

Dr Peter Robinson
Head of The Centre for Tourism and Hospitality
Management
Leeds Beckett University



Election Address

I have been a Director of the ITT for the past 4 years and have been a member of the ITT Education & Training Committee since 2011, having achieved consecutive recognition for ITT Centres of Excellence at both University of Wolverhampton and at Leeds Beckett University. Over the past four years I have led the development of an ITT PhD bursary and developed a scholarship scheme for ITT Members for studying responsible tourism management. I am currently leading a project to address key issues impacting on tourism education within further and higher education in response to changing government policy. I also contribute to the newly created ITT Sustainability Committee.

I still have much to contribute to ITT as a Director. As a director and chair of other professional bodies I am keen to build on the work I have begun bringing together key organisations in our sector to address challenges and opportunities to support and develop young people keen to work in our industry. ITT is an important stakeholder in this work.

I am also keen to improve access to research and knowledge transfer between the HE sector and industry, to encourage other HEIs to join and be recognised by ITT, and to develop projects around sustainability and graduate employability.

Finally, I believe it has never been more important to ensure that our industry remains attractive to young people and that university and colleges teaching tourism are able to thrive. At a time when these subject areas are under a degree of threat from government policy we need to work together to promote the positive economic and societal impacts of our sector.

Biography

Peter is Head of the Centre for Tourism and Hospitality Management at Leeds Beckett University. He is author of several books and peer-reviewed journals, (including the first travel operations management textbook), and has appeared on a number of television and radio programmes discussing the tourism industry. Peter has owned businesses in the travel, ICT, waste management and publishing sectors, and has delivered consultancy work for organisations in a wide range of sectors. In 2021 Peter was Awarded the Victor Middleton Prize for Education and Scholarship by the Association for Tourism in Higher Education (ATHE).

Peter is a Fellow of the Tourism Management Institute and the Yorkshire and Humber representative, a Fellow of the Tourism Society, a Fellow of the Institute of Travel and Tourism, and a Principal Fellow of the Higher Education Academy. He is Co-Chair of The Association for Tourism in Higher Education (ATHE), a Director of The Institute of Travel and Tourism and he represents ATHE on the Tourism Society Board. He is Chair of a £41m restoration of a historic house and country park near Derby and was formerly Vice-Chair of The Museum of Carpet. His research interests focus on business planning, travel management, visitor experiences, heritage management and Cold War tourism.

Previously Peter worked as Head of Marketing, Leisure, Innovation and Enterprise at the University of Wolverhampton, and also managed the institution's Arts Council funded Arena Theatre. Before working in academia Peter managed EU funded projects in the Peak District, tourism projects in Oxfordshire and spent a number of years working for The National Trust.

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