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Deputy Chair and Director Profile, THE-ICE Board of Directors

Dr Craig Thompson

Director, Stenden Hotel Management School, Stenden University of Applied Sciences, The Netherlands



Dr Craig Thompson was born in England and studied humanities at undergraduate level in Bristol. He worked in the tourism industry in a number of countries in Europe before studying for a Masters degree in Tourism Management at the University of Strathclyde, in Glasgow. Following a period in the public sector, as the Tourism Development Officer for Wiltshire, Craig took his first lecturing role in the University of Derby. Whilst at Derby he commenced a PhD, also through the University of Strathclyde, focused on entrepreneurship in the hospitality sector, in The Gambia, West Africa, which he completed in 2000.

He moved to New Zealand in the mid 1990s to develop and manage the country's first specialist degree in Tourism Management. Another opportunity then took him to Switzerland, where he became the Academic Director of the Swiss Education Group, the country's largest provider of hospitality education. It was then back to Scotland to head an industry led project to create a private hotel school. His final move (to date) has seen Craig move to The Netherlands, as Director of Stenden Hotel Management School, Europe's largest hotel school. So, after several mountainous countries, Craig is enjoying life (and cycling) with his wife and two children in much flatter environment!

Craig is a fellow of the Institute of Hospitality and also of the Higher Education Academy, and is a member of editorial board for the journal of Research in Hospitality Management and Journal of Tourism Futures. In 2015 Craig was appointed to the Board of Directors of THE-ICE, and to the position of Deputy Chair in 2017.