



**Bournemouth University  
Business School**

# **Tourism & Hospitality Conference 2023**

**Bournemouth Hilton Hotel,  
Tuesday 28 February 2023**



**In association with:**

**#BUHospitality #BUTourism**  
**[www.bournemouth.ac.uk/tourism](http://www.bournemouth.ac.uk/tourism)**



# “Sustainability and Resilience in a Permacrisis.”

## Welcome

On behalf of the Tourism & Hospitality academic and support teams, we welcome you to the 2023 Student Conference in partnership with BH Area Hospitality Association (BAHA) and Bournemouth Hilton.

We are delighted to work closely with our partners and professional bodies to make this fantastic event possible. The conference brings together tourism and hospitality industry leaders, future talent and rising star graduates to address and discuss contemporary industry issues.

This year the conference focuses on building resilience into your strategy whilst embracing the opportunities and challenges of environmental and sustainability agendas. During the conference, students and academics from Bournemouth University Business School have the excellent opportunity to network with invited speakers and discuss contemporary issues in the tourism and hospitality industry. We are proud of our close industry collaborations that enable us to co-create best professional practices through constant interaction and engagement.

We are privileged to live, work and learn in the Bournemouth, Christchurch and Poole areas, a living tourism and hospitality lab, which supports our learning development, research and teaching. This has great relevance and impact in the global marketplace and allows us to shape the future with the support of the local council. We are grateful for the tremendous support from those companies attending the conference that creates a vital opportunity for students to talk to and engage with the industry face to face.

We hope you enjoy the conference and make the most of the opportunities available. We encourage you to use this opportunity today to network, develop your industry knowledge and inform your career choices.



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



**Simon Thomas**  
Conference Chair  
Employability Lead

## Professional bodies represented



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 Institute of Hospitality (IoH) has evolved significantly since it was established in 1938. Building upon a distinguished heritage, today we are proud to be the world's leading, award-winning, professional membership body for hospitality professionals around the globe.



Established in 1956, the Institute of Travel & Tourism (ITT) is the only membership organisation for travel and tourism professionals, suppliers, educators, and students across all sectors of the industry. ITT's main purpose is to raise and maintain professional standards throughout the travel industry and to provide Members with support and guidance.



The Meetings Industry Association (mia) is the principal association supporting and growing the business meetings and events industry in the UK, and the keeper of AIM, the UK's only recognised quality standard for the meetings industry. We support our members with research and training and, through a multitude of networking opportunities, we help them to grow and strengthen their businesses.

## Conference programme

|                      |  |
|----------------------|--|
| 08.30 - 09.00        | <b>Registration</b><br>Coffee and tea  |
| 09.00 - 09.30        | <b>Welcome</b><br>Conference Chairs (CG & ST), BUBS (Lois Farquharson), BAHA (Tim Seward)<br><b>09.15:</b> Robert Richardson, Chief Executive Officer, Institute of Hospitality (IoH),<br>Conference presenter: Dr. Duncan Light |
| <b>Presentations</b> |  |
| 09.30                | <b>Danny Pecorelli</b><br>Managing Director, Exclusive Collection Hotels   |
| 10.00                | <b>Aoife Roche</b><br>Senior Commercial Director - Hotels, STR   |
| 10.30                | <b>Ufi Ibrahim</b><br>Chief Executive Officer, Energy & Environment Alliance   |
| 11.00 - 11.15        | <b>Coffee break</b>  |
| 11.15 - 12.15        | <b>Hospitality/Tourism Panel Discussion (Female Leaders' Resilience)</b><br>Moderator: <b>Tim Seward</b><br>Panel members: <b>Liz McGivern, Shannon Rockey, Tammy Markley and Megan Capstick</b>                                 |
| 12.15 - 14.15        | <b>Careers and networking event and light lunch</b>  |
| <b>Presentations</b> |  |
| 14.15                | <b>Carol Rose</b><br>Senior Sustainability Manager at ABTA   |
| 14.45                | <b>Harvinder Pereira</b><br>MA-HRM, ACI Arb Director Human Resources EMEA  |
| 15.15                | <b>Dr. Frank Wagner</b><br>General Manager Sales UK, Ireland & Iceland, Lufthansa Group  |
| 15.45 - 16.00        | <b>Coffee break</b>  |
| 16.00 - 17.00        | <b>Hospitality/Tourism Panel Discussion (Thriving in Chaos)</b><br>Moderator: <b>Dr. Anya Chapman</b><br>Panel members: <b>Kerrin MacPhie, Danielle Myers, Claire Steiner and Vicki Wolf</b>                                     |
| 17.00 - 17.10        | <b>Closing remarks</b>   |



## Industry engagement

We are delighted to welcome a range of organisations, professional bodies and industry experts to the conference today. They are here to share their experience by advising you on the best way to achieve your career goals and this is a unique opportunity to have them all in the same room, just for you. Please speak with our speakers during the breaks, over lunch or at the end of the conference. Develop your network and investigate potential opportunities to satisfy your career aspirations. This is a unique opportunity so don't miss out.

### In attendance:

- Abercrombie & Kent
- ABTA
- Accor Hotels
- American Airlines
- Balmer Lawn Hotel
- Bournemouth Area Hospitality Association (BAHA)
- Business Travel Association (BTA)
- ClarityBT
- Corinthia London
- CTM
- Devere Hotels
- Dorchester Collection
- Exclusive Collection
- Expedia
- Hilton Hotels
- Holiday Inn and BAHA
- Iconic Hotels
- Institute of Hospitality (IoH)
- Institute of Travel & Tourism (ITT)
- Lime Wood Group
- Lufthansa
- Macdonald Hotels
- Mandarin Oriental
- Marriott
- Marsham Court
- Meetings Industry Association (mia)
- Miramar Hotel
- The Newt
- NCL
- Red Carnation
- The Ritz
- TAG Global Travel
- Virgin Atlantic
- Wyndham

## Hospitality – morning session

### Speakers



#### Robert Richardson

##### Chief Executive Officer, Institute of Hospitality (IoH)

Robert Richardson FIH is the Chief Executive Officer of the Institute of Hospitality (IoH), a registered charity, and the award-winning, professional body of almost 15,000 hospitality professionals worldwide. IoH is dedicated to driving the recognition of the hospitality profession and uplifting its membership through lifelong learning and network-building. A long-time member of IoH, Robert built his career in the hospitality industry. Working his way up through the ranks from hotel floor staff to hotel General Manager, and now as CEO of IoH, he has a deep belief in making the hospitality industry open, inclusive, and accessible to all who seek to join it. In 2021, Robert led the Institute to win the Chartered Governance Institute UK&I **Diversity & Inclusion Strategy of the Year** award in recognition of these efforts. Prior to joining IoH, Robert served in senior management positions at major hotel chains including Hilton Worldwide, IHG and Ramada Jarvis, before applying those industry best practices to a few of England's best independent hotels. For the last 12 years, Robert served as the General Manager across two independent luxury properties, including a luxury boutique hotel and golf resort in the Kentish countryside, and a grade 2 listed coastal heritage property. Robert was recognised by Hotel Designs on their 2020 Brit List as "one of the top 25 hoteliers operating in Great Britain" and on *Boutique Hotelier's* **2022 Power List** as an **Industry Titan**, "one of the top 50 inspirational and influential hospitality professionals operating in the world today".



#### Danny Pecorelli

##### Managing Director, Exclusive Collection Hotels

Danny Pecorelli, is the Managing Director of Exclusive Collection founded in 1981, a family-run independent group of 6 country house properties, two spas, a golf club, a cookery school, an inn and award-winning restaurants. Innovation and sustainability are at the core of Danny's philosophy as demonstrated by the opening of the spa at South Lodge with its biomass boilers, wild swimming and Botanica an innovative restaurant catering for vegetarians, flexitarians and offering FreeFrom food, all sourced locally and sustainably. Exclusive Collection became the first hotel group in the UK to become an accredited B Corp leading the way in sustainability for the hospitality sector. Exclusive is pushing hard to grow its own with the vineyard, acres of orchards and some hugely productive kitchen gardens.



### **Aoife Roche**

#### **Senior Commercial Director - Hotels, STR**

Aoife Roche oversees STR's European Sales & Client Services team, a team of 30 based in London, Madrid, Milan, Paris and Munich. This service-oriented and multi-lingual team manages a variety of stakeholders, from hotel owners to operators and management companies. Prior to joining STR, Aoife worked in a commercial capacity for boutique hotel chains in London, Paris and New York. She has consulted in sales, revenue and distribution strategies for a variety of independent properties, delivering multiple successful campaigns. Aoife graduated with a BA in Applied Languages from the University of Limerick, this along with a passion for travel and language, led her to the hospitality industry and STR in 2016.



### **Ufi Ibrahim**

#### **Chief Executive Officer, Energy & Environment Alliance**

Ufi Ibrahim is the Founder and Chief Executive of the Energy and Environment Alliance (EEA), a global coalition of hotel investors, asset owners and asset managers working to transition the industry to Net Zero Carbon and ESG stewardship in a robust, timely and profitable way.

Previously, as Chief Executive of the British Hospitality Association (BHA) from 2010 to 2018, Ufi reshaped and reformed the organisation from the ground up, achieving significant financial and commercial success. She led the BHA merger with the Association of Licensed Multiple Retailers, creating UK Hospitality to wield powerful commercial and political influence. Ufi also shaped the UK Tourism Industry Group, a government-led Advisory Board for the industry, and delivered ground-breaking campaigns, such as the Big Hospitality Conservation, which engaged over 4,000 businesses and the government to create 67,000 new jobs and apprenticeships for young people, under 25, across the UK.

At the World Travel & Tourism Council (WTTC), where Ufi was Chief Operating Officer between 2000 and 2010, she supervised the formulation of the International Competitiveness Monitor for Travel and Tourism. This defined a benchmark for policymakers and is now operated by the World Economic Forum. Under the auspices of the WTTC and UNFCCC in 2009 Ufi led the industry's first global commitment to cut carbon emissions by 50% by 2035.

## **Hospitality panel moderator and panel members**



### **Tim Seward (Moderator)**

#### **BH Area Hospitality Association (BAHA) Chair**

Tim is the Operations Manager for Holiday Inn Bournemouth, Chair of BH Area Hospitality Association, a position which he has held since March 2020, and Lead for the Destination Management Board Tourism Awards (Bournemouth Christchurch and Poole) 2022 & 2023. Tim has worked in a number of positions in the hospitality and leisure industries since graduating from college. He has worked for many independent, boutique and branded hotels in various managerial positions. In 2021 Tim launched the BH Area Hospitality Recognition Awards which this year will be the 3rd year the awards have run. Tim was named an Unsung Hero in the UK 2016 Boutique Hotelier power list and received many other accolades for his work in the Bournemouth, Christchurch, and Poole area. Tim is delighted to have BAHA as a main sponsor for the BU Tourism & Hospitality Conference for a second year and looks forward to meeting you all during the event.



### **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 a 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 People & Culture for all 18 hotels in the collection.



### **Shannon Rockey**

#### **People & Culture Director, Lime Wood Group**

Shannon's first job at the age of 14 was in the kitchen in the local village pub. Later she became a village publican for a while but her first real career was as a Secondary School English & Drama teacher for 12 years before heading into hotels as the L&D

Manager for Taj hotels. Shannon was the UK's Business Excellence Manager for Tata, conducting assessments in the UK and India and compering the European Innovista award ceremonies. Joining Lime Wood & THE PIG hotels in 2013 as Group Trainer, over the last 10 years she helped open 6 PIG hotels and the Ski hotel Portetta in the French Alps every year. During Covid-19 Shannon was Group Training & Regional HR Manager, and created the Lockdown Learning, Emerging as Experts programme. In October 2022 she moved over to work solely with Lime Wood Group.



### **Tammy Markley**

#### **Marriott Cluster Director of HR, South West England and Wales Cluster, UK**

Tammy Markley commenced 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 a number of 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 successfully completed her level 7 CIPD qualification.



### **Megan Capstick**

#### **Human Resources Manager, Corinthia London**

Megan is a BU alumni, graduated in 2018 with a BA in Tourism Management. She landed her first position in 2016 as an HR & Recruitment intern at Corinthia Hotels, where she quickly progressed to the position of HR & Recruitment Executive in

2018. She then became Learning and Development manager in June 2021 and in December the same year she became the Human Resources Manager in Corinthia London. Megan obtained her CIPD qualification in 2020.

# Tourism – afternoon session

## Speakers



**Carol Rose**

**Senior Sustainability Manager at ABTA**

Under ABTA's 'Tourism for Good' framework, Carol's role is to deliver ABTA's strategy for sustainable travel and tourism, across the areas of environment and climate change, destination management and local impact, human rights, and animal welfare.

Carol comes from the Fashion and Textile industry and has travelled extensively around the globe, working strategically with diverse supply chains to refine design and production techniques. Additionally, Carol was the Technical Advisor to Defra's Sustainable Clothing Action Plan (SCAP) at WRAP (Waste and Resources Action Programme), delivering on the objectives for the fashion industry to reduce the carbon, water, and waste footprint of clothing on the environment. Carol has also worked as a Principal Net Zero Consultant guiding businesses to develop and implement their sustainability/net-zero strategies. Carol brings a multisectoral approach to the travel and tourism sector, where she believes the lessons learned on her journey will help to support ABTA Members to bring positive change to the industry.



**Harvinder Pereira**

**MA-HRM, ACIARB Director Human Resources EMEA**

Harvinder started her career when she studied Public Relations in 2001, she then completed a master's degree in Human Resource Management in 2010 at Bournemouth University. In 2020, Harvinder completed a CIARB training course. Harvinder joined

Norwegian Cruise Line Holdings in 2015 and has worked herself up to a director level since joining the company originally in 2015 as a Business Partner.



**Dr. Frank Wagner**

**General Manager Sales UK, Ireland & Iceland, Lufthansa Group**

Based in London, Frank Wagner is responsible for the commercial and sales activities for all Lufthansa Group carriers, Austrian Airlines, Lufthansa, SWISS, Brussels Airlines, and Eurowings, in the above-mentioned markets, and reports to Heinrich Lange, Senior

Director Sales Northern Europe. Frank Wagner succeeded Marco Willa who previously held the position of General Manager for four years until returning to SWISS as Head of Regional Sales in Switzerland. Frank Wagner brings a wealth of knowledge to his current position from his many years of airline management experience in Sales, Marketing, and Distribution.

## Tourism panel moderator and members



### Dr. Anya Chapman (Moderator)

#### Principal Academic in Tourism Management

Dr. Anya Chapman is a principal academic in Tourism Management at Bournemouth University. Anya has extensive experience in the tourism and visitor economy sectors and spent 10 years in managerial roles with high-profile visitor attractions in the UK.

Her research specialisms include tourism policy, regeneration of visitor attractions and destinations, tourism and hospitality employment, and heritage visitor attractions.



### Kerrin MacPhie

#### Chief Executive, Meetings Industry Association (mia)

Kerrin MacPhie became Chief Executive of the mia in November 2021. Kerrin has previously held senior posts in destinations, associations, hotels and convention centres as well as a number of voluntary board positions across the sector's national and

international associations. Her extensive knowledge and infectious passion for business meetings and events provide the perfect background to support members while ensuring the mia continues to grow and adapt to the future needs of the industry. Kerrin is inspired by doing new things, developing new ideas and taking a new approach to deliver growth and development, building strong relationships and creating new opportunities. She is therefore delighted to be judging this year's awards and is looking forward to hearing more about those stadiums that have demonstrated innovation and excellence in their operations and services over the last 12 months.



### Danielle Myers

#### Head of Learning & Development, TAG

Danielle Myers currently oversees the training, development and recruitment of staff at TAG – a Global Travel Management Company that specialises in Music Touring, Film & TV, Events, Corporate and Luxury Travel. After graduating from Bournemouth

University with a 2:1 in Public Relations, Danielle's career started in a high street travel agency before specialising in first and business-class travel and then moved to TAG to work in the London Corporate Travel division. At the start of 2020, she was promoted to the Head of Operations for the UK Corporate division – perfect timing to navigate two years of Covid-19 and its impact on the industry. Fast forward two years and Danielle's passion for travel, mentoring & developing staff whilst delivering exceptional client service has resulted in a natural move to her current role in Learning & Development.



### Claire Steiner

#### HR & Talent Specialist and Board Member at ITT

An experienced, CIPD Qualified HR & Talent professional for over 25 years, Claire Steiner has worked with a range of companies including tour operators, airlines, industry associations, technology providers, travel management companies, media companies, start-

ups and OTAs. She has a particular focus and passion for next generation talent. As well as her freelance work, Claire is the UK Director for the Global Travel and Tourism Partnership ([www.gttp.org](http://www.gttp.org)), and in 2005 she became a Board Director of the Institute of Travel & Tourism (ITT) and Chair of the ITT Education and Training Committee leading on a number of initiatives, including the ITT Future You and Student Ambassador programmes. Claire is honoured to be an industry Ambassador for both the international water aid charity, Just a Drop, helping raise awareness and support for their vital work to provide safe, clean water for all and the UK charity, the Family Holiday Association, the only national charity dedicated to providing British seaside breaks and day trips for families struggling with some of the toughest challenges life can bring. Most recently she has joined the social enterprise Women in Travel (CIC) as an advisory Board member, working globally to help provide women with the opportunity to fulfil their economic and individual potential.





### **Vicki Wolf**

#### **Head of Education and Career Development, ABTA**

Vicki Wolf is ABTA's Education Manager and has worked at ABTA – The Travel Association, in various roles since the end of 2000. Vicki's main responsibilities include managing ABTA's education programme, including their online training portal, and managing their Education Partnerships with 12 universities and 3 colleges. Vicki has been involved in a number of apprenticeship standard reviews and represents ABTA on the Travel Apprenticeship Board. She was responsible for developing ABTA's Education Partnerships programme (launched in 2014) including ABTA's internship (launched in 2015) for Education Partner Universities. Previous to working at ABTA she worked for the National Department of Transport in South Africa as a policy advisor. Vicki has a Joint Honours degree in Journalism and Politics from Rhodes University in South Africa.





## 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](http://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](http://www.bournemouth.ac.uk/alumni)

[alumni@bournemouth.ac.uk](mailto:alumni@bournemouth.ac.uk)

## Study your Master's at BU

The Department of Tourism & Hospitality offers the following taught postgraduate degrees:

**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](http://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](http://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](http://www.bournemouth.ac.uk/open-days)

## **Bournemouth University Business School**

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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