

# 125 years in the hospitality world: the challenges ahead

**This years Congress, held at the Ecole hoteliere de Lausanne(EHL) from the 14th to 18th November, addressed some of the key issues on the future of hospitality education. The theme of the Congress also recognised the 125th anniversary of the founding of the school. This Congress provided an opportunity to look back as well as to look forward.**

There was also opportunity to reflect on the current position of hospitality education where the demand for hospitality students is far outstripping the supply. The industry throughout the world is booming yet there was a recognised decline and pressure on student numbers in a significant number of member institutions, all of which impacts on the future of hospitality education.



## EUHOFA 57° CONGRESS



Ecole hôtelière de Lausanne

14<sup>th</sup> - 18<sup>th</sup> November 2018



# EduTech - The Digital Disruptors

How the future will shape the world and how as hospitality educators, we will be able to respond, will be key to our future success. We need to recognise and adapt to the changing needs of the new generations of students as well as to embrace the new digital technologies. As one speaker commented, for most educational institutions it takes anything from 3 to 5 years to bring new programs into place, yet within that same time frame there could have been the same number of new generations of technology being released. This suggests when adopting technology we are often running to stay still.

Current and potential students have changing expectations, they are very technologically savvy, use social media as their main communication tool as well as the source of most of their news. They recognise and that they will, during their careers, change positions fairly frequently as well as probably change professions in their lifetime. They have connectedness but not necessarily a wider vision of the world. The importance of creating the culture of



learning throughout their lifetime will be vital to their continuing success.

Whether this be through digital education or the more traditional role of professional courses will depend very much on the individual. What is essential is that they understand the need for continuing professional development, not just to develop new understanding and skills but to encourage their curiosity into the changing wider world.

As hospitality educators we should be aware of the increasing encroachment of Edutech companies, into what we would have traditionally considered to be our educational and training space. Whether they would be considered to be major 'Disruptors' is a matter of debate, however using

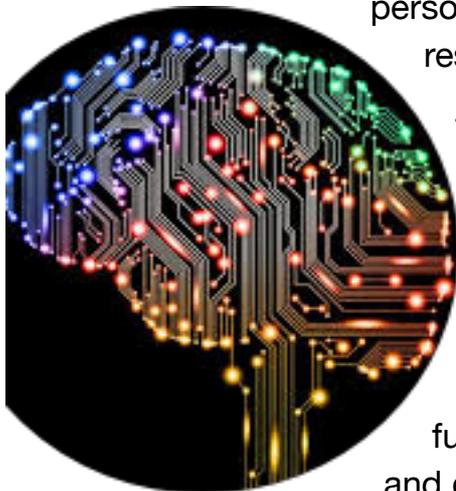
**"Educators should provide the leadership and role models for students, we should practice what we preach."**



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technology in innovative and new ways to address current education and training problems adds value to the portfolio of resources that educators have available to them. Edutech companies do not provide total educational solutions in the same way as Hotel schools, but they can provide tools for the reinforcement of learning and the opportunity to use technology in developing more individualised learning programs.

The developments in artificial intelligence (AI) are likely to be more incremental rather than disruptive, in creating applications in support of hospitality education. The potential for the predictive nature of AI to be able to identify student strengths and weaknesses and to provide



personalised responses is just one example. Such intelligent digital learning tools could further explain and describe the learning outcomes and

elements in a variety of formats and styles that would enhance the notion of the personalisation of education and support access to life long continuing professional development. However as both EHL's

Amelia and EHLEI (Robot) demonstrated, in their own inimitable styles, we are still some years away from this level of sophistication.

Understanding the development and the use of digital technology and how this could enhance and support hospitality education provided valuable insights that could help and inform Hotel schools in the delivery of the curriculum. What it also highlighted was the continuing importance

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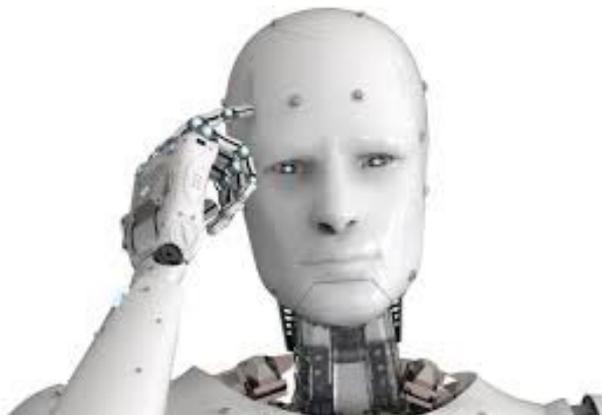
of the development of the individual student into a hospitality professional through the development of the "soft" skills so important in delivering high-quality service standards to guests. It is these skills developed through a combination of knowledge, competence and experience that provide the confidence to be able to handle a wide variety of complex situations.



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It is the result of the emotional engagement within the context of learning that helps to provide the cultural intelligence in anticipating and serving guests needs.

One thing that digital education cannot provide is the professional ethos and



culture that should be embedded throughout hospitality education, as one delegates remarked, "Educators should provide the leadership and role models for students, we should practice what we preach."

The **Lausanne Report: shaping the future of hospitality - outlook 2030**, a limited edition of 1,000 copies that was presented to all delegates, provides some interesting views and scenarios for how the hospitality industry could evolve in response to the changing environments in the future. This Report is an interesting "think-piece" that should support future curriculum development. The key takeaway is that we need to ensure a breadth of education that is

engaged and engaging to the student, that demands a positive active response and that above all we should provide the students with the confidence and curiosity to continue to learn.

**The Board would like to express their sincere thanks to Michel Rochat and his team for the excellent organisation and very successful Congress**

## Links and Connections

- The EUHOFA Connector was introduced as a platform for exchange for EUHOFA members and other Congress participants. From your mobile: [EUHOFA Connector](#)
- eHotelier article on the current trend in the decline in hospitality students: [Recruiting Hospitality Students](#)
- Link to a short EUHOFA survey on the key takeaways of attending a Congress: [EUHOFA Short Survey](#)
- **Links to our supporters:**
  - [AHLEI](#)
  - [HOSCO](#)
  - [STR Share Center](#)
  - [eHotelier](#)

The Congress video is available on the EUHOFA website : [www.euhofa.xyz](http://www.euhofa.xyz)



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## From the General Assembly

The General Assembly provides the opportunity to update members on current actions as well as to present a number of formal reports.

### Honorary Members

At this meeting the Board were delighted to be able to recommend the following candidates as Honorary Members of the Association in recognition of their significant professional contributions to the association and the industry.

#### Samuel Salvisberg

EUHOFA Ambassador,  
Honorary Congress President  
2018, Member since 2000



#### Filiep De Fraeye

President 2009-2013,  
Secretary General 2000-2009



#### Harry de Bruijn

Secretary General 2009- 2014,  
Member since 2000



#### Sören Kühlwein Kristiansen

President 2003 – 2009,  
Congress President 2002  
Member since 1997



#### John Bowen

President 1997 - 2003 Honorary  
Member since 2007, attended  
Congress and congratulated  
EUHOFA on its achievements.



### New Board Members

Lluís Serra was elected to the Board.

### Policies & Procedures

The Board reported the introduction of a number of the following policies and procedures; GDPR and Financial Policies and Procedures. The Treasurer also reported a healthy financial situation. Copies of the policies and procedures and the annual financial statement will be available to members on the website.

### Board Action Plan

As the result of the members survey undertaken last year, the board have produced an action plan for implementation, the key points of which were presented to Congress:

- Improve communication with members-sharing materials and resources
- Improve networking and collaboration opportunities
- More involvement in Congress Academic Programme - matters relevant to the schools
- Members want to know about the international issues and trends in hospitality education
- Enhance PR/ marketing of EUHOFA

*The implementation actions will follow in a separate note to members.*

**Member Benefits** - a revised guide will be issued soon.



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# Learning from experience(s)

The wider 'experiences' enjoyed by the delegates certainly provided learning opportunities, as well as the important social and networking opportunities. Ranging from teambuilding pastry workshops to the visit to Breitling to better understand the incredible complexities of producing extremely high-quality mechanical watches. These experiences provided a wider cultural dimension and enhanced the understanding of the country as well as providing an opportunity to get to know each other.

It is true that the internationally known Swiss watchmaking industry probably started in a farmers field. It was during the winter months when there was little to do on the alpine farms that the making of watch components flourished. Nowadays however it requires four years specialist technical education followed by a two-year induction to be recognised as competent watchmaker. In a country renowned for the quality of its watch manufacture as well as its chocolate and cheese the biggest surprise perhaps was the very high quality locally produced wine!



impossible to count the number of "selfies" of the delegates wanting to be part of the Chaplin experience.

It was the visit to Chaplin's World Museum that provided both education and entertainment. The home of Charlie Chaplin after he had been banned from the USA for alleged un-American activities, has now been turned into a Museum of his life and works. It more than tells the story of his life but provides fascinating insights into the strength of character, beliefs and attention to detail of the man. The 'wow' factor of the experience was the lifting of the screen after the showing of clips from his movies to reveal the re-creation of a number of stage sets in which the cocktail reception. It would be almost



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# EUHOFA 58<sup>o</sup> CONGRESS

27th November - 1st December 2019

Kathmandu - Nepal



## Trekking to the Congress!

The Congress in 2019 will be for the first time in Asia. The ten members of EUHOFA in Nepal are working together to host the Congress in Kathmandu, a Congress that will be almost at the top of the world. A fitting location to consider the wider implications as educators of the environmental issues and the pressing need to developing an industry that is environmentally sustainable whilst meeting the needs of the guests.

The theme of the Congress is - Sustainable Himalayan Hospitality: the amalgamation of nature, culture and adventure.

The importance of creating a sustainable world, one that protects the environment and that at the same time provides for the enjoyment of nature, culture and adventure is a significant challenge for us all as educators of the next generations of hospitality industry leaders.

For further information: [www.euhofa.xyz](http://www.euhofa.xyz)