

PERSONAL INFORMATION

Elena Cavagnaro

 +31 (0)6 55125 073 elena.cavagnaro@stenden.com www.stenden.com

Sex Female | Date of birth 25 May 1963 | Nationality Dutch

WORK EXPERIENCE

1988–1990 **Part-time teaching activities at secondary schools**
Rome (Italy)

1993–1999 **Guest lecturer in philosophy**
Vrije Universiteit, Amsterdam (Netherlands)

1994–2005 **Lecturer Italian for several language schools**
Leeuwarden (Netherlands)

1997–2005 **Lecturer of Business Ethics at the CHN-Retail Business School**
Christelijke Hogeschool Nederland (CHN), Leeuwarden (Netherlands)

1999–2008 **Programme Director MA in International Retail Management**
Stenden University of Applied Sciences (former CHN), Leeuwarden (Netherlands)

Sep 2004–Jun 2005 **Director ad interim School of Graduate Studies**
Stenden University of Applied Sciences, Leeuwarden (Netherlands)

Mar 2010–Jun 2010 **Director ad interim Stenden School of Graduate Studies**
Stenden University of Applied Sciences, Leeuwarden (Netherlands)

1999–2011 **Lecturer of sustainable development, CSR & leadership at the School of Graduate Studies**
Stenden University of Applied Sciences, Leeuwarden (Netherlands)

2004–2014 **Professor of Service Studies and head of the Research Group in Service Studies**
Stenden University of Applied Sciences, Leeuwarden (Netherlands)

2011–Present **Senior lecturer in sustainability and leadership**
Stenden University of Applied Sciences, Leeuwarden (Netherlands)

2013–Present **Visiting professor**
University of Derby, Buxton (United Kingdom)

2014–Present **UAS professor of sustainability in hospitality and tourism**
Stenden University of Applied Sciences, Leeuwarden (Netherlands)

1 Oct 2015–Present **Chair of the Academy of International Hospitality Research (AIHR)**
Stenden Hotel Management School, Stenden UAS (Leeuwarden, The Netherlands)

EDUCATION AND TRAINING

1982–1987 **MA degree in philosophy**
Università degli Studi di Roma "La Sapienza", Roma (Italy)

1991–1995 **PhD in philosophy**
Vrije Universiteit, Amsterdam (Netherlands)

1999–2000 **Course “Educate the world”: Business English Certificate 3**
(University of Cambridge certificate)

2004–2004 **Courses on S. Covey, The Seven Habits of Highly Effective People and on the application of The Seven Habits (certificates)**
FranklinCovey (Netherlands)

2010–2010 **Tony Buzan, Mind Mapping, An introduction (certificate)**
Tony Buzan, Leeuwarden (Netherlands)

2010–2010 **Research-practicum quantitative data analysis**
Open University (Netherlands)

2011–2011 **Train the Trainer course on S. Covey, The Seven Habits of Highly Effective People (certificate)**
FranklinCovey (Netherlands)

2011–2011 **Master Class Scenario Planning**
Neyenrode University, Breukelen (Netherlands)

3 Oct 2013–4 Oct 2013 **Strategic negotiations for women**
Focus (Netherlands)

22 Jan 2014–9 Apr 2014 **Cursus Psychology for sustainability**
Impact Academy, Roosendaal (Netherlands)

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C1	C1	C1
Dutch	C2	C2	C2	C2	C1
German	B2	C2	A2	A2	A2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
 Common European Framework of Reference for Languages

Organisational / managerial skills

- leadership (currently responsible for a research group of 6 people; in the past responsible for the School of Graduate Studies and Master Program in Retail Management)
- coordination of two master modules

ADDITIONAL INFORMATION

Publications:

Melissen, F., Cavagnaro, E., Damen, M. and Düweke, A. (2015) Is the Hotel Industry Prepared to Face the Challenge of Sustainable Development?. *Journal of Vacation Marketing* DOI: 10.1177/1356766715618997

Cavagnaro, E., Staffieri, S and Ngesa, F. (2015). Looking from a local lens: Inbound tour operators and sustainable tourism in Kenya, *Research in Hospitality Management*, 5(2) pp.135-145

Staffieri S. and Cavagnaro, E. (2015). Understanding youngsters' tourism experiences: values and motivations to travel as a key for identifying target clusters for sustainable tourism. In: *Proceedings of the Annual Conference for the Council of Hospitality Management Education*. Manchester Metropolitan University, Manchester – Best Paper Award

Hoekstra, I., Lashley, C. and Cavagnaro, E. (2015). A atitude da Geração Y em relação ao vinho orgânico, *Revista Hospitalidade*, 12 (nr special) pp. 276-297, accessible at <http://www.rev Hosp.org/ojs/index.php/hospitalidade/issue/view/63/showToc>

Hoekstra, I., Lashley, C. and Cavagnaro, E. (2015). Generation Y's attitude towards organic wine, *Research in Hospitality Management*, 5 (1) pp.107-113

Cavagnaro, E. (2015). Sustainable restaurant concepts, in Sloan, P. and Legrand, W. (eds.), *Handbook of Sustainable Food, Beverages and Gastronomy*, London: Routledge, pp.245-252

Cavagnaro, E. and Staffieri, S. (2015) A Study of Students' Travellers Values and Needs in Order to Establish Futures Patterns and Insights in *Journal of Tourism Futures*, Vol. 1 (2) pp. 94-107 DOI: 10.1108/JTF-12-2014-0013

Cavagnaro, E. And Staffieri, S. (2014). Values and youth tourism, an exploratory study. In: *Proceedings of the CHME Annual Conference for the Council of Hospitality Management Education*. University of Derby, Buxton, Derby. ISBN 9780901437754

Tchinda Tsayem, M. and Cavagnaro, E. (2013). Encouraging Normative Smoking behaviour, *Journal of Research in Hospitality Management*, 3 (1) pp. 59-67

Timmermans, R., & Cavagnaro, E. (2013). Beyond the hype. In 2035 sustainability is mainstream. What does it take for tourism to meet this challenge? In A. Postma, I. Yeoman, & J. Oskam (Eds.), *The Future of European Tourism* (pp. 150-176). Leeuwarden, the Netherlands: European Tourism Futures Institute.

Postma, A.; Spruyt, E. and Cavagnaro, E. (2013) *Sustainable Tourism 2040 – A Manifesto*, Leeuwarden, the Netherlands: European Tourism Futures Institute.

Cavagnaro, E. and Timmermans, R. (2013). Duurzaam verblijfsrecreatie in *Ontwikkeling Verbljfsrecreatie in Friesland*, Leeuwarden: ETFI

Cavagnaro, E. (2013). Mind the gap: researching 'sustainability in hospitality' at the edge of academic and industry interests, *Journal of Research in Hospitality Management*, 2 (1-2) pp.39-45

Cavagnaro, E. and Curiel, G.H. (2012). *The Three Levels of Sustainability*, Sheffield: Greenleaf

Schulp, J.A.; Cavagnaro, E. and Hanqing, L. (2012). Key values of Chinese consumers buying

sustainable goods: the case of Green Food in Fuzhou, *Journal of Research in Hospitality Management*, 1 (2) 65-73

Cavagnaro E.; Postma A. and Neese, T. (2012). Sustainability in events, in *Events Management: an International approach*, Ferdinand, N. and Kitchin, P.J. (eds.), Chapter 9, Thousand Oaks, CA: Sage.

Timmerman, R. and Cavagnaro, E. (2011). From here to sustainability: Towards a Sustainable Tourism and Hospitality Industry in 2035, in *Proceedings of the EuroCHRIE Conference (19-22 October 2011 in Dubrovnick, Croatia)*, EuroCHRIE (digital publication)

Cavagnaro, E. (2011). Do they know and do they care? Duurzaamheid en dagelijkse en niet-dagelijkse keuzes van burgers in Fryslân, in *Van de maakbare naar de lerende stad, De praktijkgerichte bijdrage van lectoraten*, Guido Walraven en Cees-Jan Pen (Red.), NICIS

Cavagnaro, E. and Ngesa, F. (2011). Sustainable tour operating practices: a case study of inbound tour operators in Kenya, in *Proceedings of the 22nd IABS Annual Conference (25-27 June 2011 in Bath UK)*, IABS (digital publication)

Jonker, E. and Cavagnaro, E. (2010). Sustainability in Higher Hospitality Education: a case study from a Dutch University of Applied Sciences, in *Proceedings of the EuroCHRIE Conference (25-27 October 2010 in Amsterdam)*, EUROCHRIE (digital publication)

Schulp, J.; Kooy, A. and Cavaganaro, E. (2010). Toward a Sustainable F&B Management - Work in Progress, in *Proceedings of the EuroCHRIE Conference (25-27 October 2010 in Amsterdam)*, EuroCHRIE (digital publication)

Cavagnaro, E.; Altena, D. and Seidel, S. (2010) Exploring consumers' attitudes towards sustainable furniture in the Netherlands, in *IABS Proceedings of the Twenty-first Annual Conference (Banff, Canada – March)*

Cavagnaro, E.; Altan, M. and De Jong, M. (eds.) (2010) *Fundamentals in services*, Leeuwarden: Stenden university

Cavagnaro E. and Gehrels, S. (2009). Sweet and sorrow grapes. implementing sustainability in the hospitality industry – A case study, *Journal of Culinary Science and Technology*, Vol.7 (2,3) 181-195

Cavagnaro, E. and Burema, Y. (2009) On small steps and big leaps: Exploring the perception of CSR, its rewards and difficulties by micro firms in the North Netherlands, in *IABS 2009 Proceedings of the Twentieth Annual Conference (Aspen, Colorado – June)*, s.p.

Cavagnaro, E. (2009) Integrating sustainability in CSR/BE courses: the module Sustainable Value Creation (Stenden university, The Netherlands), in *IABS 2009 Proceedings of the Twentieth Annual Conference (Aspen, Colorado – June)*, s.p.

Cavagnaro, E. (2009) Difficile est deponere longum amorem, On ethics and sustainable development, in *Grenzen aan de ethiek*, S. Hertmans (red.), Studium Generale 2008-2009, Gent: Academia Press

Cavagnaro, E. & Gehrels, S.A. (2008) The extreme makeover of a restaurant: the change process from mainstream to sustainability at a hotel restaurant in The Netherlands, in *IABS 2008 Proceedings of the Nineteenth Annual Conference (Tampere, Finland – June)*, ed. By R. Roman, s.p.

Gehrels, S.A., Beqo, I. & Cavagnaro, E. (2008) *Gender Related Issues in Service Industry Entrepreneurship: the case of Albania*, working paper for the New Zealand Tourism and Hospitality Research Conference at Hanmer Springs, New Zealand, 3-5 December 2008

Cavagnaro, E. & Raghoebarsing, N. (2008) Exploring an extreme make over: instruments to explore the change process from mainstream to sustainability at a hotel restaurant in the Netherlands, in *Stenden Working Papers in Service Studies 08/00*, Leeuwarden: Stenden

Cavagnaro, E. (2007) Services and sustainability, in Cavagnaro, E. & Bosker, F. (eds.) (2007) *Services and sustainability, A travellers' guide*, Leeuwarden: CHN, pp.31-60

Cavagnaro, E. & Bosker, F. (eds.) (2007) *Services and sustainability, A travellers' guide*, Leeuwarden: CHN

Cavagnaro, E., Schulp, J.A. and Lin, H. (2007) Key Values of Chinese consumers buying sustainable goods: The case of green food in Fuzhou – some preliminary results in *Proceedings of the 14th International EAERCD Conference Saarbrücken*: University of Saarbrücken

Cavagnaro, E. & Curiel, G.H. (2006) "A framework to introduce sustainability in higher education" in *IABS 2006 Proceedings of the Seventeenth Annual Conference (Mérida, México)* ed. by B.W. Husted and J.M. Logsdon, s.p.

Cavagnaro, E. & Curiel, G.H. (2006) "Leadership e i tre livelli di sostenibilità (TLS®)", in *Impresa e responsabilità sociale, Persona, Imprese e Società 6* a cura di G. Rusconi e M. Dorigatti, ACLI, Milano

Cavagnaro, E. & Curiel, G.H. (2006) "Leadership for sustainability", paper presented at the HRD conference in Amsterdam and published on <http://www.hrdconference2006.nl/index.php?pageID=7...>

"De volgende trend: machine of theater?" in *RBS alumni magazine* December 2005, co-authored with M. Struik (RBS)

Cavagnaro, E. & Curiel, G.H. (2005) "Leadership as a key integrative factor for sustainability at three levels" in *Proceedings of the Congress of the European Business Ethics Network* ed. by Kooskora, M., Tallin: Estonian Business School

"At the core of services: interdependency as a bridge between services and sustainability", CHN publication

Davidisz, G., Waradani, R.K. & Cavagnaro, E. (2003) "Introducing a private label: Success and failure factors for multi-brand apparel retailers" in *Proceedings of the 12th EAERCD Conference*, Paris: ESCP-EAP

Cavagnaro, E. (2002) "Mission (im)possible, A short study on how to give business ethics a place in a curriculum for retail studies", in *Proceedings of the 7th International EAERCD Conference* ed. By Clarke-Hill, C. & Davies, B., University of Gloucestershire Business School

Cavagnaro, E. (2001) "Maatschappelijk ondernemen in de Retail", *Retail Tribune*, June

Cavagnaro, E. and N. van der Zee (2000) *Argumenteren*, CD-ROM, Leeuwarden: CHN publication

Cavagnaro, E. (1999) *Ethiek en onderwijs*, Leeuwarden: CHN publication

Cavagnaro, E. (1996) "The Timaeus of Plato and the motion of the planets", Published in *Conference Anthology of the 4th Symposium Platonicum*.

Cavagnaro, E. (1995) *Aristotele e il tempo, analisi di "Fisica", IV, 10-14* (PhD dissertation)

Cavagnaro, E. (1995) "Il concetto di filosofia prima e l'unità della Metafisica di Aristotele", Review of Reale, G. (Milano 1993⁵), *Tijdschrift voor filosofie*, LVII, Pp.347-49.

Cavagnaro, E. (1994) "Plato on the self-predication of forms" Review of Malcom, J., *La Cultura* (XXXII) 335-9.

Cavagnaro, E. (1994) "Aristotele dossografo in *Fisica*, IV, 10", *La Cultura* (XXXII) pp.227-50.

Cavagnaro, E. (1992) "Teologia cosmica e metacosmica", Review of Bos, A.P., *La Cultura* (XXX) 127-32.

Cavagnaro, E. (1990) "The quarrel between Philosophy and Poetry", Review of Rosen, S., *La Cultura* (XXVIII) 415-20.

Cavagnaro, E. (1989) "L'argomento del terzo uomo nell'interpretazione di Vlastos e dei suoi critici", *La Cultura* (XXVII) 26-56.

Publications Other publications

2014 Cavagnaro E. and de Kruif, E. (2014). Food waste: the hospitality industry can make a difference!, in *IHM Profiles*, Leeuwarden: Stenden UAS

2010 Cavagnaro, E. and Koopman, H. (2010). Sustainable hospitality: vision, passion and action, in *IHM Profiles*, Leeuwarden: Stenden UAS

2010 Cavagnaro, E. (2010) Ethiek en Duurzaamheid, over niet doen en goed doen, *Nieuwsbrief Duurzaam Bouwen*, Jaargang 13 (1) 2-3

2009 Cavagnaro, E. (2009) Hoop werkt beter dan angst, Science Guide, 7 September 2009, <http://www.scienceguide.nl/hoop-werkt-beter-dan-angst.aspx>

2009 Cavagnaro, E. (2009) Burgers of consument, Wie krijgt het voor het zeggen?, DHO, Nieuwsbrief, Juni 2009

<http://www.brainmail.nl/accounts/viewOnline/1d4cb2689ca7d866fbd11a1eab85c8264c429e4c2f19905c79a930d8fd8fbf736/>

2009 Cavagnaro E. (2009) Duurzaam omgaan met mode, Science Guide, 9 maart 2009 <http://www.scienceguide.nl/index.asp?menuid=1101>

Conferences 2015

- Presentation at the AIHR Guests on Earth Conference, 24-25 November 2015, Stenden UAS Leeuwarden (The Netherlands) on Values and Youth Tourism Experience, co-authored with Simona Staffieri
- Key note at the Autumn School of University Campus Friesland, 14 October 2015, Leeuwarden (The Netherlands) on Guests on Earth, Researching Sustainability in Hospitality
- Conference presentation and ItFits Conference, 23-25 September 2015, Assisi (Italy) on Youth

Tourism Experience and Values, co-authored with S. Staffieri

- Paper and conference presentation at the CHME conference, 20-22 May 2015, Manchester (UK) on Understanding Youth Tourism Experiences: Values and Motivations to Travel as a Key to identify Target Clusters for Sustainable Tourism , co-authored with S. Staffieri – Best Paper of the Track Award
- Key note at the Stenden Annual University Meeting on Sustainable Behavior, 26 January, Leeuwarden (The Netherlands)
- Workshop presentation at the Vakantiebeurs, Utrecht (The Netherlands), 14 January, on Myths around Youth Tourism

2014

- Paper and conference presentation at the EuroCHRIE conference, Dubai, coauthored with Albert Postma on Cases in scenario planning and sustainability, 7-9 October
- Paper and conference presentation at the CHME conference, Buxton (UK) on Youth tourism and values, co-authored with S. Staffieri, 29-31May

2013

- Conference presentation at the Flourishing conference, Rome (Italy) on Personal Flourishing in organizations
- Key-note at the Academy of International Hospitality Research, Leeuwarden (The Netherlands) on Sustainability in hospitality
- Conference paper and presentation at the EuroCHRIE conference, Freiburg (Germany) on Hospitality is more than a good night's sleep - Towards an integrated approach to quality for tourist accommodations, the case of Molise (Italy), co-authored with Simona Staffieri
- Conference paper and presentation at the I-CHLAR conference (UK) on Defining hospitality, co-authored with John Hornby

2012

- Conference paper and presentation at the EBEN Conference, IESE, Barcelona (Spain) on The Three levels of Sustainability – a vision on human development and flourishing
- Conference paper and presentation at the EuroCHRIE conference, Lausanne, (Switzerland) on organic wine consumption by GY
- Conference paper and presentation at the IABS conference (Asheville, US) on The Three Levels of Sustainability & Workshop presentation on Sustainable Behaviour

■ 2011

- Conference paper and presentation at the EuroChRIE conference, Dubrovnick (Croatia) on sustainable tourism and hospitality in 2035 with Remco Timmerman

■ 2010

- Conference paper and presentation at the IABS conference (Bath - UK) on the role of ITO in promoting sustainable tourism in Kenya
- Key note on Leadership for sustainability at the Landal GreenParks symposium (Leeuwarden, The Netherlands)
- Conference papers and presentations at the EuroCHRIE conference, Amsterdam (The Netherlands) on sustainable tourism in Kenya
- Panel member at the Symposium on Ethics and Entrepreneurship organized by the Minister of Economic Affairs (The Hague, 19 April)
- Conference paper and presentation at the IABS conference (Banff – Canada) on consumers' attitudes towards sustainable furniture

2009

- Key note at the Symposium Serious Leisure, Praktijken en Perspectieven (Stenden 10 December 2009) on Serious leisure, sustainable leisure?
- Conference paper and presentation at the EIRASS conference (Niagara Fall, July) on Sustainable furniture
- Conference papers and presentations for the IABSTwentieth Annual Conference (Aspen, Colorado – June 2009) on CSR in micro-firms; on integrating sustainability in CSR/BE courses; on ethics and sustainability
- Guest lecture for NHL (Minor Global sustainability) on The three level of sustainability and

sustainable leadership (25 February 2009)

- Conference presentation for Stenden, Samenscholingdag (26 December 2009) on Women entrepreneurs in Albania

2008

- Guest lecture for the Studium Generale, University College of Gent on ethics and sustainable development
- Conference presentation at the EIRASS conference (Zagreb, July) at the special session on fashion disposal on End of the chain sustainability in fashion: the case of The Netherlands
- Conference paper and presentation for the IABS Nineteenth Annual Conference (Tampere, Finland – June) on The extreme makeover of a restaurant: the change process from mainstream to sustainability at a hotel restaurant in The Netherlands
- Key note at the 13th NIBS Conference (ECHO Leuven, Belgium) on Sustainability, values and the role of education
- Guest-lecturer at the ISTUD (Stresa, Italy) on The role of HRM in embedding (sustainability) values in an organisation
- Key note at the II International Week (Hogeschool Gent, Belgium) on Unleashing sustainability: the role of individual values

2007

- Conference paper for the EAERCD conference (Saarbrücken – June) on sustainable consumption
- Conference presentation for the IABS Eighteenth Annual Conference (Florence – Mei) on TLS as an instrument to advice practitioners
- Guest lecturer at the Hogeschool Gent on sustainable development and sustainable organizations.

2006

- Guest lecture at the DHO Symposium (Amsterdam November 2006) on the TLS and sustainability education.
- Conference paper for the HRD conference in Amsterdam on leadership for sustainability
- Conference paper for the IABS Seventeenth Annual Conference on the TLS as a framework to introduce sustainability in higher education
- Guest lecturer at the Hogeschool Leuven on The Three levels of Sustainability framework

2005

- Guest lecturer at the DHO symposium (Amsterdam 30 November 2005) on personal leadership as the source of innovation; entrepreneurship and sustainability
- Congress paper for Passages (Leeuwarden 15 September 2005) on moral leadership.
- Conference paper for the EBEN Research Conference (Tallin June 2005) on leadership and sustainability

2004

- Conference paper for the 17th EBEN Annual Conference (Enschede, The Netherlands June) on sustainable retailing and the co-operation with Hoofdbedrijfschap detailhandel (co-authored with Unico van Kooten)

2003

- Conference paper for the 12th EAERCD Conference (Paris June) on private labels

2002

- Conference paper for the EBEN and EAERCD-conference on ethics in the retail-curriculum (July)

Projects

2016 Fighting Food Waste in Hospitality, project in co-operation with Accor and the Ministry of Economic Affairs, co-financed with 3.000 euro by the Ministry of Economic Affairs

2015-2016 Sustainable Strategies for Events, in co-operation with NHTV Breda, financed with 60.000 euro by Center of Expertise in Leisure, Tourism and Hospitality

2013-15 Local Levels Initiatives for sustainability in hospitality, in co-operation with NHTV Breda and Hogeschool Zeeland, financed with 20.000 euro by Center of Expertise in Leisure, Tourism and Hospitality

2013-15 Fully Sustainable Hotel Experience, in co-operation with NHTV Breda and Koninklijke Horeca

Nederland, financed with 80.000 euro by Center of Expertise in Leisure, Tourism and Hospitality

2012-... ECOMunity Parc, building and managing a sustainable hotel and restaurant in a sustainable business park in Osserwolde (Frisia –Drenthe)

2012-13 CSR in health care, writing the first Dutch CSR report for an health care institution in co-operation with DCI-Isala Klinieken (Zwolle, The Netherlands)

2012-13 Traditional recipes as tourism attraction, a project in co-operation with Stichting Veenland and Engelenwĳ (Drenthe)

2012-12 Organic Food and beverage consumption by GY – follow up of the GGY project in partnership with Ekoplaza (a cooperation of Health Shops)

2011-12 Greening Generation Y, a project in co-operation with 9 SMEs, financed by SIA-RAAK for 50.000 euro

2010 Making sustainability mainstream, a project in co-operation with Twinstone and financed by an innovation voucher of the Ministry of Economics

2009-13 MVO in de zorg, a project financed by the Dermatologic Centrum of the Issala Klinieken on CSR in Hospitals

2009-11 Sustainable Energy Monitoring, a project financed by SIA-RAAK (project leader NHL): Stenden contributes on consumer's behaviour monitoring, 20.000 euro

2009-10 Klimaatfeesten: a success, but why?, a project financed by the Frise Milieu Federatie with 3.500 euro

2009-10 Leeuwarden and Fryslân sustainable: a measurement of citizens' knowledge; attitude and behaviour on sustainability in general; sustainable consumption and sun energy in particular, financed by the Municipality of Leeuwarden and the Frisian province with 4.500 euro

2009-10 Fundamentals in services, a companion to management and research in services, financed by Stenden

2009 Promoting the local, organic brand PuurNoord at the organic supermarket BonBio, a project financed by the Zaai-ster (supplier of organic goods and the brand Puur Noord)

2008-09 Sustainable housing at Leeuwarden Kenniscampus, financed by Program 'Duurzaam kenniscampus' (in co-operation with NHL and van Hall)

2008 Youngster preferences for sustainable products and services in North-Netherlands, co-financed by CMO Groningen

2006-08 IntrregIIIb, To learn, Sustainable Tourism in the North-Sea Region (project leader from Stenden Research Group in Service Studies: mr A. Postma), co-financed by the European Community for 3.000.000 euro

Memberships

Served on several Committees and boards including recently:

2014-... member of the Academic Advisory Board for the master program of the University of Applied Sciences CAH Vĳentum, Dronte (The Netherlands)

2014-... member of the Editorial Advisory Board of the Journal of Tourism Futures (Emerald)

2014-... member of the Advisory Board of the European Mise en Place Cup (EMCup) and author of the case for the EMCup competition in 2014 and 2015 (The Netherlands)

2013-15 member of the Academic Advisory Board of the University Centrum Friesland (Leeuwarden, The Netherlands)

2013 chairperson of the IABS Best Paper Award Committee

2012 review Committee for the IABS conference – Asheville (USA)

2011-... member of the Editorial Advisory Board of the Research in Hospitality Management Journal

2011 review Committee for IABS conference (Bath) and ETFI conference (Leeuwarden)

2010 Review Committee for the EuroCHRIE conference – Amsterdam (The Netherlands) and Dubrovnick (Croatia)

2009 International Scientific Committee for the 2nd Association of Hospitality Schools in Africa (AHSA) International Conference on Hospitality and Tourism Research - Mafikeng Hotel School, South Africa on 18th, 19th and 20th November, 2009

Review Committee for the IABS conference – Banff (Canada)

2008 Review Committee for the IABS conference – Aspen (Colorado)

