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**PANEL DISCUSSION
ACADEMIC SESSION 2**



**CHEFS AND STUDENTS
PREPARING LUNCH
SCUOLA MADE**



**PALAZZO BOCCELLA
DELEGATES AT LUNCH**

56^o EUHOFA CONGRESS

NEWSLETTER



Live the Experience: Feel The Emotion

The Emotion of Tuscan Hospitality – The Theme of the International Association of Hotel Schools Congress (EUHOFA) organised this year by the Fondazione Campus in Lucca, Tuscany, addresses what really creates an emotional response to authentic hospitality experiences and why it is important in understanding how those experiences need to be delivered. For educators the knowledge and understanding of what makes the experience and how can that knowledge and understanding be taught, or learned, is essential.

**EUHOFA
CONGRESS**

**The opportunity for
international
networking and
establishing links
between schools.**

For Tuscany and many tourist destinations around the world the concept of providing “tailor-made personal experiences” are aims and ambitions. The key is in providing the ultimate hospitality and tourism experience.

In this approach to personalising authentic experiences why is the welcome such an important part? This was one of the issues that arose during first moderated panel discussion held at the Congress. A welcome is an invitation, it is an invitation to enter into the experience and begin to belong to that environment and culture and to develop the all-important emotional attachment that is part of living the experience.

Tuscany is in the heart of Italy and in the heart of Italian tourism. It is an area that is well known as a tourist destination. At the heart of Tuscany is the land and the beauty of landscape. It is from that land comes the unique food and wine that in turn are integral to the authentic culture of the region.

Challenges and Opportunities

This Congress is raising a wide range of questions and looking at how Italy, and particularly Tuscany, is responding to the challenges and opportunities facing tourism today. By understanding how one region is responding educators and industry can use these as practical examples, make comparators with their own countries and areas and draw on the lessons learned.

Can these challenges providing unique experiences be addressed through innovation or authentic tradition or is it both? Can there really be a simplistic response to such complex questions. Clearly not, but it would be foolish to ignore the strengths of the land, culture, history and the need to be constantly developing innovations in how these features can be made accessible to tourists. Here innovation and technology have a more important role.

For the members of EUHOFA, experiencing the emotion of the Congress, understanding what are the current trends and developments are essential in ensuring that their students are well equipped with skills, knowledge and understanding to take their place in the vibrant, aspirational international tourism industry.

The parallel for the educator is that through offering the best of the learning experiences to ensure that those experiences support the students aspirations for their future careers. By crafting and delivering those experiences with passion and emotion we ensure that through education and training we are investing in the tourism and hospitality leaders of the future.

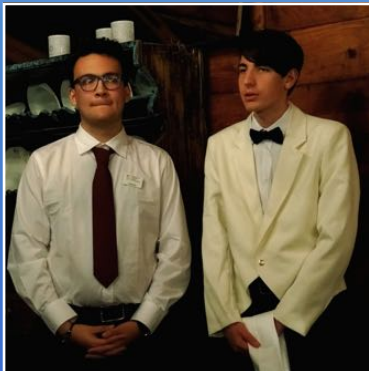
Understanding the role of authentic tradition in tourism



Food lies at the heart of Italian culture, food is derived from the land, developed through history and provides the basis for the opportunity to “live the experience, feel the emotion.”

It is through authentic experiences that we learn.

Hospitality education – excellence and the challenges



“Encouraging curiosity is a fundamental principle in striving for excellence in education.”

Generation Z are self-reliant “digital natives”, good at engaging with technology but not as good at engaging with each other.

EUHOFA - Excellence And Education

The second day of the EUHOFA Congress held in Lucca, Tuscany provided for very interesting discussions and opportunities to review and consider how hospitality education was changing and needed to change for the new opportunities and challenges for the present and the future.

The panel, expertly moderated by Alessandra Guidi, former vice rector for the University of Pisa, included Alessio Tessieri Chocolatier and founder of his own culinary school, Donna L Quadri Felitti, Director and Associate Professor of the School of Hospitality Management at Pennsylvania State University and Alessia Gordi Silvestrini, Head of Communications at Ballarini Paolo & Figli Spa.

A number of interesting themes were developed during the discussions with helpful presentations from the panel to provide the catalyst for wider discussions. The themes centred around always having the ambition to achieve excellence in education and how that ambition translates into the practicalities and realities of engaging with students.

Being curious, and encouraging curiosity is a fundamental principle in striving for excellence in education. Curiosity needs to be led by example and embedded in the culture of any organisation. It is this curiosity of ‘wanting to know’ that encourages creativity and innovation. This should be equally true of educators being curious about what motivates the current generation of students.

Self Reliant

Understanding the current generation of students, how they interact with each other, how their opinions are formed and how they “engage” are important in understanding motivation and ambition. Today students are self-reliant “digital natives”. They’re very good at engaging with the technology that interests them and that provides them with a means to a specific end, whether that’s accessing their Facebook accounts or Twitter. They do not seem to be as good and may be reluctant to engage with each other in ‘normal’ communications or relations. For this generation of students opinions matter, recommendations matter, they are environmentally conscious and aware, socially responsible and want to be recognised as individuals. For them important considerations of fashion, ideas and creativity dominate. Family, friends and peer groups are key reference points that influence aspiration and ambition.

How then should hospitality education be responding? Encouraging engagement, developing curiosity, stressing the importance of exploring and researching the facts, seeking confirmation and challenging opinion and encouraging observations of the world around them, are all part focusing on the essential combination of education and professional practice. Recognising “learning by doing” as an essential component in developing skills and experience is not a new thought, but perhaps for some, is developing students ability in storytelling.

Developing Relationships

The idea of “storytelling” is not a new one. The oral tradition of passing on knowledge and understanding through the telling of stories is embedded in all cultures. Using stories to illustrate and to develop understanding is crucial in developing relationships and it is through those relationships that people learn. The ability of storytelling is not confined to the teachers, it is something that should be encouraged as part of a wider education. The professional outcome of which is seen in the ability of staff in hotels and restaurants to tell stories that engages and creates empathy with the customer and therefore enhances the customer experience. These cannot be scripted recitals but should be personal engagements that are authentic and real.

This notion of storytelling is slightly at odds with how current students use technology to interact with each other. However as they progress through their education and training they develop their own skills and experiences that in turn develops self confidence and belief. That self-confident self belief, their curiosity to better understand the world around them and their professional skills all provide an excellent framework and basis for telling authentic and engaging stories.

Attracting Students to Hospitality

Hospitality education is currently being challenged from many directions, but perhaps the overriding challenge is how do we promote hospitality as an exciting, aspirational meaningful profession to the current and future generations. One way must be by telling our authentic stories that encourage curiosity and engage with the emotions in the providing the inspiration to live the true hospitality experience.

How are these stories best told to students? Much of the research into Gen Z indicates that parents, family and friends are still the most important influencers in career choice. This suggests that the stories need to be targeted at the key influencers as well as the potential students.

Reflections on the Congress from the EUHOFA President



In the 1st week of November we had the chance to attend the 56th EUHOFA International congress in the wonderful surrounding of Lucca. We could feel and experience the "spirit and emotion" of Prof. Enrica Lemmi and the whole congress organising team, their dedication to share with us their knowledge, their hospitality as well as their culture and the wonderful nature in Tuscany.

It is always a highlight to get to know the schools of the congress organisers. The visits to and the stay at the two schools of Fondazione Campus have been an experience in themselves with a highlight being the evening and dinner at Isi Pierioni in Barga and the cooperation with staff and students of ROC Gilde. A very good example of collaboration with EUHOFA International schools.

The partners program as well as the visits were good examples of Tuscan hospitality, heritage and culture. We could always feel, see and experience the friendly and service oriented attitude and approach. We were made very welcome and valued. The passion, professionalism and the happiness amongst the students created authentic and memorable experiences for all of the delegates and partners.

Maria Wiesinger

EUHOFA Members Benefits



The EUHOFA Board at Lucca

EUHOFA - Extras



Revised version of the Guide to Member benefits available on the EUHOFA Website. Provides details of downloadable textbooks and courses from **AHLEI** and **eHotelier** and discounts for **Hosco** and **Institute of Hospitality** Accreditation. Also details of the **Grant Funding Scheme**, to facilitate travel costs for inter school projects student and staff exchanges.

Free Revenue Management eBook [Click here](#)

White Paper: Staffing the issue of our time [Click here](#)

EUHOFA Member Survey - a short survey (5 Minutes) on views of the type of benefits members are looking for from the association. To take the survey [Click here](#) (Available until the 1st December 2017) A report on the results of the survey will be available on the website.

General Assembly - The Treasurers Report including the budget approved at the General Assembly is available on the website. [Click here](#)

Link to AHLEI [Click here](#)

Link to eHotelier [Click here](#)

Link to hosco [Click here](#)

Link to Institute of Hospitality [Click here](#)

See you at the
Ecole hotelier de Lausanne
for the
57th EUHOFA INTERNATIONAL CONGRESS
14-18 NOVEMBER 2018

125 years in the hospitality world: the
challenges ahead

