

Legrand, Prof. Dr. Willy

Name / Surname:	Legrand
Vorname / First name:	Willy
Geburtsdatum / Date of birth:	15.12.1971
Akademische Ausbildung / Academic education:	<p>2013: Doctor of Philosophy (PhD) (Manchester Metropolitan University, Manchester, UK. Faculty of Business and Law – Marketing, Retail and Tourism)</p> <p>2002: Master of Business Administration (MBA) (NIMBAS Graduate School of Management Utrecht, Netherlands and University of Bradford, UK. Specialization: Corporate Environmental Management)</p> <p>1992: Bachelor of Arts (BA) (University of Manitoba, Winnipeg, Canada. Geography Major)</p>
Lehrbefähigung / Teaching experience:	<p>Lecturer at the IU International University in Hospitality Management (2003-2014)</p> <p>Professor at the IU International University in the Department of Hospitality, Tourism and Event Management (Since 2014)</p> <p>Visiting Lecturer at the École de Management de Lyon (EM Lyon) and Institut Paul Bocuse, Lyon (Since 2014)</p> <p>Visiting Lecturer at the University of Barcelona, CETT Barcelona School of Hospitality, Tourism and Gastronomy (Since 2019)</p> <p>Regular visiting lectures held in universities in multiple European countries, North and South America, Middle East and Asia.</p>
Editorial Board Member / Scientific Committees:	<p>Advances in Hospitality and Leisure(AHL)</p> <p>Ecological Economics</p> <p>Economics - Innovative and Economic Research</p> <p>Environmental Impact Assessment Review</p> <p>EuroChrie Conferences</p> <p>International Journal of Hospitality Management (IJHM)</p> <p>International Journal of Hospitality & Tourism Administration (IJHTA)</p>

	<p>International Journal of Sustainable Tourism (IJSTHM) International Journal of Sustainable Tourism and Hospitality Management (IJSTHM) Journal of Cleaner Production (JCP) Journal of Hotel & Business Management (JHBM) Journal of Hospitality Leisure, Sport & Tourism Education (JHLSTE) Journal of Global Responsibility (JGR) Journal of Global Scholars of Marketing Science (JGSMS) Journal of Sustainable Tourism Resources, Conservation & Recycling Science of the Total Environment (STOTEN) Socio-Economic Planning Sciences Tourism and Hospitality Research, Published by SAGE Tourism Management Waste Management</p>
<p>Internationale Erfahrung / International experience:</p>	<p>Senior Convention Director ITB Berlin Convention 2021-2022 Responsible for the Sustainable Development day. (The ITB Berlin is the world’s largest tourism trade fair for industry experts and travel enthusiasts. The ITB Berlin Convention is where the industry CEOs, representatives from Governments and Scientists meet to talk trends, innovations, developments)</p> <p>Advisory Board Memberships</p> <p>Oceanic Global, NY, USA November 2021 to present (Academic support in the development of Blue Standard; https://bluestandard.com/about/); Pro Bono</p> <p>TLC Harmony, UK November 2021 to present (Consultancy working towards net positive impact for climate, biodiversity and local communities; http://www.tlcharmony.com/about.html); Pro Bono</p> <p>HoteliersGuild Leading Hôtelières Chapter</p>

	<p>October 2020 to present (HoteliersGuid is a private non-profit society of luxury hoteliers with a pledge to sustainable luxury); October 2020 - Pro Bono</p> <p>Academic Advisor The Pledge on Food Waste, Bangkok, Thailand (Food waste monitoring methodology has been recognised as aligned with the United Nations' Food Loss and Waste)</p> <p>Executive Editor Journal of Hospitality and Tourism Cases (JHTC) - (International refereed journal, published by ICHRIE – Team editorship with Prof. Po-Ju-Chen, University of Central Florida Rosen College of Hospitality Management (USA) and Prof. Wilco Chan, Visiting Professor of Institute for Tourism Studies (IFT), Macau. 2018-2021</p> <p>Research Committee Member International Council on Hospitality, Restaurant and Institutional Education (ICHRIE) 2018-2021</p> <p>Chair: ICHRIE (International Council on Hotel, Restaurant and Institutional Education) Special Interest Group (SIG) Sustainability & Innovations 2021-2024</p> <p>Chair: HoteliersGuild Academy of Arts Sustainability & Innovation Focus Group 2021-2022</p> <p>Member of Scientific Board International Conferences</p> <p>Latin American Congress on Hospitality Research 2nd ed., Externado University of Colombia & the University of Applied Sciences of Peru (November 2021)</p> <p>European, Asian, Middle Eastern North African Conference on Management & Information Systems (EAMMIS) 2021; International Advisory Board</p> <p>Global Hospitality and Tourism Conference - 2020 (GHTC-2020) on Experiential Management and Marketing, March 18-20 2020, North - Eastern Hill University, Shillong, India</p>
--	--

	<p>Global Conference on Business, Hospitality, and Tourism Research (GLOSEARCH), October 2-5, 2018, Hoa Sen University, Ho Chi Minh City, Vietnam and the Association of North America Higher Education International</p> <p>International Conference on Sustainable Tourism and Hospitality Marketing: Setting Agenda for Future Research (STHMCON - 2018), March 15 - 17, 2018, Department of Tourism and Hotel Management, North - Eastern Hill University, Shillong, India</p> <p>Lead Organiser - 24hr Sustainable Hospitality Hackathon</p> <p>Legrand, W., Laeis, G. & Hoefnagels, A. Dongen, J.v., Varga, P., Boerwinkel, M., Han, D. (Lead Organizers) (June 2-3, 2021). 24hr Sustainable Hospitality Hackathon: Regeneration Now. IU International University of Applied Sciences (DE), Hotel Management School Maastricht (NL), Ecole Hôtelière de Lausanne (CH), The Julius Maximilian University of Würzburg (DE).</p> <p>HospitalityNet World Panel on Sustainability Moderator</p> <p>HospitalityNet's (HN) thought-leadership platform where the hotel industry's opinion leaders share their insights, reactions, and thoughts on important issues and developments affecting the global hospitality industry. HospitalityNet World Panel is the collection of individual Panels, each addressing a specific topic, theme or area of expertise.</p> <p>HN World Panel Sustainability in Hospitality available at: https://www.hospitalitynet.org/panel/details.html?a000N00000V4rFO</p> <p>Personal profile: https://www.hospitalitynet.org/author/148001871.html</p> <p>European Cooperation in Science and Technology (COST)</p> <p>Member of Management Committee, Financial Rapporteur and German Representative at COST (European Cooperation in Science and Technology); one of the longest-running European frameworks supporting cooperation among scientists and researchers across Europe (Project ISCH Action IS1204, Tourism, Wellbeing and Ecosystem Services (TObeWELL) 2012-2016)</p>
--	--

--	--