



**International Society of Travel & Tourism Educators (ISTTE)  
Board Member Candidate Bio**

**Name:** Rob Simons, MSc.

**Affiliation:** University of Applied Sciences (BUAs), The Netherlands

**Position title:** Vice Dean of Education & Lecturer in Digital Marketing

**Areas of expertise:** Tourism education innovation, digital transformation, project- and challenge-based learning, marketing, sustainability, internationalization

**Years of academic experience:** 15+

**Years of ISTTE membership (either past and/or current):** 1

**Years of industry experience:** 5

**Why would you like to join the ISTTE Board (max 100 words)?**

After joining ISTTE in 2024 and attending the 43rd conference in Hong Kong, I was impressed by the rich blend of academic exchange, practical relevance, and personal connection. Encouraged by our Dean Prof. Perry Hobson, I discovered a network that aligns deeply with my own values—especially around innovation, transformation, and global engagement. I'm excited to contribute to its future, particularly as BUAs prepares to host the 2026 ISTTE conference.

**How would you be able to contribute to the progression of ISTTE (max 130 words)?**

Completed, this bio should not exceed the first page. Please submit a recent photo along with this bio to [a.sisson@napier.ac.uk](mailto:a.sisson@napier.ac.uk) by April 30, 2025.

I bring a blend of academic leadership, international network-building, and educational innovation. At BUAs, I lead curriculum transformation efforts and foster cross-border partnerships. My work focuses on embedding digital transformation, AI, and sustainability into tourism education, using approaches like project- and challenge-based learning. I'm passionate about connecting academic and industry perspectives to build future-proof, engaging learning environments. I look forward to contributing to ISTTE's strategic direction and events—especially around tech-driven change and experience design. As part of the host team for ISTTE 2026, I hope to help strengthen the community across regions and deliver a warm, meaningful conference.

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