

PROF. DR. WILLY LEGRAND

Publications, Media & Research

(2003-2021)

NETWORKS

Research Gate: www.researchgate.net/profile/Willy-Legrand

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EDITORSHIP / SCIENTIFIC COMMITTEES / REVIEWING COMMITTEES

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

Research Committee Member

International Council on Hospitality, Restaurant and Institutional Education (ICHRIE) 2018-2021

Editorial Board Member

Economics - Innovative and Economic Research, 2021 -

Tourism and Hospitality Research, Published by SAGE, 2020-

International Journal of Sustainable Tourism and Hospitality Management (IJSTHM), 2018-

Journal of Hotel & Business Management (JHBM), OMICS International, 2017-

Research in Hospitality Management (RHM), Published by NISC in Association with Stenden University of Applied Sciences, The Netherlands 2016-

Journal of Global Scholars of Marketing Science (JGSMS), Global Alliance of Marketing and Management Associations (GAMMA) 2016-

Research in Hospitality Management, 2015-

Member of Scientific Board/Committee

Latin American Congress on Hospitality Research 2nd ed., Externado University of Colombia & the University of Applied Sciences of Peru (November 2021)

European, Asian, Middle Eastern North African Conference on Management & Information Systems (EAMMIS) 2021; *International Advisory Board*

Global Hospitality and Tourism Conference - 2020 (GHTC-2020) on Experiential Management and Marketing, March 18-20 2020, North - Eastern Hill University, Shillong, India

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

International Conference on Sustainable Tourism and Hospitality Marketing: Setting Agenda for Future Research (STHMCN - 2018), March 15 - 17, 2018, Department of Tourism and Hotel Management, North - Eastern Hill University, Shillong, India

Co-Editor

IUBH Journal of Thesis research in Sustainability, 2017

Guest Editor-in-Chief

Legrand, W. (2019) The Hotel Yearbook Special Edition Sustainable Hospitality 2020, Access: <http://www.hotel-yearbook.com/edition/37000021.html>

Legrand, W. (2017) The Hotel Yearbook Special Edition Sustainable Hospitality 2018, Access: <http://www.hotel-yearbook.com/edition/37000021.html>

Guest Editor

Chen, P.-J., Barber, N. A. , Chan, W. , Legrand, W. and Okumus, F.(2016) Special Issue on Social Entrepreneurship in Hospitality, *International Journal of Contemporary Hospitality Management*, 28, 6.

Cavagnaro, E., Legrand, W., Melissen, F. and Sloan, P. (2016). Special Issue: Guest on Earth, Sustainability in Hospitality in *Research in Hospitality Management*, NISC in Association with Stenden University of Applied Sciences, The Netherlands, 6, 1.

Reviewer/Scientific Committees

Advances in Hospitality and Leisure(AHL)

Ecological Economics

Economics - Innovative and Economic Research

Environmental Impact Assessment Review

EuroChrie Conferences

International Journal of Hospitality Management (IJHM)

International Journal of Hospitality & Tourism Administration (IJHTA)

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

Journals / Books / Edited Books / Conference Papers

Journal Publications

- Legrand, W. (2021). Luxury tourism in remote destinations: An inquiry into sustainability. In J. Chen, ed. *Advances in Hospitality and Leisure*, 16, Emerald Publishing Limited, 65 – 81. <https://doi.org/10.1108/S1745-35422020000016006>
- Legrand, W. and Schønrock Nielsen, R. (2018). Towards a responsible experience economy – ethics through aesthetics in tourism. In J. Chen, ed. *Advances in Hospitality and Leisure*, 14, Emerald Publishing Limited, 173-182
- Legrand, W. and Schønrock Nielsen, R. (2017). Climate-Conscious Identity and Climate-Adaptive Innovations in Hospitality. In J. Chen, ed. *Advances in Hospitality and Leisure*, 13, Emerald Publishing Limited, 63 – 78
- Sloan, P., Legrand, W., and Kinski, S. (2016). The Restorative Power of Forests: The Tree House Hotel Phenomena in Germany, In J. Chen, ed. *Advances in Hospitality and Leisure*, 12, 181-189.
- Sloan, P., Legrand, W., and Kinski, S. (2016). The Restorative Power of Tree House Hotels: a German Case Study, *Global Report on the Transformative Power of Tourism - UNWTO-Affiliate Members Report*, 14, 54-57.
- Legrand, W. (2016). Problem-solving and Social Innovation through Social Entrepreneurship. In J. Varney, ed. Highlights from the 2016 Sustainable and Social Entrepreneurship Enterprises Roundtable, *Cornell Hospitality Report*, 16(17), 4-5.
- Sloan, P., Simons-Kaufmann, C., Legrand, W. and Perlick, N. (2015). Township Tourism in South Africa – A Successful Tool for Poverty Alleviation? In J. Chen, ed. *Advances in Hospitality and Leisure*, 11. 153-168.
- Legrand, W., Winkelmann, D., Sloan, P. and Simons-Kaufmann, C. (2014). Empirical Investigation on Environmental Management Systems in German Hotels. In J. Chen, ed. *Advances in Hospitality and Leisure*, 10. 1-20.
- Sloan, P., Legrand, W., and Simons-Kaufmann, C. (2014), A survey of social entrepreneurial community-based hospitality and tourism initiatives in developing economies: A new business approach for industry. *Worldwide Hospitality and Tourism Themes*, 6(1), 51-61.
- Legrand, W., Huegel, E. and Sloan, P. (2013). Learning from best practices? Sustainability reporting in international hotel chains. In J. Chen, ed. *Advances in Hospitality and Leisure*, 9. 119-134.
- Legrand, W., Delgado-Krebs, R., Sloan, P. and Tooman, H. (2011). Sustainable Tourism and Hospitality Management Education: An Empirical Study on educational Experiences in Preparation for Professional Life. In J. Chen, ed. *Advances in Hospitality and Leisure*, 7. 195-208.
- Sloan, P., Legrand, W., and Krauss, K. (2010). The integration of fungus tolerant vine cultivars in the organic wine industry: the case of German wine producers. *EnoMetrica*, 3(2). 37-50.
- Legrand, W, Sloan, P., Simons-Kaufmann, C. and Fleischer, S. (2010). An Analysis of Factors Necessary in a Sustainable Restaurant operation: A Review of Restaurant Sustainable Indicators. In J. Chen, ed. *Advances in Hospitality and Leisure*, 6, 167-184.
- Sloan, P., Legrand, W., Tooman, H., and Fendt, J. (2009). Best practices in sustainability: German and Estonian hotels. In J. Chen, ed. *Advances in Hospitality and Leisure*, 5, 89-107.
- Chen, J. S., Legrand, W. and Sloan, P. (2009). *Determining the Motivations of German Restaurant Goers to Eat Healthy Meals*. *Journal of Culinary Science and Technology*, 7(2-3), 93-104.
- Chen, J.S., Legrand, W. and Sloan, P. (2008). *Manager's perspectives on the provision of healthy meals in resort hotels*. *Florida International University Hospitality Review*, 26(2), Fall 2008, 19-25.
- Sloan, P., Legrand, W. and Chen, J. S. (2008). *Factors Affecting the Choices Young People Make When Selecting Healthy Food: A Conceptual Model*. *Journal of Culinary Science and Technology*, 6(2-3), 206-220.
- Sloan, P., Legrand, W. and Chen, J. S. (2006). *Factors influencing healthy meal choice in Germany: Tourism*, 54(4), 315-322.

Boella, M.J., Legrand, W., Pagnon-Maudet, C., Sloan, P. and Baumann, A. (2006). *The regulation of the sales and consumption of alcoholic drinks in France, England and Germany*. *International Journal of Hospitality Management*, 25(3), 398-413.

Chen, J. S., Legrand, W., and Sloan, P. (2005). Environmental performance analysis of German hotels. *Tourism Review International*, 9(1), 61-68.

Legrand, W. and Sloan, P. (2005). Customers' preference to healthy meals. In J. Chen, ed. *Advances in Hospitality and Leisure*, 2, 265-273.

Sloan, P., Legrand, W. and Chen, J. S. (2004). Factors influencing German hoteliers' attitudes toward environmental management. In J. Chen, ed. *Advances in Hospitality and Leisure*, 1, 179-188.

Book Publications

Legrand, W., Gardetti, M. A., Schønrock Nielsen, R., Johnson, C., & Ergul, M. (2020). *Hospitality Social Entrepreneurship: Principles and Strategies for Societal Changes*. Oxford: Routledge.

Legrand, W., Sloan, P. and Chen, J.S. (2017). *Sustainability in the Hospitality Industry: Principles of Sustainable Operations*. 3rd Edition, Oxford: Routledge.

Sloan, P., Legrand, W., and Hindley, C. (2015). *The Routledge Handbook of Sustainable Food, Beverages and Gastronomy*. Oxford: Routledge.

Sloan, P., Legrand, W. and Chen, J.S. (2013). *Sustainability in the Hospitality Industry: Principles of Sustainable Operations*. 2nd Edition, Oxford: Routledge.

Sloan, P., Simons-Kaufmann, C. and Legrand, W. (2012). *Sustainable Hospitality and Tourism as motors for development. Case studies from developing regions of the world*. Oxford: Routledge.

Sloan, P., Legrand, W. and Chen, J.S. (2009). *Sustainability in the Hospitality Industry: Principles of Sustainable Operations*. Oxford: Butterworth-Heinemann, ISBN: 978-0-7506-7968-8

Pending Book Publications

Legrand, W., Laeis, G. and Chen, J.S. (2022). *Sustainability in the Hospitality Industry: Principles of Sustainable Operations*. 4th Edition, Oxford: Routledge.

Legrand, W., Day, J., & Kuokkanen, H. (Eds) (2023). *Critical Question in Sustainable Hospitality*, Oxford: Routledge.

Edited Book Publications

Legrand, W., Cavagnaro, E., Schønrock Nielsen, R. & Dubrocard, N. (2020). *Sustainability without Limits – Strategic and Operational Innovations in the Hospitality Industry*, in Gardini, M., Ottenbacher, M.C., & Schuckert, M. (Eds.) *Routledge Companion to International Hospitality Management*, Oxford, Routledge. 161-172.

Legrand, W., Hindley, C., & Laeis, G.C.M. (2020). *Food biodiversity, local sourcing and consumers: gastronomy as a critical interface*, in Hunter, D., Borelli, T. & Gee, E. (Eds.) *Biodiversity, Food and Nutrition: A New Agenda for Sustainable Food Systems*, Oxford, Earthscan/Routledge. Part 3, Chap 8. 221-235. Access here: <https://cgspace.cgiar.org/handle/10568/108172>

Legrand, W., and Dubrocard, N. (2020), *Fresh Water and Wastewater Management in Mediterranean Hotels & Resorts: Owner-Operator Issues* in Tüzün, I. K., Ergul, M. & Johnson, C. (Eds.) *Sustainable Tourism Practices in Mediterranean*. Oxford: Routledge, 122-136. ISBN 978-1-138-097377

Legrand, W., Sloan, P., Fett, M., & Manten, T. (2019). *The Roles of Terroir, Food and Gastronomy in Destination Authenticity*, in Dixit, S. K., (Ed.) *The Routledge Handbook of Gastronomy Tourism*, Oxford, Routledge. 260-271. ISBN 978-1-138-551558

Legrand, W., Sloan, P., Wagmann, C. and Rheindorf, L. (2014), *From Output to Input: The Road from Energy and Carbon Emissions to Principles of Sustainable Hotel Design*, in Jauhari, V. (Ed.) *Managing Sustainability in the Hospitality and Tourism Industry: Paradigms and Directions for the Future*. Waretown NJ: Apple Academic Press, 41-73. ISBN 978-1-926895-72-7

Legrand, W. And Sloan, P. (2014). "Hospitality and Sustainability: History, Dimensions and Developments", In Pantelidis, I. (ed.) *The Routledge Handbook of Hospitality Management*, Oxford: Routledge. ISBN 978-0-415-67177-4

Legrand, W. and Sloan, P. (2014). *Sustainability and the Hospitality Industry: Dimensions, Developments and Outlook*, in Zhou, Z., (Ed.) *Volume on Hospitality and Tourism, Series on Western Research in the Humanities and Social Sciences*, ACPSS Members, China Renmin University Press

Sloan, P., Legrand, W. and Simons-Kaufmann, C. (2013) *Social Entrepreneurship and Cultural Tourism in Developing Economies*, in M. Smith and G. Richards (eds.), *Routledge Handbook of Cultural Tourism*, London and New York: Routledge. ISBN 9780-4-1552-351-6

Legrand, W., Kirsche, C. Sloan, P. and Simons-Kaufmann, C. (2012). *Making 2020 happen: is the hospitality industry mitigating its environmental impacts? The barriers and motivators that German hoteliers have to invest in sustainable management strategies and technologies and their perceptions of online self help toolkits*, in Pineda, F.D. & Brebbia, C.A., (Eds.) *The Sustainable Tourism V, Book series: WIT Transactions on Ecology and the Environment*, volume 161, Wessex Institute of Technology, UK . 115-126. ISBN 978-1-84564-594-6

Legrand, W. and Sloan, P. (2011). *Sustainability and Hospitality: Dimensions, Developments and Outlook*, in Doerner, R.-W. and Niemeyer, M. (Eds.) *Kompodium der Hotelimmobilie, IZ Immobilienzeitung*. ISBN 978-3940219077

Sloan, P., Legrand, W., Simons-Kaufmann, C. and Belz, M. (2010). *An appraisal of incentives for developing green hotel buildings*, in Brebbia, C.A., (Ed.) *The Sustainable World, Transaction: Ecology and the Environment volume 142*, Wessex Institute of Technology, UK . ISBN 978-1-84564-504-5

Legrand, W. and Sloan, P. (2010). *Moving to Green Branding? Perspectives and Challenges*, in Gardini, M., (Ed.) *Modernes Markenmanagement in Hotellerie und Gastronomie*. Frankfurt: Deutscher Fachverlag GmbH. ISBN 978-3875155174

Legrand, W. and Sloan, P. (2009). *A snapshot of sustainable management systems in the Hospitality Industry*, in Gardini, M., (Ed.) *Handbuch Hospitality Management: Managementkonzepte, Wettbewerbskontext, Unternehmenspraxis*. Frankfurt: Deutscher Fachverlag GmbH, 393-415. ISBN 978-3875155075

Published Book Reviews

Thomas, R. (Ed.) (2005). Small firms in tourism: International perspectives. *Tourism Analysis*, 10(2), 205-207.

Refereed Proceedings

Legrand, W. and Legrand, A. (2021). *Remote, Luxurious and Sustainable? The case of the Maldives*. EuroCHRIE Congress, Aalborg, Denmark, 27-30 September 2021

van Rheede, A., Schønrock Nielsen, R., Legrand, W. (2021). Restoring Hospitality in Uncertain Time: Deep Ecological Zones. International Research Symposium 2021: Business Resilience in Hospitality, Hotel School The Hague, 15-16 April 2021. <https://www.alumnihotelschool.nl/events/54255>

Legrand, W., Cavagnaro, E., Schønrock Nielsen, R., and Dubrocard, N. (2019). *Sustainability without Limits: Strategic and Operational Innovations in the Hospitality Industry*. Management Summary „Nachhaltigkeit im Tourismus aus der Perspektive von Angebot und Nachfrage“, *Bayerisches Zentrum für Tourismus Kamingsgespräch*, 4 December 2019

Sloan, P., Legrand, W. and Lehleiter, H.-S. (2019). *An investigation into the availability of wheelchair user facility needs in German hotels*. APacCHRIE & EuroCHRIE Joint Conference, Hong Kong, 22-25 May, 2019

Legrand, W. and Schønrock Nielsen, R. (2018). *Inspired by Sustainability Without Limits – Innovations in the Hospitality Industry*. EuroCHRIE Congress, Dublin, Ireland, 7-9 November 2018

Schønrock Nielsen, R. and Legrand, W. (2018). *Towards a responsible experience economy – ethics through aesthetics in tourism*. EuroCHRIE Congress, Dublin, Ireland, 7-9 November 2018

- Legrand, W. and Schønrock Nielsen, R. (2017). *Sustainability without Limits – Radical Innovations in the Hospitality Industry*. EuroCHRIE Congress, Nairobi, Kenya, 23-25 October 2017
- Legrand, W. (2017). *Sustainability without Limits: Disruption and Radical Innovations in the Hospitality Industry*. Cornell Hospitality Research Summit (CHRS) 2017, Ithaca, NY, USA, 05-07 October 2017
- Legrand, W. (2016). *Climate-adaptive hospitality and the rise of socio-environmental entrepreneurs*. Symposium 2: Guests on Earth, Sustainability in Hospitality, EuroCHRIE Congress, Budapest, Hungary, 26-28 October 2016.
- Legrand, W. and Schønrock Nielsen, R. (2016). *The Construction of Climate-Conscious Identity through Innovation in the Hospitality Industry*. EuroCHRIE Congress, Budapest, Hungary, 26-28 October 2016
- Sloan, P., Legrand, W. and Fett, M. (2016). *Terroir: a comparative study of perspectives and understandings*. ApacCHRIE Congress, Bangkok, Thailand, 11-13 May 2016
- Legrand, W., Meier, F. and P. Sloan (2015). *Experiencing Collaborative Consumption: An Exploratory Research on the Rise of the Sharing Economy in the Hospitality Industry*. EuroCHRIE Congress, Manchester, UK, 15-17 October 2015
- Sloan, P, Legrand, W. and Kinski, S. (2014). *The Restorative Power of Forests: The Tree House Hotel Phenomena in Germany*. EuroCHRIE Congress, Dubai, UAE, 07-09 October 2014
- Sloan, P., Simons-Kaufmann, C. Legrand, and Perlick, N. (2014). *Township tourism in South Africa – A successful tool for poverty alleviation?*, International Conference, Cross-Cultural Issues in Tourism & Hospitality, Chania, Crete, Greece, 14-16 May 2014
- Legrand, W., Sloan, P. and Scheifel, J. (2014). *The Quest for Zero Energy Hotels: Current Status on Energy Sourcing of 3-Star Hotels in Germany*. Council for Hospitality Management Education's (CHME) 23rd Annual Research Conference 2013, Buxton, UK, 28-30 May 2014
- Legrand, W., Huegel, E. and Sloan, P. (2013). *Learning from best practices? Sustainability reporting in international hotel chains*. EuroCHRIE Congress, Freiburg, Germany, 16-19 October 2013
- Legrand, W., Winkelmann, D., Sloan, P. and Simons-Kaufmann, C. (2013). *Environmental Management Systems in Hotels: An Empirical Study on Preconditions, Motivations, Barriers and Benefits*. International Conference on Hospitality and Leisure Applied Research, Lausanne, Switzerland, 4-5 July 2013
- Legrand, W., Wagmann, C. and Sloan, P. (2013). *A comparative analysis of free-of-charge online self-administered energy audit tools: Are we speaking the same language?*. Council for Hospitality Management Education's (CHME) 22nd Annual Research Conference 2013, Edinburgh, UK, 15-16 May 2013
- Sloan, P., Simons-Kaufmann, C., Legrand, W. and Kluge, L. (2012). *Social Entrepreneurship and the Hospitality Industry: The case of inclusion hotels within the German hotel market*. EuroCHRIE Congress Lausanne, Switzerland, 25-27 October 2012
- Legrand, W. , Allhoff, S., C., Sloan, P. and Simons-Kaufmann, C. (2012). *Carbon Footprint mitigation Through Energy Smart Hotel Benchmarking: A Comparative Analysis of Self-Administered Energy Audit Online Tools for Hotels*. EuroCHRIE Congress Lausanne, Switzerland, 25-27 October 2012
- Legrand, W., Kirsche, C., Sloan, P. and Simons-Kaufmann, C. (2012). *Hospitality for a Better World: Is the Hospitality Industry Mitigating its Environmental Impacts? An Empirical Study on the Hoteliers' Perceptions of Online Self-Audit Tools and the Barriers and Motivators to Invest in Green and Energy Efficient Technologies*. EuroCHRIE Congress Lausanne, Switzerland, 25-27 October 2012
- Legrand, W., Kirsche, C., Sloan, P. and Simons-Kaufmann, C. (2012). *Making 20 2020 happen: is the hospitality industry mitigating its environmental impacts? The barriers and motivators that German hoteliers have to invest in sustainable management strategies and technologies and their perceptions of online self help toolkits*. Wessex Institute of Technology 5th International Conference on Sustainable Tourism, A Coruña, Spain, 13-15 June 2012
- Kaufmann, F., Simons-Kaufmann, C. , Sloan, P., and Legrand, W. (2012). *Strategies for Fighting Poverty through inclusive Tourism: Experiences from two International Case Studies*. 2nd Advances in Hospitality and Tourism Marketing 6 Management Conference, Corfu, Greece, 31 May-3 June 2012

- Legrand, W. , Sloan, P. and Simons-Kaufmann, C. (2011). *The Social Entrepreneurship Phenomena in the Hospitality Industry: A Survey of Community-Based Sustainable Operations in Developing Economies*. EuroCHRIE Congress Dubrovnik, Croatia, 19-22 October 2011
- Sloan, P., Legrand, W. and Simons-Kaufmann, C. (2011). *Social Entrepreneurship in the Hospitality and Tourism Industries in Developing Economies*. Responsible Tourism – Responsible Tourist Conference, Budapest Business School College of Commerce, Catering and Tourism, Hungary, 24th -26th November 2011
- Legrand, W. , Brandmeir, K. and Pinguelo, C. (2011). *China Economic Transition: Old World Wines as Positive Mianzi*. EuroCHRIE Congress Dubrovnik, Croatia, 19-22 October 2011
- Legrand, W. , Brandmeir, K. and Pinguelo, C. (2011). *The emerging wine market in mainland China: an exploratory investigation on 'Old World' wine imports*. American Association of Wine Economists 5th Annual Meeting, Bolzano, Italy, 22-25 June 2011
- Legrand, W., Sloan, P., Simons-Kaufmann, C. and Belz, M. (2010). *An Analysis of Factors Stimulating Demand for Green Architectural Design in the Hospitality Industry*. EuroCHRIE Congress Amsterdam, The Netherlands, 25-27 October 2010
- Legrand, W., Sloan, P., Simons-Kaufmann, C. and Belz, M.. (2010). *An Appraisals of Incentives for Developing Green Hotel Buildings*. Fourth International Conference on Sustainable Tourism, Wessex Institute of Technology, UK and The Complutense University, Spain , New Forest, UK, 5 - 7 July 2010
- Sloan, P., Legrand, W. and Krauss, K. (2010). *The integration of fungus tolerant vine cultivars in the organic wine industry*. 3rd International Scientific Conference on Sustainable Tourism: Issues, Debates & Challenges, TEI Heraklion, Crete and the School of Sport, Leisure and Travel, Buckinghamshire New University, UK April 22 – 25, 2010
- Sloan, P., Legrand, W. and Krauss, K. (2010). *The integration of disease resistant grape varieties in the organic wine industry: the case of German wine producers*. Enometrics XVII, Vineyard Data Quantification Society and the European Association of Wine Economists, Palermo Sicily, Italy June 09 - 12, 2010
- Legrand, W., Sloan, P., Simons-Kaufmann, C., and Fleischer, S. (2009). *An analysis of factors necessary in a sustainable restaurant operation: the development of a set of restaurant sustainable indicators*. 4th International Scientific Conference of the University of the Aegean, Rhodes island, Greece 3-5 April 2009.
- Legrand, W., Brandmeir, K. and Espenschied, L.-M. (2009). *The application of market segmentation for the wine tourism industry: a study in Rheinhessen*. 3rd American Association of Wine Economists (AAWE) Meeting in Reims, Champagne (France) June 18-20, 2009.
- Legrand, W., Brandmeir, K., and Espenschied, L.-M. (2009). *The application of experiential marketing for the wine tourism industry: and empirical contribution*. EuroCHRIE Congress Helsinki, Finland.
- Chen, J.S., Delgado-Krebs, R., Legrand, W., Tooman, H., and Sloan, P. (2009). *Sustainable tourism and hospitality management education: an empirical study on educational experiences in preparation for professional life*. EuroCHRIE Congress Helsinki, Finland 22-24 October 2009
- Legrand, W., Tooman, H., Sloan, P. and Fendt, J. (2008). *Case studies of best practices in sustainability in German and Estonian hotels*. EuroCHRIE Congress Dubai, UAE.
- Chen, J., Legrand, W. and Sloan, P. (2007). *Managers' perspectives on provision of healthy meals*. EuroCHRIE Congress Leeds, UK.
- Legrand, W. and Sloan, P. (2007). *Factors enhancing bicycle touring: an exploratory case study*. 1st Hospitality & Leisure Business Advances & Applied Research Conference, Ecole hôtelière de Lausanne, Switzerland.
- Chen, J., Sloan, P. and Legrand, W. (2006). *Motivation to Eating Healthy Meal: A German Perspective*. EuroCHRIE Congress Thessaloniki, Greece.
- Sloan, P., Legrand, W. and Chen, J. S. (2005). *Factors influencing customers' choice of health food in restaurant*. EuroCHRIE Congress Paris, France
- Legrand, W., Sloan, P. and Chen, J. S. (2004). *Factors hindering the progress towards sustainable management practices in hotels*. ATLAS Annual Conference Naples, Italy

Chen, J. S., Sloan, P. and Legrand, W. (2004). *Competitive analysis of customers' preference to healthy meals*. ESADE's XIII International Leisure and Tourism Symposium, Barcelona, Spain

Chen, J. S., Legrand, W., Sloan, P. and Zhou, J. (2004). *Evaluating environmental initiatives of German hotels*. Business Enterprise of Sustainable Travel (BEST) Think Tank IV Esbjerg, Denmark

Sloan, P., Legrand, W. and Chen, J. S. (2003). *Assessing hoteliers' awareness and perception of environmental initiatives*. EuroCHRIE Congress Bad Honnef, Germany

MEDIA / PROFESSIONAL & INDUSTRY PUBLICATIONS

Webinars/Online Conferences

Legrand, W. (November 19, 2021). *Regenerative Hospitality in Uncertain Times: Are Hoteliers the New Green Guardians?*, Shiftin' 2021 - Innovation & Sustainability in Hospitality Event By Les Roches Global Hospitality Education (<https://www.airmeet.com/e/538134f0-0572-11ec-aa9f-ffb5c0ea8c83>).

Legrand, W. (November 09, 2021). *Environmental Sustainability in Hospitality: Harmonizing Enterprise Profitability and Environmental Sustainability*, Global Hospitality Summit by the International Hospitality Institute (<https://globalhospitalitysummit.com/>).

Legrand, W. (November 08, 2021). *The Ethics of Travel*, 2021 Virtual Annual Meeting The Long Run (<https://www.thelongrun.org/>; event at <https://www.linkedin.com/feed/update/urn:li:activity:6863739441379340288/>). (Contact: Delphine Malleret King, Chief Executive Officer at The Long Run).

Legrand, W. (Interview) (October 26, 2021). *PKF hospitality group in conversation with Professor Dr Willy Legrand, IU – Sustainability and Net Zero in Hospitality*. (https://www.youtube.com/watch?v=j1xjiwfy_oM), Interviewed by Nils Heckscher, Director, Head of Africa, PKF hospitality group

Legrand, W. (Visiting Lecture) (October 22, 2021). *ESG, SDGs & Hospitality: Challenges and Opportunities in Activating Sustainability for SMEs*. University of Southern Norway. Course INE 304B SME Structures and Dynamics from the USN School of Business, led by Birgit Leick & Mona Anita Olsen

Legrand, W. (Keynote) (October 19, 2021). *Net Zero in Hospitality: A Question of Boundaries*. Global Real Estate (GRI) Club Global Committee: Sustainable Hospitality Chapter. (https://www.griclub.org/news/real-estate/net-zero-in-hospitality-a-question-of-boundaries_1657.html). Hosted by Lissa Engle, *Managing Director at Berkeley Capital Group [‘BCG’] and Founder & CEO at WiH*.

Legrand, W. (Keynote & Panelist) (October 15, 2021). *MACC & The Case for Net Zero Approach & Hot Topic Round Robin*. The 12th Cornell Sustainability Roundtable organized by Cornell's Center for Hospitality Research.

Legrand, W. (Keynote & Panelist) (October 13, 2021). *The solutions nature provides: Urban hotel sustainability and circularity*. Circular & Sustainable solutions for the Tourism Industry event hosted by the Institute for Circular Economy (<https://circularweek.org/en/online-en/hospitality-industry/>). Panelists included Agata Delmaczyńska, Eleonora Yosifova and Denitsa Kuzeva.

Legrand, W. (Keynote & Panelist) (October 13, 2021). *Hospitality Asset Value: The Case for a Net Zero Approach*. 196+ hotelforum Munich (<https://196plusevents.swoogo.com/196plushotelforummunich/agenda>). Panelists included Adrian Flück, Director of Hotel Asset Management at Invesco Real Estate, Hilda Impey, Founder design office, former senior of Wilson Associates, JoAnna Abrams, CEO MindClick, Co-Founder of the hospitality sustainable purchasing consortium, Louise Holder, EMEAA Environment Manager at InterContinental Hotels Group, Sumida Goel, Manager Design & Technical Services – Specialist for sustainability at Accor CE.

Legrand, W. (Keynote) (September 24, 2021). *Sustainable Energy Solutions To Transform Your Hotel*. The Innofac Show Asia Pacific (<https://theinnofacshow.com/>; <https://www.youtube.com/watch?v=29SEFuMlzp4>).

Legrand, W. (Keynote & Moderator) (June 23, 2021). *Sustainability: The Solutions Nature Provides and Technological Innovation of Nature in an Urban Context*. Hospitality Financial and Technology Professionals (HFTP®) HITEC Europe session (<https://my.hftp.org/s/lt-event?id=a1Y3i00005rNfT#/Event%20Overview>) (Panelists: Bill Bensley, Founder BENSLEY and Megan Morikawa, Global Director of Sustainability Office, Iberostar Group)

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Legrand, W. (Interviewer) (March 12, 2021). *ITB Executive Interview: Climate Change Measures in the Hospitality Industry*. ITB NOW Berlin, Interview partners: Madhu Rajesh, *CEO at the Sustainable Hospitality Alliance*; Inge Huijbrechts, *Global Senior Vice President Sustainability, Security and Corporate Communication at Radisson Hotel Group*

Legrand, W. (Moderator & Panelist) (March 03, 2021). *HFTP Europe Hangout: Key Hotel Technologies Addressing Sustainability -- Low Cost and Efficient*. Hosted by Hospitality Financial and Technology Professionals (HFTP) (<https://www.youtube.com/watch?v=TIv9Ek12w1s>). Webinar participants: Olivia Ruggles-Brise, *director at Greenview*; Dr. Vanessa Borkmann, *professor for tourism at SRH Berlin University of Applied Sciences*.

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Smithsonian Conservation Biology Institute. Recording available at: <https://www.youtube.com/watch?v=WpVp9gyvZcw> (56min onwards)

Legrand, W. (November 23, 2020). *Strategies for Operating in a Post COVID-19 World*, 4th International Hospitality Forum, Hellenic Chamber of Hotels. <https://www.ihf.gr/program/>. Moderated by Peter O' Connor, Senior Market Analyst, Phocuswright. Co-speakers Franck Arnold, Managing Director and Regional Vice President, The Savoy ; Anna Athanasopoulou, Head of Tourism, Textiles and Creative Industries at the European Commission; Margaux Constantin, | Associate Principal, McKinsey's.

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Legrand, W. (Moderator) (July 28, 2020). *The Economics of Green Investment and Planning for Eco Accommodations*, Eco hotel Summit. (<https://www.ecohotelsummit.com/talks/panel-economics-of-green-investment-and-planning-for-eco-accommodations/>). Webinar participants: Olivia Ruggles-Brise, *Director GreenView London Office*; Sibylle Riedmiller, *Founder of Chumbe Island and co-Founder of The Long Run*; Rusmir Musić *Operations Officer - EDGE Global Business Development Lead - IFC Climate Business Department*

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Legrand, W. (June 18, 2020). *Strengths & Weaknesses of KPIs used in Hospitality*, Full Course Food Waste Prevention and the \$700 Billion Opportunity; LightBlue Consulting.

Legrand, W. & Laeis, G. (Lead Organizers) (June 4-5, 2020). *World's First 24hr Sustainable Hospitality Hackathon: A World of Change in Hospitality*. IUBH International University of Applied Sciences & Hotel Management School Maastricht.

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Lead Organiser - 24hr Sustainable Hospitality Hackathon

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).

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HospitalityNet World Panel on Sustainability Moderator

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.

HN World Panel Sustainability in Hospitality available at:

<https://www.hospitalitynet.org/panel/details.html?a000N00000V4rFO>

Personal profile: <https://www.hospitalitynet.org/author/148001871.html>

HospitalityNet World Panel Posts/Articles

Altenrath, F. and Legrand, W. (September 17, 2021). Hospitality Supply Chains: Massive footprint or a force of good? HospitalityNet World Panel on Sustainability in Hospitality. Access: <https://www.hospitalitynet.org/panel/125000128.html>

Legrand, W. (Aug 03, 2021) The price of hotel sustainability: willing-to-stay and willing-to-pay? Access: <https://www.hospitalitynet.org/panel/125000126.html>

Legrand, W. (June 22, 2021) Nature-Based Solutions for Urban Hotel Real Estate, HospitalityNet. Access: <https://www.hospitalitynet.org/opinion/4105089.html>

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12 C-Suite executives shared their views

1. Thomas Willms, Chief Executive Officer (CEO) Deutsche Hospitality
2. Federico J. González, President & CEO, Radisson Hospitality AB
3. Suphajee Suthumpun, Group CEO at Dusit International
4. Chris Nassetta, President & Chief Executive Officer at Hilton
5. Michael Levie, COO and Founding Partner at citizen
6. Bill Walshe, CEO at Viceroy Hotel Group
7. Heather McCrory, CEO of North & Central America at Accor
8. Martin R. Smura, Chief Executive Officer of the Kempinski Group
9. Jay Stein, Chief Executive Officer at Dream Hotel Group
10. Ramón Aragonés, Chief Executive Officer at NH Hotel Group
11. Marloes Knippenberg, CEO of Kerten Hospitality
12. Sem Schuurkes, Founder and Partner of CityHub

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