

# Strategie > Bohne

Kommunikationsberatung für Politik & Wirtschaft

***Your reliable partner for strategic consultancy, communication and networking***

## **Prof. Dr. Hartwig Bohne**

### **At a glance**

Since 2018 **Prof. Dr. Hartwig Bohne** has been holding a full professorship of international hotel management at the Dresden Campus of SRH University, and founded his own strategic consultancy *Strategie Bohne* in 2011. With this, he designs individual concepts for hotel management, people development, retention management and leadership as well as employer branding. He also offers cross-sector project management and impulses for international educational cooperations, political communication and European tea culture. Thanks to his close ties to the hotel industry, international education institutions as well as to stakeholders of the European tea culture and politics, Prof. Dr. Hartwig Bohne is a reliable mediator among these different disciplines.



### **Professional expertise**

Prof. Dr. Hartwig Bohne started his career in the hotel industry by conducting an apprenticeship as a hotel specialist in the \*\*\*\*\**Kempinski Hotel Taschenbergpalais in Dresden*. Afterwards, he proceeded working at the front office of the \*\*\*\*\**Kempinski Hotel President Wilson* in Geneva before successfully completing his studies in business administration with a focus on tourism, politics and international business management at *Trier University* and the *Grand École EM Strasbourg Business School*.

In 2004, Prof. Dr. Hartwig Bohne joined the *German Hotel Association (IHA)* as an economic advisor. There, he was responsible for the development of the hotel classification scheme, quality management as well as the development of training and education programmes in the hotel industry. Furthermore, he contributed to the annual IHA industry report "Hotel Market Germany" and initiated the first specialised study guide for degree programmes in hotel management in 2008.

In late autumn 2008, the *Kempinski AG* restructured its recruiting and people development department and founded the section for apprenticeship management and university relations at the head office in Munich. Prof. Dr. Hartwig Bohne agreed in taking over the position as founding head of department with responsibility for international traineeship programmes, scholarship systems, training support and the development of educational partnerships.

In 2011, Prof. Dr. Hartwig Bohne founded his own management consultancy *Strategie Bohne*. Since then, he has been developing concepts for human relations management for hotels and hotel groups. In addition, he temporarily took over the interim management of a medium-sized hotel group in Hamburg and on Helgoland island. Between 2013 and 2017, he worked as a personal advisor to a health politician and member of the *Deutscher Bundestag* (federal parliament of Germany), where he focused on redesigning medical study programmes, medical tourism and the promotion of health care craftsmen in Germany and Europe.

Strategie > Bohne

Kommunikationsberatung für Politik & Wirtschaft

**Prof. Dr. Hartwig Bohne**

Cantianstr. 18 \* 10437 Berlin \* T: 030 65 77 99 22 \* E: [beratung@strategie-bohne.de](mailto:beratung@strategie-bohne.de) \* [www.strategie-bohne.de](http://www.strategie-bohne.de)

# Strategie > Bohne

---

Kommunikationsberatung für Politik & Wirtschaft

## **Academic expertise**

While working as an economic adviser for the *German Hotel Association (IHA)*, Prof. Dr. Hartwig Bohne conducted part-time lectures in hotel management and human resource development at several European universities, e.g. ISM Dortmund, Salzburg University of Applied Sciences, Bremen University of Applied Sciences, Haaga Helia University of Applied Sciences in Helsinki and Modul University Vienna. Since 2011, he has been a lecturer for human resources development and leadership in the hotel industry at the Carinthia University of Applied Sciences in Villach.

Between 2015 and 2018, he completed his doctorate (Dr. phil.) at the University of Trier (PhD supervisor: Prof. Dr. Andreas Kagermeier). As a result, he took over the professorship of international hotel management at the Dresden School of Management, a faculty of the SRH Berlin University of Applied Sciences, as of April 1st, 2018. There, he heads the international hospitality degree programmes (Bachelor and Master, taught in English) and the dual hotel management degree programme, taught in German. In 2019, he initiated the founding of an international research institute, the *Institute of Global Hospitality Research*, which he has headed as Executive Director since then. Furthermore, Prof. Dr. Hartwig Bohne conducted guest lectures at UCL University College Odense/Denmark, Institut LYFE (ex Institut Paul Bocuse) in Écully/France, University of the South Pacific in Suva/Fiji, Örebro University in Grythyttan/Sweden, ERASMUS Hogeschool Brussels, Breda University of Applied Sciences in Breda/Netherlands, and the University of Primorska, Portoroz/Slovenia. In addition, he was working as an external examiner for hotel-specific degree programmes at the Technological University Dublin for one term.

## **International commitment and networking**

From 2019 to 2024, he also took on the role as Academic Director of the Global Engagement Scholarship Programme of the Danish holiday home provider Vacasol. In the tourism executives' association Skål International, he was elected president of Skål International Berlin for the 2017 - 2019 term, participated in the founding of the Rotary Club Berlin Pariser Platz in 2020 and headed the "Tourism, Event and Creative Industries" commission of the Berlin-Brandenburg Economic Council from 2021 to 2023. In 2021, he also founded the „European Tea Culture Research Circle“. Also, due to his involvement in the German Association of Tourism Sciences (DGT), EuroChrie - The Hospitality and Tourism Educators, Association of Service Professionals, Restaurant and Hotel Masters (VSR) and the European Speciality Tea Association (ESTA), Prof. Dr. Hartwig Bohne is closely connected to the hotel industry and the European tea culture as well as to science and sees himself as a mediator between education and industry.

*Please do not hesitate to contact me if you are interested in recruiting strategies, employer branding and retention management, or a consultation on European Tea Culture – [beratung@strategie-bohne.de](mailto:beratung@strategie-bohne.de).*

Strategie > Bohne

Kommunikationsberatung für Politik & Wirtschaft

**Prof. Dr. Hartwig Bohne**

Cantianstr. 18 \* 10437 Berlin \* T: 030 65 77 99 22 \* E: [beratung@strategie-bohne.de](mailto:beratung@strategie-bohne.de) \* [www.strategie-bohne.de](http://www.strategie-bohne.de)