



STUDENTS WORKING IN THE INDUSTRY AND POSTGRADUATE COURSE DEVELOPMENT

Wednesday, March 4th 2009

This **Seminar for senior hospitality and tourism managers and hospitality and tourism educators** is funded by:

**LA FONDATION POUR LA FORMATION HOTELIERE,
25, Grand'Rue, 1211 Geneva, 11, Switzerland**

LOCATION: University of Primorska, Faculty of Tourism Studies, Portoroz – Turistica,
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FACILITATORS: Graham J. Stone & Elizabeth M. Ineson, Manchester Metropolitan
University

PROPOSED DRAFT PROGRAMME:

09.30 Arrival & Coffee

09.45 Welcome: Dean, Aleksandra Brezovec, PhD on behalf of Faculty of Tourism
Studies, Portoroz – Turistica

Professor Graham Stone on behalf of La Fondation pour la Formation Hôtelière

09.50 Presentation: Students working in the Industry

10.50 Break

11.00 Group discussions; to identify ways in which students might be employed in the Industry both within and outside course programmes

11.45 Focus groups to report back

To determine potential collaborative links

12.30 Buffet lunch

13.15 Postgraduate course development: content, delivery and learning outcomes

14.15 Brainstorming session to discuss undergraduate and postgraduate differential content and course learning outcomes

15.30 Break

15.40 Postgraduate course delivery and assessment strategies To inform on planning for management development and life-long learning

16.30 Discussion and Conclusions

16.45 Evaluation

17.00 Close

Acknowledgements

The facilitators would like to thank:

- **La Fondation pour la Formation Hôtelière** for their sponsorship, continued support and interest;
- **Manchester Metropolitan University** for their ongoing support and assistance;
- **Faculty of Tourism Studies, Portoroz – Turistica** for their sponsorship, support and assistance with the planning, organisation and implementation of the seminar;
- **Nestlé Pro Gastronomica**, Vevey, Switzerland for sponsoring the refreshments
- the **personnel 'behind the scenes'** - those staff, administrators and students who have contributed to the marketing, planning, organisation and execution of the event;
- **you** - the delegates who have agreed to participate in this communication process.

THE FACILITATORS

Elizabeth M. Ineson read Psychology and Mathematics before completing a PhD in Hospitality Education and Management. She has been awarded fellowships of the Institute of Hospitality and the Institute of Travel and Tourism. In 1999, she won the EuroCHRIE IH/AHMA award for

outstanding achievement. Her work in MMU centres on experiential and action learning to underpin research and consultancy through industrial links, staff development and PhD supervision. In 2005, she edited the textbook ‘Current Issues in International Tourism Development’ focusing on Central and Eastern Europe.

Graham J. Stone has a BSc(Hons) in Economics, a Diploma in Management Studies and an MSc in Management. He was Director of Postgraduate Studies at MMU for 10 years and has assisted with many course developments overseas. Graham is the co-author of an undergraduate tourism text that has been published in Hungarian. Currently, he works as an associate lecturer, researcher and consultant in management education and in the hospitality and tourism industries.

Between them, Liz and Graham have conducted over 90 Hospitality research projects and seminars for companies in the UK, USA and Europe. The results of these efforts are reflected in over 200 publications, conference contributions, short courses, seminars and reports. They are internationally renowned researchers in the field of management education, selection and development. They oversaw the development of an MMU validated MSc course in International Hospitality Management at the University Centre César Ritz in Switzerland where Liz supervises postgraduate students and advises on staff development.

Your contribution to the debates would be very much appreciated and you are therefore invited to the University of Primorska, Faculty of Tourism Studies, Portoroz –in Slovenia to participate in the seminar and discussions.

Please note, although the presentations will be in English, there will be an interpreter and the discussions can be in Slovenian.

DEVELOPING LINKS BETWEEN EDUCATIONAL INSTITUTIONS AND THE HOSPITALITY AND TOURISM INDUSTRIES FOR THE PROMOTION OF MANAGEMENT DEVELOPMENT

AN OVERVIEW OF THE PROPOSAL

1.0 INTRODUCTION

The focus of the seminar is on the extent to which graduate students and management trainees in hospitality possess the necessary skills and competencies for their careers in the 21st century. It is designed to reconsider the respective roles and contributions of academics and industrialists to this process, with the intention of creating a framework through which the current provision for management training and development can be enhanced.

1.1 RATIONALE

Although vocational educational courses have existed in further and higher education for a number of years, the relationship between educators and industrialists requires re-examination in the light of current and future developments. It is important that the potential contributions of educators and practitioners to management education are discussed and agreed formally, and incorporated into coherent programmes which enhance the academic and experiential skills and competencies of current and future trainees.

Future programmes should address the management needs and policies of the hospitality industry by a combination of academic inputs and experiential/action learning which is mutually beneficial to industrialists, students and educators.

Identifying and addressing these mutual benefits requires the establishment of formal links and mechanisms representing both parties possibly via the creation of an Industrial Liaison Panel.

1.2 OBJECTIVES

- * To facilitate the needs of potential or existing national and international employers in terms of managerial development and training.
- * To make recommendations for the development of an appropriate range of educational qualifications, which recognise the contribution of experiential and educational learning, to meet these needs.

1.3 PROPOSAL

- * To consider the establishment of an Industrial Liaison Panel (ILP) to determine the design and delivery of learning experiences which meet not only the educational needs of students and management trainees but also those of their national and international employers.

1.4 COMPOSITION OF THE PANEL

The Panel should have representatives from:

- * Hospitality industry experts;
- * Academics involved in the provision of hospitality/tourism courses;
- * Members of relevant professional bodies;
- * Government.

1.5 POTENTIAL BENEFITS

1.5.1 Companies

Through the ILP, companies have:

- * a means of improving the quality of potential recruits, thus expediting the training process and reducing the associated costs;
- * clarifying their insight into, and a better understanding of actual and potential course content and teaching/learning processes;
- * opportunities to utilise trainees to validate new systems/ideas, often at very low cost;
- * access specialist expertise within academic institutions;
- * formal recognition of experiential learning (training and development

programmes) with the Company, and its incorporation into the qualification structure (accreditation);

- * increased flexibility in teaching/learning provision.

1.5.2 Students and management trainees

Experiential/action learning facilitates:

- * extension of the educational background, and provides opportunities to validate theories in a `realistic' environment;
- * a focus for the development of their organisational, analytical and problem identification skills and their validation within a managerial context;
- * `alternative' learning strategies;
- * enhanced chances of gaining immediate, effective employment.
- * improves their access to relevant information from the `real' world.

1.5.3 Academic staff

By strengthening links with Companies, academic staff would be able to:

- * develop and operate more industry relevant and, hence, more successful programmes;
- * improve their familiarity with current industrial developments, problems and practices;
- * develop and extend their work-related skills and competencies.
- * increase their credibility within the Industry.

Your contribution to this debate would be very much appreciated, and you are therefore invited to Faculty of Tourism Studies Portorož - Turistica on March 4th 2009 to participate in the discussions to consider the establishment of an Industrial Liaison Panel.