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THE-ICE 13th IPoE Forum 2019

Panel 4 Chair: Getting to the Heart of the Matter – exploring ways for increasing humanism within education and service industries

Ms Gienke Osinga

Dean, Academy of Hotel and Facility Management, Breda University of Applied Sciences, The Netherlands



Ms Gienke Osinga holds a Bachelor degree of the Hotelmanagement School The Hague and a Master in Change Management. Her first steps in her career were with KLM Catering Services at the procurement department inflight services. She switched to KLM City hopper, in those days a daughter company of KLM, where she was responsible, among others, for revenue management, commercial planning and the budgeting process.

Later on, she worked for KLM the Netherlands, the marketing and sales department for the Dutch market, where she was involved in the first E commerce business projects such as online booking tools and online check in. Further responsibilities were the launch of a frequent flyer program, the introduction of a corporate credit card and more.

In 2001 she decided to switch to education. During her years with KLM she was asked as a guest lecturer, assessor and graduation coach for NHTV students, on a regular basis. Working with students gave her so much pleasure and satisfaction that she took the opportunity when the start of a hotel management program in Breda, was announced. She started as a curriculum developer for the hotel management program of NHTV University of Applied Sciences. Since 2012 she has held the position of Dean of the Hotel Management program and the Facility Management program of Breda University of Applied Sciences.

She is the chair of the Association of the Dutch Hotel Management Schools. Recently all public funded members of the Association successfully passed THE-ICE accreditation.