Mairead McEntee is a lecturer in International Hospitality Management in the Department of Hospitality and Tourism Management in Ulster University. Prior to entering academia, Mairead was an Associate Director for Grant Thornton and before this was a manager for the Consultancy division of BDO. As a management consultant, Mairead advised numerous businesses and public sector entities regarding a variety of sectors and had a reputation for specialist advice in the areas of tourism and hospitality and urban regeneration and development initiatives. Her research interests, reflect her specialist knowledge and include niche tourism and in particular adventure tourism.