

**Vision**

To provide research that contributes to the advancement, innovation, and excellence of regional, national and international hospitality management practice and education.

Mission Statement

The research Centre undertakes interdisciplinary and industry relevant research into the hospitality profession, and the business and management context within which this profession is carried out. In its activities the Centre strives for high quality practice-oriented and evidence-based research that is of interest to hospitality management students and faculty, industry professionals, and international academia. The Centre aims to build a research capability to lead and improve contemporary hospitality management education and practice. It seeks close and international co-operation with professional associations, societies, organisations, and educational councils concerned with hospitality management practice. The Centre is committed to forging strong links and collaboration with the regional, national and international hospitality industry and international colleagues in the field of hospitality management research.

Strategic Ambition

In the long-term the Centre will make a significant contribution to the fulfilment of Hotelschool The Hague's strategic ambition to:

- develop a bachelor curriculum that is closely linked to the latest needs of and developments in the professional and academic field.
- create a professional environment where staff can update its industry and professional expertise, as well as its theoretical and methodological knowledge.
- be recognised as the leading hospitality expertise centre in The Netherlands.
- enable circulation of expertise between industry professionals, Hotelschool The Hague, and international hospitality academia. encourage HTH knowledge utilisation and valorisation in the hospitality industry