

## THE-ICE Webinar Series 14: Supporting Students in the ‘New Normal’ Era – evolving strategies for internship, teaching and learning

### Webinar Presenters



**Dr Joy Sheelah B Era**

**Dean, Institute of Tourism and Hotel Management, Far Eastern University, Philippines**

Joy is the Dean of Far Eastern University Manila-Institute of Tourism and Hotel Management. She finished her PhD. in Philippine Studies and MA in Art Studies at the University of the Philippines-Diliman and BS Tourism at La Consolacion College Manila. Before joining the academe, she worked at the Department of Tourism-National Capital Region. She is an accreditor of PACUCOA (Philippine Association of Colleges and Universities Commission on Accreditation) and member of the Commission on Higher Education Regional Quality Assessment Team (CHED-RQUAT) for tourism and hospitality programs. She is a Founding officer, Past President and currently the Adviser of the Union of Filipino Tourism Educators, Inc.

(UFTE) and an officer of the Hospitality and Tourism Council of Deans (HOSTCODE).



**Dr Atty Gezzez Giezi G Granado**

**Dean, College of Tourism and Hospitality Management, University of Santo Tomas, Philippines & Director, THE-ICE Board**

Dr Attorney Gezzez Giezi G. Granado is the Dean of the University of Santo Tomas – College of Tourism and Hospitality Management.

He holds a BS Tourism degree from the University of Santo Tomas. From the same university, he also graduated Bachelor of Laws, Master of Laws, and Doctor of Civil Law. He worked as a Travel Agent and later on a Travel Agency Operations Manager while earning his Law Degree.

For 18 years now, he has been teaching Tourism and Hospitality Laws, Legal Policy Issues in the Tourism and Hospitality Industry, and Sustainable Tourism. He is also teaching Torts and Damages and Legal Research at the UST Faculty of Civil Law with emphasis on Tourism and Hospitality contracts.

As a lawyer, he counsels mainly on Torts and Damages in the Tourism and Hospitality Industry. He serves as consultant for negotiations, legal undertakings, and contracts involving, hotels, resorts, travel agencies, and other tourism and hospitality related establishments.

Dr. Atty. Granado has conducted studies, written cases, and has been a resource person for different subjects related to Sustainable Tourism, Legal Policy Issues in Tourism and Hospitality Industry, and Tourism and Hospitality Laws.



**Mr Dennis Petersen**

**Instructor, Hospitality, Breda University of Applied Sciences, The Netherlands**

Mr Dennis Petersen graduated International Hotel Management in 2012, and afterwards worked for Accor Hotels. Since 2015, he has been an instructor for hospitality management.

Dennis is a coach for the service industry and aims to motivate and develop future hospitality and facility professionals on operations / food and beverage service management knowledge, skills, and attitude. His focus within this function is on establishing and developing e-learning modules and didactical concepts within a practical educational environment.



**Ms Violeta Salonen**

**Senior Lecturer, Haaga-Helia University of Applied Sciences, Finland**

Violeta Salonen has a Master's Degree in Music Arts (Performance in Conducting) from Thames Valley University, London, UK. She is a member of honorable ETD (Eta Sigma Delta) International Hospitality Management Society. She has three Bachelor Degree's, two in Music (Theory & Pedagogy and Music Conducting) as well as Bachelor's degree in Experience and Wellness Management from Haaga-Helia University of Applied Sciences, Helsinki, Finland. She specialized in Entertainment, Media and Imagineering in NHTV, Breda, Netherlands. She also obtained a diploma in International Teacher Education from HAMK, Finland. Violeta has worked as an event coordinator in Browns, London UK as well as service designer

for Meeting Room of Tomorrow project conducted by Haaga-Helia and 14 Finnish based and international companies. She presented the research and scientific paper in FRESH conference held in Copenhagen in 2012. Violeta has acted as an artistic member of the Pop Up Art House creating numerous experience events during the years of 2013-2015. She has also acted as experience consultant for FRESH Conference 2013 held in Copenhagen, Denmark, created new experience path for Sea Life, Helsinki and consulted various businesses in experience creation and customer centricity (e.g. Hullu Poro in Levi, various hotels in Saariselkä and Santa Claus Village in Rovaniemi, Fonecta and Huone in Helsinki, to name a few). Since 2018 she has been an active member of the "College of Extraordinary Experiences". Violeta has created numerous experience based events, one of the most recent in Suomenlinna, Viaporin Kekri with over 6500 visitors (with 64 companies participating and over 120 students coordinating the event), which won special award in Evento Awards in 2019. Currently Violeta is teaching in Haaga-Helia, mainly subjects related to experience creation, design, transformation and management. She is an active speaker and consultant on the topic of experiences and trends in business. She has an ongoing research on the topic of "Use and Management of Music in Hospitality Businesses" and "Sensory Mapping Framework – an integrative model for sensory evaluation within experience design". Violeta is also a part of the LAB8 – service experience laboratory project in Haaga-Helia and within it is a member of virtual-reality based project "The Box" that deals with leveraging the best practices of the Virtual reality (VR), and the Augmented Reality (AR) researches, and exploits into unforeseen Mixed Reality Environments (MRE).



**Ms Elina Sperth**

**Account Manager, Placement Office, Hotelschool The Hague, The Netherlands**

Ms Elina Sperth is an Account Manager, Placement Office, at Hotelschool The Hague in the Netherlands. Elina has been working for twelve (12) years at Hotelschool The Hague in various roles, including as a Placement Coordinator and HRM Lecturer.

Ms Elina Sperth holds a Masters in International Hospitality & Service Management, jointly awarded by NHL Stenden University of Applied Sciences and University of Derby, and a Masters in Human Resource Management from the University of York.