

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 strengthening the relationship between education, skills, and industry.

My work has spanned the full education spectrum - from 14–16 provision through further education, apprenticeships and higher education - ensuring that pathways into 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.

Alongside this, I have worked to influence policy discussions around graduate employability and the wider value of tourism to the UK economy. A key priority has been strengthening government understanding of the sector's economic contribution and the critical importance of investing in the future talent pipeline through education and skills policy.

This work complements my other contributions within the ITT, 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.

If re-elected, I will continue to champion stronger, more strategic links between industry and education. This is an area I regularly advocate for at national events and across sector forums, and one where ITT has a vital leadership role to play.

I remain committed to ensuring our sector is recognised, supported, and equipped for the future.

Biography

Peter Robinson 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 curriculum development, industry engagement and the preparation of graduates for careers across the visitor economy.

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, contributing to national discussions on skills policy, workforce development and progression routes. He has been closely involved in recent successes influencing education policy changes for the travel and tourism sector, helping ensure stronger recognition of industry needs within qualification structures.

Alongside his academic role, 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 is also an active consultant and business owner. Robinson Moore & Associates specialise in business planning, economic impact, visitor experience and heritage and regeneration. He also owns a specialist model retailer and is an occasional professional photographer. His work is underpinned by a commitment to connecting education, policy and industry practice.

Contact Details

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