

Dr Peter Robinson
Head of Events, Tourism and Hospitality
Leeds Beckett University



Election Address

I have been proud to serve as a Director of the Institute of Travel and Tourism since 2018, and during that time I have focused much of my contribution on successfully strengthening the relationship between education, skills, and industry. I am keen to build on the successes I have achieved so far.

My work has spanned the full education spectrum - from 14 to 16 provision through to further education, apprenticeships and higher education, CPD and training - ensuring that pathways into and through our sector are coherent, credible, and aligned with industry need. This has included sustained engagement with policy at multiple levels, contributing to growing recognition of travel and tourism within education and skills frameworks. This work has been integrated into current government policy decisions.

Alongside this, I have worked to influence policy discussions around the wider value of tourism to the UK economy. A key priority has been to strengthen each government's understanding of the sector's economic contribution and the critical importance of investing in the future talent pipeline through education and skills policy. My leadership of other tourism bodies ensures that I am uniquely able to represent ITT within the civil service and government and to place ITT within the wider skills and qualifications landscape.

This work complements my other contributions, particularly through the Education and Training Committee, where I have sought to ensure that the Institute plays a visible and credible role in shaping future workforce development, supporting students and promoting future talent through ITT FutureYou.

If re-elected, I will continue to champion stronger, more strategic links between government, industry and education. This is an area where ITT has a vital leadership role to play and which can only be fully realised by a board member with the ability to influence policy and practice nationally.

Biography

Peter is a leading academic, consultant and sector strategist specialising in tourism, hospitality, events and visitor experience, with a strong focus on education, skills and training. He is Head of Events, Tourism and Hospitality Management at Leeds Beckett University, where he leads one of the UK's largest subject groups in this discipline - ranked 4th in the Times Higher, 5th in the Guardian League Table and in the top 100 in the world in the 2026 QS Rankings.

His work centres on aligning education with industry needs, and he has played a significant role in shaping skills frameworks, qualifications and training pathways within the tourism and travel sectors. Peter has advised government departments, including DCMS, DfE and DfT, contributed to national discussions on skills policy, workforce development and progression routes and directly led change around future qualifications reform for travel. Peter hosts a biannual education policy conference and has led work that has engaged senior civil servants and ministers to strengthen recognition of the travel industry's needs and impacts, to support the development of a robust future talent pipeline from age 14 upwards.

Peter holds a range of senior industry and professional positions. He is a Director of the Institute of Travel and Tourism and The Tourism Society, and Co-Chair of the Association for Tourism in Higher Education. He also chairs the Tourism Consultants Network and contributes to ABTA's Education and Skills Working Group. He is also Founding Director of The Cold War Network, Chair of The Elvaston Castle and Gardens Trust and a Trustee for the 131st Derby Scout Group.

Peter has a strong media profile, having been featured on television, radio and media. He is also an active consultant and business owner. Robinson Moore & Associates specialises in business planning, economic impact, visitor experience, heritage and regeneration, with clients in over 57 countries. He also owns a specialist model retailer (Midland Models Ltd) and is an occasional professional photographer. Peter has written books and is recognised internationally for his peer-reviewed research.

Contact Details

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