



EuroCHRIE 2025 – Programme Overview

Day 0 – Pre Conference day

Hotelschool The Hague, Scheveningen | Monday 10 November 2025

08:30 – 09:30	Registration		Welcome and coffee
09:00 – 13:00	EuroCHRIE Board Meeting		
09:00 – 12:00	Early Career and PhD Workshop	dr. Ksenia Kirillova & dr. Henri Kuokkanen (Institut Lyfe)	Becoming a Thoughtful Scholar: Developing Meaningful Research Ideas and Giving Constructive Feedback
12:00 – 13:00	Lunch		Student-prepared lunch at Hotelschool The Hague
13:00 – 14:00	Early Career and PhD Workshop	Dr. Jacek Buczny (VU Amsterdam)	Navigating the Publication Journey: Practical Tips for Emerging Scholars
14:00 – 14:30	Break		Fresh air and networking
14:30 – 17:00	Early Career and PhD Workshop	Dr. Tiffany Legendre (University of Houston)	Conducting Rigorous and Responsible Hospitality/Tourism Research in an Era of AI
14:00 – 17:00	EuroCHRIE Board Meeting		
From 18:00	Deans and Director's Dinner		@Le Debut (invitations only)

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Day 1 – Leading the Innovative Future of Hospitality

Madurodam, The Hague | Tuesday 11 November 2025

08:30 – 09:00	Registration		Welcome and coffee
09:00 – 09:45	Opening Session	Distinguished Guest from The Hague and Madurodam EuroCHRIE President and Board	Welcome to The Hague, Welcome at Madurodam; Welcome by EuroCHRIE President and Board
09:45 – 11:00	Keynotes: Where Hospitality Meets AI	Marco van der Werf (Bit Academy) & Hans Meijer (Zoku)	Exploring how AI transforms hospitality while balancing high tech with high touch
11:00 – 11:30	Break		Fresh air and networking
11:30 – 13:00	Keynotes: Reinventing Leadership in Times of System Change	Prof. dr. Mirella Kleijnen (VU Amsterdam) & Marloes Knippenberg (Kerten Hospitality)	Leadership in uncertain times; bold approaches with purpose, resilience, and vision
13:00 – 14:00	Lunch		Lunch & Madurodam Park
14:00 – 14:45	Keynote Leadership through Different Lenses	Prof. dr. Mark van Vugt (VU Amsterdam)	Mark van Vugt on leadership from evolutionary psychology
14:45 – 15:15	Translating Hype into Hospitality: Demystifying AI now and 2030	Ira Vouk MBA (SDSU Payne School of Hospitality & Tourism) prof. Dr. Ian Yeoman (Stenden University) prof. dr. Alexander Schmidt (Hotelschool The Hague)	Update industry study
15:15 – 15:45	Break		Fresh air & networking
15:45 – 17:15	Professional Doctorate Session	Prof. dr. Ankie Hoefnagels (Zuyd University of Applied Sciences) prof. Tom Baum (University of Strathclyde)	Insights in Professional Doctorate in Leisure, Tourism & Hospitality—a pioneering program in the Netherlands that empowers professionals to lead transformative change in their fields

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15:45 – 17:15	Re-envisioning Hospitality Education: Incorporating AI	Prof. dr. Cristian Morosan (University of Houston)	Workshop: How AI is reshaping hospitality education
15:45 – 17:15	City Hospitality Reimagined	Prof. dr. Ko Koens (Inholland University of Applied Sciences)	Interactive session about new approaches to city hospitality
15:45 – 17:15	Walking Through Double Materiality: A Stakeholder-Centered Hotel Journey	Armand Odekerken (Zuyd University of Applied Science)	Interactive session, navigating a hotel layout, building a live materiality map
15:45 – 17:15	From Confusion to Clarity: Tackling Horizon Europe Funding Challenges	Eda Gurel (Bilkent University) Mario Passos Ascencao (Haaga-Helia University of Applied Sciences)	A session designed to support academics and professionals in navigating the complexities of Horizon Europe
17:30 – 18:00	First-time Attendees Reception	EuroCHRIE Board members	A special welcome to first-time attendees
17:15 onwards	Welcome Reception and Madurodam Experience	HTH Foodtruck Guided Park Tour	Drinks, bites, networking and cultural exploration at Madurodam Park

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Day 2 – Innovation in Action: From Regeneration to AI

Hotelschool The Hague, Scheveningen / Wednesday 12 November 2025

08:30 – 09:00	Registration		Welcome and coffee
09:00 – 09:30	EMEA Industry Update	Duane Vinson (CoStar Group)	Latest EMEA hotel industry trends
09:00 – 13:00	Food Experience Symposium	Malu Boerwinkel (Future of Food Research Centre Zuyd) Culinary researchers and chefs	Immersive Food Experiences. Blending research with sensory exploration
09:30 – 11:00	Parallel Sessions – Round 1	Various	Paper sessions, workshops, Lecturer Lounge
11:00 – 11:30	Break Posters		Networking and poster presentations
11:30 – 12:30	Humans, Humanoids, and Hospitality: Unpacking Skills for Tomorrow's Workforce	Maartje de Graaf (utrecht University) Katerina Shearer, MBA (Booking.com) Prof. dr. Alexander Schmidt (Hotelschool The Hague)	Keynote: Human Robot Interaction Keynote : The future of Hospitality Skills - Insights from a European-wide study Forum on skills required to shape responsible and innovative hospitality sector integrating ESG into the curriculum of hospitality schools through simulations and harnessing Generative AI
12:30 – 13:00	GenAI and responsible management in action	Claire Bereziat (Glasgow Caledonian University) Veijo Kosti (Cesim)	
13:00 – 14:00	Lunch Posters		Networking and poster presentations
14:00– 17:00	Research Marathon Incorporating AI	Cindy Heo	Responsible and sustainable hospitality and tourism businesses in a changing world.
14:00 – 15.30	JHTR Boardmeeting		
14:00 – 15:30	Parallel Sessions – Round 2	Various	Paper sessions, workshops, Lecturer Lounge
14:00 – 17:30	Student Simulation Challenge – Part 1	Heidi Anaya	Interactive student competition

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15:30 – 16:00	Break Posters		Networking and poster presentations
16:00 – 17:30	Parallel Sessions – Round 3	Various	Paper sessions, workshops, Lecturer Lounge
18:00	The Hague Cultural & Culinary Experience	Drinks and bites and Mauritshuis Tour	Evening reception in one of the city's most prestigious museums Mauritshuis, meet the Girl with a Pearl Earring

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Day 3 – From Inspiration to Innovation

Hotelschool The Hague, Scheveningen | Thursday 13 November 2025

08:30 – 09:00	Registration		Welcome and coffee at Hotelschool The Hague
09:00 – 10:30	Parallel Sessions – Round 4	Various	Paper sessions and workshops & Lecturer's Lounge
10:00 – 10:30	Shaping Future Leaders in Hospitality	Prof. Yamel Henriksen (AHLEI)	Introducing the Certified Hospitality Manager Program
09:00 – 11:30	Student Simulation Challenge – Part 2	Heidi Anaya	Interactive student competition
10:30 – 11:00	Break Posters		Networking and poster presentations
11:00 – 12:15	Fireside Chats: Game Changers in Hospitality	Trix van der Vleuten (The Social Hub), Rogier Braakman (Mr. Green Offices), Matthijs Welle (Mews) moderated by Jan Huizing (Hotelschool The Hague)	Inspiring stories from three innovative hospitality leaders
12:15 – 13:15	Lunch Posters		Networking and poster presentations
12:30 – 13:15	Lunch & discuss workshop	Steve Hood Perry Hobson	Increasing the Credibility and Visibility of Careers in Hospitality and Tourism – Working Together to Make a Difference
13:15 – 14:15	General Assembly Meeting	EuroCHRIE Board	Interactive member session
14:15 – 15:45	Parallel Sessions – Round 5	Various	Paper sessions and workshops Lecturer's Lounge
15:45 – 16:30	Afternoon Tea and Conference Wrap-Up	EuroCHRIE Board	Closing reflections and takeaways
18:30 – 23:30	Royal Gala Dinner	EuroCHRIE & Hotelschool The Hague	Gala dinner in Scheveningen, showcasing world-class hospitality from our students, ensuring EuroCHRIE 2025 ends

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in elegance, celebration, and connection.

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