voice campaigning for positive change: for people, businesses, and for the future of hospitality.



Women in Travel CIC is the UK-based, award-winning social enterprise dedicated to empowering ALL women using travel, tourism, and hospitality as a 'force for good'; empowered women thrive and in turn, foster thriving communities. Women in Travel CIC partners with employers and charities to provide all women – especially marginalised, vulnerable, and underrepresented – with visibility, confidence, access to training, mentoring and eventually employment and enterprising.



THE BURNT CHEF PROJECT

The Burnt Chef Project is a globally recognised not-for-profit Social Enterprise. Launched in May 2019 The Burnt Chef Project was set up with the sole intention of eradicating mental health stigma within hospitality. They are fully committed to making the hospitality profession healthier and more sustainable by focusing on people's wellbeing first.



ICTHR is a globally leading centre for research in tourism, hospitality and related fields of study. The international centre was established in 1996 as an interdisciplinary research centre at Bournemouth University, and has conducted research projects for international agencies for international agencies (e.g. the EU, UNWTO, USAID and Development Banks), national government organisations in the UK and around the world and private sector businesses and consortiums.



ABTA is a trade association for UK travel agents, tour operators, and the wider travel industry. For over 70 years we've helped our Members run successful travel businesses and provided travellers with advice, guidance, and support.



BH Area Hospitality Association is proud to represent some of the finest hotels and accommodation providers in our country. The Bournemouth, Christchurch and Poole areas are famed for their fantastic hospitality and ever-growing tourism industry and we have played out part in improving the services that are offered across the BH area. We continue to develop the hospitality and tourism industries within our great towns. We also offer patronage to select suppliers that have a big impact on hotels and accommodation providers across the BH area.



The African Travel & Tourism Association (ATTA) is a member-driven trade association that promotes travel and tourism to Africa and Indian Ocean Islands from all corners of the world. Recognised as the Voice of African and Indian Ocean Islands Tourism, ATTA® serves and supports businesses in Africa and the Indian Ocean Islands representing buyers and suppliers of tourism product across 26 African and Indian Ocean countries. With over 615 members, ATTA acts as Pan-Africa and Indian Ocean Islands' largest network of tourism product covering not only accommodation, transport and travel specialists in Africa and the Indian Ocean Islands, but a formidable selection of tour operators, representation and PR companies worldwide promoting tourism to Africa and the Indian Ocean Islands.

Companies in attendance



Conference programme

09:00-09:30	Registration Coffee and tea
09:30-09:45	Welcome Conference Chairs (CG & ST), BUBS (Professor Lee Miles), BAHA (Tim Seward) Conference presenter: Dr Duncan Light
Presentations	
09:45-10:10	Kate Nicholls CEO of UK Hospitality
10:15-10:40	Rafal Wasiluk Regional Director of Talent & Culture for N. Europe, Accor
10:45-11:10	Edward Workman Chief Executive Officer, The Newt in Somerset
11:15-11:30	Coffee/tea break
11:35-12:00	Kris Hall Founder and Managing Director of The Burnt Chef Project
12:05-13:00	Panel discussion (Hospitality industry) Moderator: Tammy Markley Panel members: Robin Vermeire, Clare James, Liz McGivern and Alison Lees
13:00-14:00	Light lunch
Presentations	
14:05-14:30	Daphne Gutfroind Talent Acquisition Lead, CTM Travel
14:35-15:00	Alessandra Alonso Founder and Managing Director of Women in Travel CIC
15:05-15:30	Jamie Sergeant Global CEO of This is Crowd
15:35-15:50	Coffee/tea break
15:50-16:45	Panel discussion (Tourism and events industry) Moderator: Danny Waine Panel members: Frank Wagner, Jon Danks, and Kevin Leaver
16:50-17:00	Closing remarks Dr Tim Gale

Hospitality – morning session

Speakers



Kate Nicholls

Chief Executive Officer, UK Hospitality

Kate Nicholls OBE has been CEO of UK Hospitality, the powerful voice representing the broad hospitality sector, since its inception in 2018, having previously worked as CEO and Strategic Affairs Director of the ALMR. Kate is Chair of the Tourism Alliance and co-chair of the London Tourism Recovery Board, representing the needs of the wider tourism sector in discussions with the Government and the Mayor of London. She sits on the Government's Tourism, Hospitality, and Food & Drink Sector Councils and has previously Chaired the London Night-time Commission. She is a Board member of Best Bar None, PASS, and is a trustee at Hospitality Action. In July 2021, she was appointed as the first Government Disability Ambassador for hospitality, promoting inclusivity. Kate was appointed co-chair of the London & Partners' Tourism Advisory Group in November 2022, who have a critical role in turning London's 2030 Tourism Vision into reality. Kate initially worked as a researcher in the House of Commons and European Parliament on food, employment, and environmental policy before joining Whitbread to work in Strategic Affairs. She has extensive experience as a political and strategic communications consultant and is a graduate of Fitzwilliam College, Cambridge, and Kings College London.



Kris Hall

Founder and Managing Director, The Burnt Chef Project

Kris founded The Burnt Chef Project in May 2019, a not-for-profit community interest focused on people-focused sustainability. After 12 years of working in hospitality and experiencing mental illness, Kris launched the Project to tackle the stigma of mental health within hospitality. Through corporate training sessions and merchandise sales, the Project grew and now provides free-to-access 24/7 support services as well as free health and wellbeing training across the globe.



Edward Workman

Chief Executive Officer, Newt in Somerset

Edward Workman is CEO of The Newt in Somerset, an ambitious reinvention of a historic country estate, complete with a luxury hotel, diverse visitor experience and rapidly expanding food business. Since opening in 2019, the hotel has won multiple awards, featuring as the Best Boutique Hotel in the world at the inaugural World's 50 Best Hotels list of 2023. The gardens attract over 250,000 visitors per year and The Newt is proud to be the principle sponsor of the RHS Chelsea Flower Show. Prior to joining The Newt, Edward worked for Hauser & Wirth Gallery, where he played a pivotal role in the business expansion to new locations such as Los Angeles, New York, and Hong Kong. Alongside this role with the gallery, he worked closely with Iwan and Manuela Wirth to found the Artfarm Hospitality Group and to develop the award-winning Fife Arms Hotel in Braemar, Scotland.



Rafal Wasiluk

Regional Director, Talent & Culture for N. Europe, Accor

Rafal Wasiluk is the Regional Director of Talent and Culture for Northern Europe at the esteemed Sofitel, MGallery, and Emblems - Accor's luxury hotel brands. His career spans over two decades, deeply rooted in the hotel sector. Rafal's journey began in the operational departments of various hotels, culminating in the role of Operations Manager within the IHG group. In 2014, Rafal transitioned from operations to managerial positions in Talent & Culture departments, showcasing his expertise in human resources and talent development. Since 2022, he has been a vital part of Accor, where he implements the human resources strategy for the luxury brands Sofitel, MGallery, and Emblems. His role is crucial in supporting hotels across 15 Northern European countries in multiple HR initiatives, including talent management, employee engagement, talent acquisition, and other key areas. As Regional Director of Talent and Culture Rafal uses his extensive experience and profound knowledge in the hospitality industry to foster talent and culture within the luxury hotel sector.

Hospitality panel moderator and panel members



Tammy Markley (Moderator)

Marriott Cluster Director, HR – South West England and Wales Cluster, UK

Tammy Markley started her career in Human Resources working for Marriott over 15 years ago and worked at various hotels on the South Coast until 2009. She then moved from the hotel industry to develop her career and gain a broader HR experience across various sectors including Education, Public Sector, Leisure, and Events, where she managed a team of HR professionals delivering commercial HR Advisory services to a range of clients nationally as the HR Advisory Lead for Kier (formerly Mouchel) an infrastructure services company. Tammy returned to Marriott in 2016 and in that time has supported 19 hotels across the Golf and Country Club Cluster and South, West England, and Wales Cluster as the Assistant Cluster Director of Human Resources. In addition, Tammy has been instrumental in the delivery and implementation of several UK&I projects including the complex transfer of 5 hotels to Britannia Hotels Ltd and most recently the Covid-19 reorganisation in 2020. Tammy was awarded the 'Outstanding HR Peer' Award at the 2019 Lisbon Conference and has completed her level 7 CIPD qualification. In her free time, Tammy loves spending time with her family and 8-year-old daughter, Talia. She is a Zumba fan and enjoys cycling and painting.



Robin Vermeire

Director, Group Talent Acquisition Mandarin Oriental

In his role as Director of Group Talent Acquisition Robin is leading Mandarin Oriental Hotel Group's global talent acquisition strategy, supporting and enabling the hotels to continue to be successful. With 38 operating hotels and a further 28 in the pipeline, Mandarin Oriental Hotel Group is expanding rapidly. Previously Robin was responsible for the overall People strategy for the 3 UK Mandarin Oriental properties. Over the past 6 years, Robin has been a driving force in the overall strategy and positioning of the business, directly contributing to the success of one of the highest-performing hotels in the UK market through strong people and development practices. He is a Chartered CIPD Member and holds a master's degree in Innovative Hospitality Management from ESADE University in Barcelona, Spain. Robin specialises in Employer branding, Engagement strategies, Talent Management and Development.



Clare James

Director, Human Resources at Corinthia Hotel, London

Clare's hospitality experience spans over 30 years, initially in luxury operations and, with a passion for People; most of Clare's experience has been in the field of HR. A graduate of Westminster College, London (Hotel and Catering Management) and a postgraduate of Kingston University (CIPD) Clare has enjoyed heading up HR operations, spearheading group-wide projects, supporting Hotel openings and fulfilling consultancy roles for The Lancaster Landmark Hotel Company Limited, The Dorchester Collection and The Corinthia Hotel Group. Clare is passionate about diversity and equality, luxury learning and team development and is keen always to evolve and future proof the People and Luxury Service offering to engage the future generations to come.



Liz McGivern

Vice President, People & Culture, The Red Carnation Hotel Collection

Brought up near Canterbury, Kent, Liz's first job was cleaning in the local bakery. She started her career in contract catering after attending Thanet Technical College. Having worked her way up to management, she was head-hunted for the Portland Hospital for Women and Children in London as Catering Services Manager managing the department with around fifty employees. From here, the parent company invited her to join the training department and she combined her ambition a few years later by working in a training role in a luxury hotel environment when she joined the London Hilton on Park Lane. She was promoted after two years into a regional role and was then head-hunted, this time by Red Carnation Hotels. Red Carnation started expanding from the moment Liz joined. She progressed to Director of HR and Training nine years ago and now holds the global position of Vice President of People & Culture for all 18 hotels in the collection.



Alison Lees

Area Director, HR for UK, Ireland and Nordics, Marriott International

Alison currently holds the Area Director of HR role for Marriott Hotels, UK Ireland and Nordics. She started her career as a trainee manager within Novotel working in operations as a Front Office Manager before moving into L+D and HR. A strategic professional in human resources, holding a degree from Westminster University and possessing extensive experience within Marriott Brand across diverse clusters in the UK covering the South, Midlands, Golf and Country Clubs. Alison is passionate about people development and is a qualified Insights Practitioner, delivering leadership development skills to the business leaders!

Tourism – afternoon session

Speakers



Daphne Gutfroind

Talent Acquisition Lead, CTM Travel

A trained Recruiter and qualified Career Coach, passionate about People, Culture, and Development. After obtaining my Ph.D. and working in the Arts, I joined the Recruitment world and have worked in all settings: HR Department, Agency, and Self-employed.

During the pandemic, I worked pro-bono to support Women from diverse social and ethnic backgrounds to find volunteering and working opportunities. At CTM, I am part of the HR department, responsible for outreach to Universities and Employment Support Organisations in the UK/EU region. I am the entry door to the company and my passion is to match Candidates with Managers so that they don't simply 'get a job' but really Start a Career with us. I have travelled in more than 40 countries, lived in 4 capitals, I speak 3 languages fluently and 2 badly; so, if you love Travel, find me on LinkedIn, we should speak!



Alessandra Alonso

Founder and Managing Director, Women in Travel CIC

Alessandra Alonso, MBA FRSA is a multi-award winner travel and hospitality professional with 25 years of experience working in senior roles in leading organisations including WTTC (the World Travel and Tourism Council) and KPMG, as well as an

independent consultant, social entrepreneur, and advisor. In 2004 recognised as a 'trailblazer' and 'one of the most important women in travel'; her many accolades speak for Alessandra's commitment to making the industry more inclusive, diverse, and equitable. Alessandra's in-depth expertise in diversity and inclusion was developed over two decades and she now supports and works with companies and organisations including Google, Intrepid Travel, Cosmos, and Expedia in their quest for inclusivity and diversity through her social enterprise Women in Travel CIC as well as independently. Alessandra's expertise covers a wide range of areas including strategy, training and facilitation, mentoring and coaching, inclusive recruitment, and talent management.



Jamie Sergeant

Global Chief Executive Officer, This is Crowd

Jamie offers over 20 years of game-changing creative design experience. An award-winning creative director whose past clients and employers included heavyweights such as MTV Networks, Disney, Warner Bros, Nike, and Dubai International Airports, Jamie

loves bringing the WOW factor to every meeting table. With a passion for digital, Jamie's journey started with illustration, progressed to animation, and gradually expanded to web design, online marketing, and social media marketing. Today he leads a team of designers, programmers, and content generators that constantly push the boundaries in the world of digital experience. Crowd has 10 offices in 7 countries and Jamie is the global CEO.

Tourism panel moderator and members



Danny Waine (Moderator)
Head of Membership, ABTA

Danny Waine is Head of Membership at ABTA – The Travel Association, Trustee at the Teesside Airport Foundation, Vice Chair of the Institute of Travel & Tourism (ITT), and Co-founder of the 'Future You' careers initiative. Before joining ABTA in October 2020, Danny was Commercial Manager at Swiss holiday home specialist Interhome Group, a wholly owned subsidiary of the Hotelplan Group. Prior to that, Danny was International Business Development Manager at Italian fashion and design school Istituto Marangoni, joining after 10 years as Co-founder & Director at overseas wedding specialist, Perfect Weddings Abroad. A travel and tourism graduate, Danny has worked with three different ABTA Members including running his own business, was a Non-Executive Director at wellbeing social enterprise 'Talent Courtyard' and has been a judge at various awards including Young Enterprise UK. A supporter of emerging talent in the sector, Danny won the Association of Women Travel Executives (AWTE) 'Male Ambassador' Award in 2021 and was shortlisted for the ITT 'Mentor of the Year' in 2020.



Frank Wagner
General Manager UK, Ireland and Iceland, Lufthansa Group

Based in London, Frank is responsible for the commercial and sales activities for all Lufthansa Group carriers, Austrian Airlines, Lufthansa, SWISS, Brussels Airlines, and Eurowings. Frank brings a wealth of aviation knowledge from his many years of airline management experience in Sales, Marketing, and Distribution. He started his career at the Lufthansa Group in 1997 in London and has, since then, held international management positions leading Lufthansa's commercial teams in Portugal and, more recently, in Poland. During this tenure, he was also a Member of the Board of Airlines Representatives and Vice President of the German-Polish Chamber of Commerce. In 2023 Frank was appointed to the Board of Airline Representatives, BAR UK. Frank is married, has three children, and holds a PhD in Communications from the University of Mainz, Germany.



Jon Danks
Chief Executive Officer, ATTA

Jon Danks joined the African Travel and Tourism Association (ATTA®) as CEO in 2023. Well-known to the travel industry, media, buyer, agent, and operator audiences, he enjoys passion for travelling the world and the continent of Africa. Throughout his career, Jon held numerous senior leadership positions at multinational membership organisations such as the RAC, The Times Educational Supplement, and Avis. He also held several key roles in aviation at British Airways, South African Airways, and as Marketing Chairman (UK) for Star Alliance. With over thirty years powering African tourism in 2023, ATTA® recruited two tourism graduates from Bournemouth University to begin their careers in the sector. A strategic thinker with vision and diplomacy, Jon has experience in public affairs, connected across the continent's high commissions and tourism agencies, and is experienced in several volunteer non-Exec roles, across government and the private sector.



Kevin Lever
Head of Events, UTAC Millbrook

Kevin is currently Head of Events at UTAC Millbrook, with total responsibility for the UK Event business, a position he has held for the last 10 years. In a 20-year career at Millbrook, he has previously held roles in sales and operations, working in the world of Experiential Events and Marketing for a total of over 40 years, covering sales, marketing & and delivery of live events both in the UK and Europe. With extensive experience in both sales and operations, having worked predominately for venues, but also for end clients and agencies, particularly within the automotive sector. He has been responsible for the placement programme at Millbrook for the last 18 years and is passionate about developing talent within the Events & Hospitality industry.



Bournemouth
University

Tourism, Hospitality and Events





Stay in touch, stay involved

Graduation is just around the corner, but that doesn't mean it's time to say goodbye – you'll still be part of the BU Business School community.

After graduating you'll automatically become part of BU's Alumni Association, but you'll need to register your details to stay connected and make the most of your membership.

Sign up at: www.bournemouth.ac.uk/alumni-signup.

Being part of the alumni network helps you to stay in touch with your department and your lecturers, update your knowledge, recruit the new talent, support consultancy projects, access career advice and develop your professional skills.

Our dedicated email updates and Facebook page will keep you up-to-date with news, events and opportunities for graduates. You can also take advantage of exclusive alumni benefits and offers, from big discounts on further study to special rates on SportBU membership. If you'd like to stay more closely involved with BU, you can take part in all sorts of activities, from featuring in our publicity to helping the next generation of students through networking events, mentoring schemes and alumni advisory panels.

So, whatever you do after leaving BU, keep in touch with the Alumni Association at:

www.bournemouth.ac.uk/alumni

alumni@bournemouth.ac.uk

Study your Master's at BU

The BU Business School offers the following taught postgraduate degrees:

MSc Events Management

MSc International Hospitality and Tourism Management

MSc Tourism Management

MSc Tourism Marketing Management

Expand your academic interests with postgraduate study and enhance your career prospects. Employers value the skills developed through our courses, such as knowledge of research methods, collaboration, independent thinking and communication. We have over 100 postgraduate courses to choose from covering a wide range of subjects and many offering placement opportunities.

Search our postgraduate courses: www.bournemouth.ac.uk/courses

Discounts and scholarships

As a BU graduate you'll be eligible for 20% off your tuition fees if you continue your studies with us, now or at any time in the future. We also offer an unlimited number of academic achievement scholarships for Master's students as well as other scholarships (terms and conditions apply). Student loans up to £11,836 are now available to UK national or Irish citizens or to those who have settled or pre-settled status under the EU Settlement Scheme.

Find out more: www.bournemouth.ac.uk/scholarships

Meet us

We're holding a Postgraduate Open Afternoon on 22 March. Why not come along and have an informal chat with an academic from your postgraduate subject of interest?

Register now: www.bournemouth.ac.uk/open-days

Bournemouth University Business School

Dorset House, Talbot Campus
Fern Barrow, Poole,
Dorset, BH12 5BB

Phone: **+44 (0) 1202 961916**

For further engagement please contact:

Industry Relations & CPD

Simon Thomas:

stthomas@bournemouth.ac.uk

Student Employability

Joanna Milner:

jmilner@bournemouth.ac.uk

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Hospitality Graduates Bournemouth

At BU, we're trying our best to reduce our impact on the planet, so are choosing to save paper and trees by sharing our brochure digitally