

PERSONAL INFORMATION

Dr. Sjoerd A. Gehrels



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Sex male | Date of birth 17/08/1959 | Nationality Dutch

POSITION NOW

UAS Professor (Lector) Innovation in Hospitality, Stenden HMS – Academy of International Hospitality Research
Course Leader, Master in International Service Management

WORK EXPERIENCE

EDUCATION (25½Y)
2012 - 2014

Research Lecturer, Member Stenden Academy of International Hospitality Research

Together with two lectors, two research lecturers and the academic dean responsible for the research strategy of the Stenden Hotel Management School. Member Editorial Board, Research in Hospitality Management journal.

2008 - now

Course Leader Stenden Master in International Service Management

Responsible for one of the two Master Programmes as offered by Stenden University of Applied Sciences. From 2002 to now, between 50 and 100 students from many different nationalities were enrolled on a yearly basis. The programme is validated by London Metropolitan University, and accredited by the NVAO, FIBAA and the International Centre of Excellence in Tourism & Hospitality Education (THE-ICE).

2007 - 2010

Consultant International Affairs, Stenden University

Liaison between Stenden Leeuwarden and SRU campus in Thailand.

2002 – 2008

Programme Director CHN Master in International Hospitality Management

2001 - 2004

Programme Director CHN Parttime BBA International Hospitality Management

Responsible for the IHM Parttime programme management reporting to the Dean of CHN IH&OM. From the academic years 2001 onwards, approximately 60 students in The Netherlands and 30 in Aruba, Dutch Caribbean were enrolled.

2000 - 2005

Programme Coordinator Master Class Hospitality

Responsible for the management of this industry related three year professional diploma course. On average approximately 15 students were enrolled.

1998 - 2004

Deputy Director CHN International Hospitality Management

Together with the Dean and a fellow Deputy Director as board of directors responsible for the overall management of this four year BBA in International Hospitality Management Programme. From the academic year 1998 to 2004, students numbers increased from 1200 to 2000.

1989 - 1998

Lecturer in Hospitality Management, Hotel Management School Leeuwarden

Responsible for writing, lecturing, co-ordinating some of the educational modules within the four year BBA Programme in International Hospitality Management. Besides the duties as a lecturer, membership of internal committees for the partial managing of the curriculum, international internship supervisor, personal coach and

hospitality researcher were part of the position.

- 1989 - 1993 Member Management Team Hotel & Restaurant Operations, Hotel Management School Leeuwarden
Together with three other senior lecturers responsible for the development, management and curriculum in the 4-star Hotel Restaurant Training Facilities Hotel Wyswert part of the practical learning within the four year IHM BBA.

HOSPITALITY INDUSTRY (10 Y)

- 1986 - 1988 Operations Manager Alliance Restaurant De Pettelaar, Den Bosch (Michelin*)
Responsible for the management of at that time a € 1,5 million revenue Michelin star restaurant operation directly reporting to the owner. Human resources: 40 fte's.
- 1982 - 1986 Sommelier Alliance Restaurant De Hoefslag, Bosch en Duin (Michelin**)
Responsible for purchasing, storage, operational management and service of the wines and beverages of a € 2,5 million revenue Michelin star restaurant operation. Total stock of wines and beverages at that time were around € 200.000.
- 1981 - 1982 Trainee Alliance Restaurant De Echoput, Apeldoorn (Michelin*)
- 1980 - 1981 Trainee Alliance Restaurant De Hoefslag, Bosch en Duin (Michelin**)
- 1978 - 1980 Trainee RR Restaurant 't Soerel, Epe

EDUCATION AND TRAINING

- 2013-now Post-Doctorate Research Qualification, University of Algarve, Portugal
- 2012 Doctor of Education (EdD), University of Stirling, Stirling, UK
- 2005 Certificate for the Application of Stephen Covey's 7 Habits of Highly Effective People, Franklin Covey Institute, The Netherlands
- 2004 Master of Business Administration (MBA), School of Hospitality, Oxford Brookes University, Oxford, UK
- 2001 Certified Hospitality Educator (CHE), American Hotel & Lodging Association, USA (3rd re-certification valid until 2016)
- 1999 Master of Science (MSc), Tourism and Hospitality Education, School of Management Studies for the Service Sector, University of Surrey, Guildford, UK
- 1994 Bachelor of Business Administration (non-accred), Academy of Management, University of Groningen, Groningen
- 1990 Teaching Diploma for Higher Education, Pedagogies and Didactics (PDA), Pedagogical Technical University Netherlands, Eindhoven
- 1988 Diploma Professional Coaching for the Hospitality Industry, SVH (Dutch HCIMA), Zoetermeer
- 1980 Diploma Restaurant Professional Proficiency Level, SVH (Dutch HCIMA), Zoetermeer
- 1979 Pre-University Education, 5 subjects pass at A-level, Christian College for Pre-University Education (VWO), Heerde

Professional Qualifications

- 2011 Certificate 'The Speed of Trust', Stephen M.R. Covey

- 2010 Trainer License, iMind Map – Tony Buzan
- 2009 Trainer License, 7-Habits of Highly Effective People, Stephen Covey
- 1997 Certificate Social Hygiene, SVH (Dutch HCIMA), Zoetermeer
- 1995 Certificate Viticulturalist, Vineyard De Agthuyzen, Zuidland
- 1990 Certificate Interactive Skills, Dr. Thomas Gordon, Pedagogical Technical University Netherlands, Eindhoven
- 1988 Diploma Restaurant Entrepreneur, SVH (Dutch HCIMA), Zoetermeer
- 1987 Diploma Vinoloog Wine Academy, Board for the Retail Trade in Alcoholic Beverages
- 1982 Diploma Business Knowledge for the Hotel and Catering Industry, SVH (Dutch HCIMA), Zoetermeer
- 1981 Diploma Catering Entrepreneur, SVH (Dutch HCIMA), Zoetermeer
- 1980 Wine Professional Certificate SVH, SVH (Dutch HCIMA), Zoetermeer

PUBLICATIONS

Books

Gehrels, S. A. (1995). *Gastvrijheid en Distributie*. Meppel: EduActief.

Gehrels, S. A. (1995). *Wijn en Drankenkennis*. Meppel: EduActief.

Contributions to books

Gehrels, S.A. (2015). An International Hotel Company's Employment Brand, Chapter in: *Routledge Handbook on Hotel Chain Management, In process*.

Gehrels, S.A. (2013). Tributes from Friends and Colleagues, Chapter 16, 204-205. in: Keene, R. *The Official Biography of Tony Buzan: The Man who introduced the World to Mind Maps™*. Croydon: Filament Publishing.

Gehrels, S.A. (2013). Appreciation by Colleagues, Chapter 9, 189-190 (En) 191-192 (Id). in: *Suarthana, K.P., Originated from the Orphanage*. Yogyakarta: Andi Offset.

Gehrels, S. A., & De Looij, J. (2010). Employer Branding: Changing Hospitality Industry HRM. in: Cavagnaro, E. *BBA Book, Fundamentals*. Leeuwarden: Professorship in Service Studies. Stenden University of Applied Sciences.

Appel, A., Bennenk, D., Gehrels, S. A., Kuipers, S., Mulder, M., Mulder, R., et al. (2008). *Tendens, Bronnenboek Zelfstandig Werkend Gastheer/Gastvrouw en Leidinggevende Restaurant (Vol. 2)*. Meppel: Uitgeverij Edu'Actief b.v.

Gehrels, S. A. (2007). The Interface between Industry and Education: The Influence of Hospitality Industry Entrepreneurs' Characteristics on Hospitality Management Curricula. *Perspectives in Service Research*.

Gehrels, S. A. (2005). Wine in a Cultural Context. in: Van der Hoek, K. W. & Heinhuis, E. *Babylon United: Opstellen over Gastvrijheid en Cultuurverschillen* (pp. 41-56). Leeuwarden: Christelijke Hogeschool Nederland, International Hospitality Management.

Articles

Gehrels, S. A., & Van Poppel, W. (2016). Restaurant Revenue Management in Dutch Culinary Restaurants. *Cornell Hospitality Quarterly, In preparation*

Gehrels, S. A. (2015). Future Directions in Education and Research. *Research in Hospitality Management, 5(1), In preparation*

Heyes, A., Beard, C.M. & Gehrels, S.A. (2015). The Real Value of a Hotel Spa Facility - Is it actually

- still valued? Opinions from Senior Managers of London's Luxury Hotels. *Research in Hospitality Management*, 5(1), *In preparation*
- Gehrels, S. A. (2014). Connecting Entrepreneurship and Education. *Research in Hospitality Management*, 4(1&2), 55-64
- Beqo, I., & Gehrels, S. A. (2014). Women Entrepreneurship in Developing Countries-a European Example. *Research in Hospitality Management*, 4(1&2), 97-103
- Gehrels, S. A. (2014). Grounded Theory Application in Doctorate Research. *Research in Hospitality Management*, 3(1), 19-26.
- Gehrels, S. A., & Blanaar, O. (2013). How Economic Crisis affects Revenue Management: The Case of Prague Hilton hotels. *Research in Hospitality Management*, 2(1&2), 9-16.
- Gehrels, S. A. (2013). Successful Small Upper Segment Culinary Restaurant Owners' influence on Hospitality Management Education. *European Journal of Tourism Research. Doctoral Dissertation Summary. European Journal of Tourism Research* 6(2), 207-210
- Gehrels, S. A., & Dumont, B. (2012). Quality Assessment in Small Businesses: The Case of Dutch Culinary Restaurants. *Research in Hospitality Management*, 1(2), 75-84.
- Gehrels, S. A., & De Looij, J. (2011). Employer Branding: A New Approach for the Hospitality Industry. *Research in Hospitality Management*, 1(1), 43-52.
- Cavagnaro, E., & Gehrels, S. A. (2009). Sweet and Sour Grapes: Implementing Sustainability in the Hospitality Industry - A Case Study. *Journal of Culinary Science & Technology*, 7(2/3), 181-195.
- Gehrels, S. A. (2007). Characteristics of Successful Small Upper Segment Culinary Restaurant Owners and How These can Influence Hospitality Management Curricula. *Electronic Journal of Business Research Methods*, 5, 37-48.
- Widjaja, D. C., Eringa, K., & Gehrels, S. A. (2007). The Types of Organizational Cultures of Middle-Sized Restaurants in The Netherlands suitable for Placing Indonesian Student Trainees. *Jurnal Manajemen Per Hotelan*, 3(1).
- Gehrels, S. A., & Kristanto, S. (2006). Marketing in Dutch Culinary Restaurants. *Journal of Culinary Science & Technology*, 5(2/3), 23-37.
- Gehrels, S. A., Kristanto, S., & Eringa, K. (2006). Managing Word-of-Mouth Communication in Michelin Starred Restaurants in The Netherlands. *Jurnal Manajemen Per Hotelan*, 2(2).
- Gehrels, S. A. (1999). Teaching Wine Management in Dutch Higher Education. *International Journal of Wine Marketing*, 11(2), 53-71.

Other publications

- Gehrels, S. A. (2015). Employment Branding: New Insights. *Keynote Presentation at the 2015 Global Hospitality Tourism Marketing & Management Conference, 27-29 July 2015*. Bangkok, Thailand.
- Gehrels, S. A., & Altan, M. (2015). Exploring the Concept of Employer Branding for the Dutch Hospitality Industry. *Report for the Centre of Expertise in Leisure, Tourism & Hospitality, In preparation*
- Gehrels, S. A. (2014). Future Directions for Education and Research. *Presentation at the 2014 Academy of International Hospitality Research Conference, 26 & 27 November 2014*. Stenden University of Applied Sciences, Leeuwarden, The Netherlands.
- Gehrels, S. A. (2014). Restaurant Revenue Management in Dutch Culinary Restaurants. *Presentation at the 2014 Global Hospitality Tourism Marketing & Management Conference, 4-6 September 2014*. Okinawa, Japan.
- Gehrels, S. A. (2014). Learning from the Discourse of Culinary Entrepreneurship. *Paper for the Council for Hospitality Management Education Conference 2014, 28-30 May 2014*. University of Derby, Buxton, UK.

- Gehrels, S. A. (2014). Women Entrepreneurs in Albania: a Retrospective Evaluation. *Paper for the 38th Small Business Institute Conference 2014, 13-15 February 2014*. Las Vegas, NV, USA.
- Gehrels, S. A. (2013). Reflexive Practice in Dutch Hospitality Management Education. *8th International Conference on Researching Work and Learning, 19-22 June 2013*. University of Stirling UK.
- Gehrels, S. A. (2013). Eastern Europe Hotel Small Business Revenue Management in Economic Downturn. *Paper for the 37th Small Business Institute Conference 2013, 14-16 February 2013*. St.Petersburg, FL, USA.
- Gehrels, S. A. (2012). *The Contextual Characteristics of Successful Small Upper Segment Culinary Restaurant Owners and their Potential Influence on Hospitality Management Education: A thesis submitted in partial fulfilment of the requirements of the University of Stirling for the degree of Doctor of Education*. Stirling: University of Stirling.
- Gehrels, S. A. (2012). The Characteristics of Successful Small Upper Segment Culinary Restaurant Owners and their potential Influence on Hospitality Management Education. *Professions and Professional Learning in Troubling Times: Emerging Practices and Transgressive Knowledges, University of Stirling, Sponsored by ProPEL: in conjunction with Birkbeck College, University of London and the University of Leeds, 9-11 May 2012*. University of Stirling, UK.
- Gehrels, S. A. (2012). Quality Assessment in Small Business. *Paper for the 36th Small Business Institute Conference 2012, 15-17 February 2012*. St.Antonio, TX, USA.
- Gehrels, S. A. (2010). Progress in Doctoral Research. *Annual Doctoral Conference, 9-11 May 2012*. University of Stirling, UK.
- Gehrels, S. A. (2009). The Language of Quality. *Asia CALL Conference 19-21 November 2009*. Yogyakarta: Sanata Dharma University.
- Gehrels, S. A. (2009). Innovating the Hospitality Industry: will employer branding make it future proof?. *14th International Conference on Thinking 22-26 June 2009*. Kuala Lumpur.
- Cavagnaro, E., & Gehrels, S. A. (2008). A Pivot Point to Lift the World: the change process from mainstream to sustainability at Hotel Wyswert's restaurant and its influence on the curriculum of the International Hospitality School. *EBEN Research Conference 2008*.
- Gehrels, S. A. (2008). Technology in Research and Education: working paper. *Asia CALL Conference 21-23 November 2008*. Nakhon Ratchasima: Suranaree University of Technology.
- Gehrels, S. A., Beqo, I., & Cavagnaro, E. (2008). Gender Related Issues in Service Industry Entrepreneurship: the case of Albania. *New Zealand Hospitality & Tourism Research Conference*. Alice Springs.
- Gehrels, S. A. (2007). How Hospitality Industry Managers' Characteristics Could Influence Hospitality Management Curricula. *6th European Conference on Research Methodology for Business and Management Studies 9-10 July 2007*. Lisbon: Universidade Nova de Lisboa, Lisbon, Portugal.
- Gehrels, S. A. (2006). *Evaluating the Impact of Policy and Professional Practice in Relation to my own EdD Research Topic*. University of Stirling, School of Education. Stirling: University of Stirling.
- Gehrels, S. A. (2006). Characteristics of Successful Small Upper Segment Culinary Restaurant Owners and the Way that these can Influence Hospitality Management Curriculum Design. *5th Asia CALL 2006 International Conference 27- 29 November 2006*. Serdang: University Putra Malaysia.
- Gehrels, S. A. (2006). *An Investigation into How the Characteristics of Successful Small Upper Segment Culinary Restaurant Owners could Influence Hospitality Management Curricula*. University of Stirling, School of Education. Stirling: University of Stirling.
- Gehrels, S. A. (2005). *An Investigation into Small Upper Segment Dutch Restaurant Owner/Managers' Value Systems and their Effects on Business Actions and Performance*. University of Stirling, School of Education. Stirling: University of Stirling.

Gehrels, S. A. (2005). *The Examination of some Key Articles and their Implications for my Own EdD Thesis Research*. University of Stirling, School of Education. Stirling: University of Stirling.

Gehrels, S. A. (2004). *Wine Management in Dutch Culinary Restaurants*. MBA Dissertation. Oxford Brookes University, School of Hospitality, UK.

Gehrels, S. A. (1999). Teaching Wine Management. *First European Wine Tourism Conference September*. University of Surrey, UK.

Gehrels, S. A. (1999). *Teaching Wine Management: Wine Management Study in Higher Education in The Netherlands*. MSc Dissertation. University of Surrey, School of Management Studies for the Service Sector, UK.

Gehrels, S. A., & Zwaal, W. (1996). The Relationship between Perceived Service Quality and Perceived Price. *EuroCHRIE/IAHMS Conference 1996*. CHN, Leeuwarden.