



**Bournemouth University
Business School**

Tourism & Hospitality Conference 2025

**Bournemouth
Highcliff Marriott Hotel,
Monday 24 February
2025**

In association with:

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



“The Impact of AI and New Technologies in the Hospitality and Tourism Industry.”

Welcome

On behalf of the Tourism & Hospitality academic and support teams, we are delighted to welcome you to the 2025 Bournemouth University Tourism & Hospitality Conference, in partnership with the BH Area Hospitality Association (BAHA).

The Tourism and Hospitality industry is a vast global sector, encompassing travel, tourism, hotels, resorts, events, restaurants, catering, bars, and nightclubs. It boasts an annual economic turnover of over \$7.6 trillion, employs approximately 320 million people, and supports 1 in 10 jobs worldwide. As such, it serves as a key indicator of economic recovery and growth.

This year's conference will focus on the transformative theme of The Impact of AI and New Technologies in the Hospitality and Tourism Industry. It provides a valuable opportunity for students, academics, and industry leaders to network and discuss the key issues facing the Tourism and Hospitality sector today and in the future. The Tourism and Hospitality team at Bournemouth University has a proud tradition of fostering close collaborations with the industry, inspiring and motivating talented graduates to embark on successful careers.

We are grateful to our sponsors, Marriott International and Harvest Foods, for making this event possible. Their support enables us to build strong, long-lasting relationships with partners and professional bodies.

We hope you enjoy the conference and make the most of the opportunity to engage with the impressive range of speakers and industry leaders in attendance. Your career journey is just beginning, and the future is both exciting and full of potential. The path you choose is yours to shape.



**Dr Charalampos (Babis)
Giousmpasoglou**
BU Tourism & Hospitality
Conference Chair

Organisations & Industry Associations



ETOA is a member-driven community comprising over 1,100 organisations, ranging from global brands to independent small businesses, DMOs, industry partners, and technical specialists. Supported by its supplier members and partners, ETOA works on behalf of tour operators, wholesalers, destination management companies, and agents to foster a sustainable business environment where European tourism can thrive and grow.



The Institute of Hospitality (IoH) is the professional body for managers and aspiring managers working and studying in the hospitality, leisure, and tourism industries. Established in 1938, the IoH has evolved significantly over the years, as the world's leading, award-winning professional membership body for hospitality professionals worldwide.



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 (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.



The Tourism Management Institute (TMI) is the professional organisation for individuals working in tourism destination management. TMI supports destination management professionals at every stage of their careers, from students to senior practitioners.



The BH Area Hospitality Association proudly represents some of the finest hotels and accommodation providers in the country. The Bournemouth, Christchurch, and Poole areas are renowned for their exceptional hospitality and thriving tourism industry, with the Association playing a key role in enhancing the services offered across the BH area. It continues to support the development of the hospitality and tourism industries within these vibrant towns.



The Destination Management Board (DMB) for Bournemouth, Christchurch, and Poole (BCP) represents businesses, groups, and individuals that support the local economy, with a focus on developing a prosperous tourism industry.



Destination Plymouth is a public-private partnership dedicated to boosting tourism in Plymouth, England. Its primary goals are to attract more visitors to Plymouth and the surrounding areas, increase visitor spending, and create tourism-related jobs. Funded by the Plymouth City Centre Company, Plymouth Waterfront Partnership, Plymouth City Council, and local businesses, Destination Plymouth works collaboratively to drive economic growth and enhance the region's appeal as a key tourist destination.



The Greek National Tourism Organisation often abbreviated as GNTO (Greek: EOT) is the governmental Board for the promotion of tourism in Greece. It functions under the supervision of the Ministry of Tourism.

Companies in attendance



Conference programme

09:00-09:30	Registration Coffee and tea
09:30-09:45	Welcome Conference Chair, BU Vice Chancellor, BUBS Exec. Dean, BAHA Chair Conference presenters: Dr. Philip Ryland and Dr. Duncan Light
Presentations – Hospitality Industry	
09:45-10:15	Carlos Juiz Executive Vice President, TURISTEC
10:20-10:50	Yannis Anastakis Principal Consultant, Davis Aniston Stallard
10:55-11:25	Kalpdum (Kalp) Raval Head of Digital Customer Acquisition, L&R Hotels
11:30-11:55	Coffee/tea break
12:00-13:00	Panel Discussion and Q&A (Hospitality Industry) Moderator: Andrew Maunder (HR Manager, Marriott International) Panel members: Jill van Rest (Hotel Manager, Strand Palace), - Lotte Bergsma (Talent Acquisition Program Manager, Marriott International), Rosie Radwell (Managing Director, Marsham Court Hotel) and Ryan Haynes (Director, MarComs)
13:00-14:00	Light lunch
Presentations – Tourism Industry	
14:05-14:30	Amanda Lumley Chief Executive, Destination Plymouth
14:35-15:00	Andy-Owen Jones Managing Director and Co-Founder, SMARTSEER GmbH
15:05-15:30	Danielle Myers Head of Learning and Development, TAG
15:35-15:50	Coffee/tea break
15:50-16:45	Panel Discussion (Tourism and Events Industry) Moderator: Dimitrios Buhalis (Bournemouth University) Panel members: Andy Lennox (Chair, Destination Management Board (Dorset)), Rachel Read (Director of Insight and Business Improvement, ETOA), John Seaton (Chief Operating Officer, Ireckonu) and Eleni Skarveli (Director, GNT0 UK & Ireland)
16:50-17:00	Closing Remarks Dr. Tim Gale

Tourism, Hospitality and Events

Hospitality – morning session

Speakers



Carlos Juiz

Executive Vice President, TURISTEC

Professor Carlos Juiz holds a PhD in Informatics from the University of the Balearic Islands (UIB) and a postgraduate degree in Office Automation Management from the Polytechnic University of Madrid. Before joining UIB's Department of Computer

Science, he held various roles in the computer systems industry. He has been a visiting researcher at the University of Vienna's Department for Computer Science and Business Informatics and a Visiting Associate Professor at Stanford University's Biomedical Informatics Research Group. Professor Juiz has co-authored over 200 international publications and two university textbooks. He previously served as Director of the Telefónica Chair at UIB and currently acts as Executive Vice President at the TURISTEC cluster and a board member of the Balears T cluster. Additionally, he is a co-editor of the ISO/IEC 38503 standard and serves as Subdirector of the Laboratory of Entrepreneurship and Social Innovation at UIB.



Yannis Anastasakis

Principal Consultant, Davis Aniston Stallard

Yannis is an entrepreneur and technology consultant, with more than 25 years of experience in the hospitality industry. Following his studies for an MSc in Tourism at the University of Strathclyde, he worked for companies such as Hilton, Blackstone, Avvio,

Amadeus and SHR, where he held senior positions to the level of Vice President, in product management, sales, strategy, solutions, and corporate partnerships. Yannis is currently advising hotel chains that are undergoing major digital transformations and is co-founder in the upselling software upgrade2 as well as the software development house **cookiebite.net**. He regularly teaches project management to marketing professionals who are studying towards the CIM Diploma in Marketing, and is a perpetual student of fast scaling technologies, connectivity, and their impact to online customer experiences.



Kalpdrum Raval

Head of Digital Customer Acquisition, L&R Hotels

Kalpdrum (Kalp) Raval is currently the Head of Digital Acquisition with Strand Palace and The Lensbury of L+R Hotels. Kalp has been in the hotel industry for 17 years and brings his operational knowledge, digital marketing experience and

commercial know-how to drive direct revenue through the hotels' websites. As an e-commerce expert, Kalp plays an influential role in defining the revenue and marketing strategies and to ensure an optimal acquisition strategy from direct and other channels.

Hospitality panel

Moderator



Andrew Maunder

HR Manager, Marriott International

Andrew Maunder has over 10 years of experience in the hotel industry and is a Level 5 CIPD-qualified Human Resources Manager with a deep understanding of the unique challenges and demands of hospitality. He is specialised in recruitment & selection, employee relations, performance management, and legal compliance. Andrew has successfully developed and implemented HR strategies that promote a positive and productive workplace culture. With a passion for talent planning and development, he is dedicated to fostering a people-first culture to drive organisational success and enhance the guest experience.

Panel members



Jill van Rest

Hotel Manager, Strand Palace

After studying International Hotel Management in The Netherlands, Jill completed a graduate management program in The Westin Dublin. Since then, she has held various management roles across Housekeeping, Front Office, Guest Services and Hotel Operations teams across Ireland, the UK and the UAE. Working in both large corporate companies and independent hotels has given her an insight into the different types of businesses hospitality has to offer. She currently manages the day-to-day operation of the 788-bedroom Strand Palace, a four-star property in the heart of London with an annual turnover of over £50 million. She is passionate about driving continuous improvement – be that to her team's happiness, the guest experience and/or the hotel's bottom line.



Lotte Bergsma

Talent Acquisition Program Manager, UK, Ireland and Nordics

Lotte holds a degree in International Hospitality Management and began her career with Marriott's Voyage leadership program. Over the years, she has taken on various roles, including HR Manager at the Amsterdam Marriott Hotel, where she led associate relations, training, and other HR functions. She later became Talent Acquisition Manager in London, centralising the recruitment process for Marriott's graduate program across Europe, the Middle East, and Africa, while travelling extensively to build relationships with hotel schools across Europe.

Currently, Lotte focuses on early career programs and social mobility initiatives across the UK, Ireland, and Nordics, supporting hotels and job seekers in launching exciting careers in hospitality. She is particularly intrigued by the impact of AI on talent acquisition and career planning. Within her organisation, she has embraced AI-driven tools to enhance recruitment technologies and is passionate about educating students and graduates on leveraging AI in their career development.



Rosie Radwell

Managing Director, Marsham Court Hotel

Rosie began her career in hospitality at just 14 and, after gaining six years of experience in the USA, became Director of The Marsham Court Hotel in 2002 at the age of 26. Now as Managing Director, she runs the hotel alongside her two brothers, with a strong focus on improving accessibility and inclusivity for both guests and employees. Over the last four years, Rosie and her family have undertaken ambitious accessibility projects, making The Marsham Court a leader in the UK. Notably, it is the only UK hotel to install a Changing Places toilet and shower. Additional improvements include a sensory room, five accessible rooms with profiling beds, removable ceiling hoists, wet rooms, an i-swim pool hoist, an accessible lift, guest laundry facilities, and levelled outdoor spaces for wheelchair users. Rosie is deeply passionate about raising standards for Accessible Tourism across the UK, setting an inspiring example for the industry.



Ryan Haynes
Director, MarComs

Ryan Haynes, director of Haynes MarComs, has worked in the travel and hospitality industry for over 15 years as a specialist in technology systems. Ryan hosts and moderates several industry events including the International Hotel Technology Forum, the Independent Hotel Show and HOSPACE. Since 2020 he has hosted the podcast Travel Market Life which explores developments in the travel sector, including technology decision-making and digitalisation - in which the series Hoteliers' Voice explores strategic development of hotels. Delivering marcomms and PR consultancy, Ryan has worked with some of the leading innovators in the sector, including Cendyn, Guestline, SIHOT, HotelREZ Hotels & Resorts, IDEaS RMS, Vrbo (HomeAway), and Pegasus among others. Originally from Bournemouth, Ryan began his career in broadcasting working at Radio 1, TalkSport and LBC and worked with leading international PR agencies Team Lewis, Fleishmann-Hillard, and Rooster PR.

Tourism – afternoon session

Speakers



Amanda Lumley
Chief Executive, Destination Plymouth

Amanda Lumley is Chief Executive of Destination Plymouth. She has a wealth of experience in tourism from leading UK national attractions such as Chester Zoo and Leeds Castle, to regional tourism partnerships Visit Essex, Visit Kent and most recently Plymouth, Britain's Ocean City where she was involved in the Mayflower 400 programme for over 9 years. As well as being the voice of the city's visitor economy, she leads on the city's brand strategy, Visitor Plan, marketing and digital strategy, events, major development projects, public space and placemaking. Amanda is Immediate Past President, a Director and a Fellow of the Tourism Management Institute, a Fellow of the Chartered Institute of Marketing and Co-Chair of the Great Southwest Tourism Partnership.



Andy-Owen Jones
Managing Director and Co-Founder, SMARTSEER GmbH

Andy Owen Jones is Co MD and Co-Founder of Smartseer the AI-driven decisioning platform for travel companies. He is also Chairman of the Travolution Advisory Board. He has extensive travel technology and strategy background and has been CEO of BD4.ai and CEO of Traveltainment. Prior to this, he worked in strategy for Amadeus and was GM of IT for Virgin Atlantic as well as working in Brand Management at BA. He holds degrees from Oxford and London Universities. Andy has been involved with numerous travel initiatives and companies including holding Board positions at Chain4travel, Peakwork, Multicom and Comtec and investments in Travel Curious and The Luxe Week.



Danielle Myers

Head of Learning and Development, TAG

After graduating in Public Relations from Bournemouth University, Danielle started a career in the Travel Industry. The first four years were spent in the leisure market, selling all types of personal holidays before specialising in luxury first & business travel only.

Danielle then moved to TAG, an entertainment travel management company, to specialise in the corporate division looking after financial companies and business travel. Once here, Danielle worked her way up from Travel Executive to Head of Operations UK. Managing a large team and then working throughout COVID-19 when the landscape was particularly challenging with travel restrictions & Brexit. In 2022, Danielle moved over to head up Learning & Development for TAG as the Travel industry bounced back from the pandemic; covering ongoing staff training, new starter inductions, the TAG Academies Globally (fast track programme) and international recruitment.

Tourism panel moderator and members

Moderator



Dimitrios Buhalis

Bournemouth University Business School

Professor Dimitrios Buhalis is Director of the eTourism Lab and Deputy Director of the International Centre for Tourism and Hospitality Research at Bournemouth University Business School.

A leading expert in strategic management and marketing, his work specialises in ICT applications for tourism, travel, hospitality, and leisure industries. He serves as Editor-in-Chief of Tourism Review and the Encyclopedia of Tourism Management and Marketing. With over 25 books and 400 scientific articles to his name, Professor Buhalis ranks among the world's top 2% of scientists in Stanford University's database. On Google Scholar, he is the 2nd most cited in tourism, 1st in hospitality, 10th in strategy, and 24th in marketing, with over 82,000 citations and an h-index of 120. Professor Buhalis collaborates closely with UNWTO and the World Bank, ensuring his research delivers meaningful impact globally. For more information on his work, visit www.buhalis.com.

Panel members



Andy Lennox

Chair, Destination Management Board (Dorset)

Andy Lennox is a renowned restaurateur and entrepreneur based in Bournemouth, best known for founding the Koh Thai Tapas chain which he sold to PE in 2016. He now runs and owns The Fired-Up Collective which in turn runs the West Wessex Pub Co, a collection of gastropubs and Nusara boutique group of Thai restaurants. During the pandemic, he launched The Wonky Table, a support network for over 500 hospitality venues in the Dorset and Hampshire area(s). Recognised for his innovation, Andy won the 'Most Innovative Response to the Pandemic' at the IOH Hospitality Hero Awards in 2021. A passionate advocate for the hospitality industry, he has also campaigned for policies to support its recovery, solidifying his reputation as a leader in the sector.



Rachel Read

Director of Insight and Business Improvement, ETOA

Rachel is ETOA's Director of Insight and Business Improvement, leading both research initiatives and operational advancements. She spearheads ETOA's Insight Hub and its associated webinar programme, delivering actionable tourism insights by leveraging industry statistics and data partner analytics. This enables members to make informed, data-driven decisions to drive business growth. Rachel also drives internal business improvement, enhancing CRM systems to empower the commercial team with strategic decision-making tools that better serve members. With extensive experience in the travel industry and analytics, Rachel began her career as a Tour Director for US educational travel groups and later served as an Operations Manager in Boston and London. Joining ETOA in 2002, she advanced its digital offerings and industry reputation. After earning an MSc in Operational Research from LSE and serving as Insight Director at dunhumby, Rachel returned to ETOA in 2013 to continue her leadership in digital innovation and insight development.



John Seaton

Chief Operating Officer, Ireckonu

John Seaton is the Chief Operating Officer at Ireckonu, responsible for driving revenue growth and maintaining the company's leadership in hospitality technology innovation through engagement with a diverse global customer base. With 30 years of experience in software sales across the hospitality and travel industries, John has held leadership roles at Pegasus Solutions, HBSi, eRevMax, the Global Hotel Alliance, and most recently Cendyn where he served as Chief Revenue Officer for nearly ten years. John's extensive career has enabled him to possess a deep knowledge in hotel guest engagement and recognition, revenue management, online distribution, meetings and events, the incentive market, as well as leisure, TMC, and corporate sales.



Eleni Skarveli

Director, GNT0 UK & Ireland

Eleni Skarveli began her tourism career before the 2004 Athens Olympics, working in the Advertising Directorate of the Greek National Tourism Organisation. She later managed the Brussels office, which became BENELUX, based in Amsterdam, where she served successfully for nine years. In 2021, she moved to the London office, taking charge of the British and Irish markets. Eleni combines experience in European institutions, including the European Parliament, with strategic marketing expertise. She launched SustainableGreece.co.uk to inspire Greek stakeholders to highlight sustainable initiatives and raise awareness of responsible travel. In 2022, she founded the "Sustainable Travel AGORA," uniting industry experts to promote collaboration and sustainable practices. Through these efforts, Eleni champions responsible tourism and emphasises the importance of a collective approach to sustainability.



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

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 including **MSc International Hospitality & Tourism Management** and many offering placement opportunities too.

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 nationals 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 Evening on 19 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

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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