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THE-ICE 12th IPoE Forum 2018

**World Café Session/ Panel 5: Learning Across Cultures – Gracious
Tourism and Hospitality**

Mr Lars Eltvik

Director of Education, Amaala Project, Public Investment Fund, Kingdom of Saudi Arabia



Lars Eltvik serves as Director of Education of the Public Investment Fund, Amaala project based in Riyadh, Kingdom of Saudi Arabia. Before joining Amaala Lars served as Managing Director of the Education Division of Dusit Thani Public Company Limited. From 2009 to 2015 he served as a Managing Director of HAAGA-HELIA Global Education Services Ltd., Helsinki, Finland. Prior to joining HAAGA-HELIA, he served as a Director of Sales and Marketing at The Emirates Academy of Hospitality Management, Dubai, UAE from 2001 to 2009. Lars earned a Master Degree (MSc) in Tourism Planning and Development from University of Surrey, United Kingdom; a Degree in Hotel Administration from Norwegian School of Hotel Management (Now Stavanger University) and Diploma in Export Marketing from Norwegian School of Marketing, Oslo, Norway.