

Editor's session
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Jean-Pierre van der Rest is Professor of Business Administration at Leiden University, one of Europe's leading research universities. He holds a concurrent position as Dean, and previously served as a Professor, Research Director and Associate Dean at Hotelschool The Hague. Jean-Pierre's research focuses on pricing decision-making and revenue optimization in the hotel and restaurant industry. He is executive editor for the Journal of Hospitality and Tourism Research (JHTR), along with Prof. Li Miao and Prof. Peter Kim. A winner of research grants and awards, Jean-Pierre has taught in Bachelor, Master, MBA, and Executive Education programs, has chaired accreditations, and has been an external examiner, external advisor, and a visiting professor at various international business schools. He actively promotes research and teaching excellence, and is an active member of ICHRIE.