

## Prof. Dr. Willy Legrand

Dr. Willy Legrand is Professor of Hospitality Management at the IUBH International University of Applied Sciences in Bad Honnef - Bonn, Germany. He is a visiting professor at universities in France, China, and the United States. Prof. Legrand is the lead author of *Sustainability in the Hospitality Industry: Principles of Sustainable Operations* now in its 3rd edition. He is the co-editor of *Sustainable Hospitality and Tourism as Motors for Development: Case Studies from Developing Regions of the World* and the co-editor of the *Routledge Handbook of Sustainable Food and Gastronomy*. He regularly participates at the Cornell Centre for Hospitality Research (CHR) Sustainability Roundtables and took part at the COP21 Climate Conference leading to the Paris Agreement in 2015 as an international observer. Prof. Legrand is the Guest Chief Editor of the *Hotel Yearbook Sustainable Hospitality 2018* and 2020 editions. Finally, Prof. Legrand is the co-host of the first [HospitalityNet World Panel Sustainability in Hospitality](#) where 70 global experts regularly share solutions and answers to climate emergency and associated sustainability challenges.

### Kontakt Daten

#### Prof. Dr. Willy Legrand

Department of Hospitality, Tourism and Event Management  
IUBH International University



### Veranstaltung

[ITB Hospitality Executive Panel: Luxus und Nachhaltigkeit: Zwei Seiten einer Medaille oder Widerspruch in sich?](#)

Donnerstag, 5. März 2020, 16.00 - 16.45 Uhr  
CityCube Berlin, Saal A4/A5

#### [Begrüßung](#)

Freitag, 6. März 2020, 10.45 - 11.00 Uhr  
CityCube Berlin, Saal A1

#### [ITB CSR Day](#)

Freitag, 6. März 2020, 10.45 - 14.45 Uhr  
CityCube Berlin, Saal A1

[Keynote: Klimawandel, Erderwärmung, Wetterextreme: Status Quo und Handlungszwänge](#)

Freitag, 6. März 2020, 11.00 - 11.45 Uhr  
CityCube Berlin, Saal A1

Official Partner Country  
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.