

Development dialogues programmes in the domain Hotel

B Hotel Management development dialogue: 11 October 2018

The Dutch Hotel Management Schools have combined their forces and organized a development meeting on 11 October 2018 in which there was reflection and feedback on the process of accreditation as well as a discussion about the impact of future developments on education. In the morning sessions, various participants (project bureau, NVAO, The Ice and chairs) looked back on the process. In the afternoon the focus was on looking forward, where do we go from here.

Looking back: what have we learned?

Five programmes gained a dual accreditation: NVAO and THE-ICE. In addition, some programmes applied for the CeQuint certificate and/or for a distinctive feature.

According to the NVAO, the opportunity to combine the NVAO framework with an international framework like THE-ICE gives a boost to education, especially because of the international perspective. It offers opportunities for international benchmarking as well as for sharing best practices. Combining two frameworks also reduces the accreditation burden for a programme. Although differences in frameworks as well as in processes had to be dealt with it worked out very well in the end. The NVAO questions the added value of distinctive features because of the extra administrative burden it brings along.

THE-ICE thinks the whole process very rewarding and stresses that this is not an end point, but that the collaboration of the associated Dutch Hotel Management Schools could evolve even further. The accreditation has shown that the Dutch Hotel Management Schools are world class. Students learn how to think and are keen on hospitality. This attitude is the key ingredient in the hospitality industry.

The Dutch hotel schools do very well and are world leading. The partnership between the Dutch Hotel Management Schools makes them stand out and this could lead to a brand of Dutch hospitality/hotel management that is unique in the world.

The audit panels very much appreciated the small-scale learning environment in the schools. The audit panels would like to give some suggestions for future development. The association of Dutch Hotel Management School offers possibilities for further growth in several aspects, such as:

- hospitality branch: new domains can be explored, e.g. health care; industry engagement from year one onwards could be further improved;
- thesis: tighter requirements for guiding student projects could be developed, students could benefit from more support during the thesis process, thesis assessment could be further improved, e.g. more transparency, using external examiners;
- placement: maintaining quality contact with students, more quality control of placement companies, a variety of real environments where students can experience the real pressures;
- Internationalization: integration of international students and mingling of national and international students is an important condition to benefit from internationalization;
- future developments: be prepared for the future influence of (information) technology, change management can support students in dealing with the many changes as a result of technological innovations, crisis management helps students to be prepared for the greater instability within society, both politically and socially, and, finally, students should understand the need for sound environmental standards and practices.

Looking forward: where do we go from here?

Marketing and branding

The Association is convinced that it is important to develop the Dutch hotello as a distinctive brand. First, attracting foreign students to the Netherlands, then to the hotel and hospitality sector, and, finally, to individual hotel schools.

In 2023, our brand should be well-recognized by research and exchange partners and by incoming students. In 2028, the aim is for hotels to distinguish themselves by being managed by Dutch hotel school graduates. Partners to help achieve these aims are Nuffic, Mise en Place, Koninklijke Horeca Nederland.

Academic development

Having formulated a new Professional Educational Profile (PEP) in 2017, the Association has agreed to have this updated regularly in annual meetings, in ongoing interaction with industry. The importance of technological developments is emphasized: the schools must remain open-minded and look at younger people. Cooperation within the Association to implement the new PEP is advantageous for all hotel schools. This will be facilitated by organizing groups, sharing information, setting the agenda and learning from each other. The schools are eager to work together on this and feel that it will leave enough room for personalization in the individual programmes per school. Previously established groups (carrousel), e.g. on graduation works, are still active. Other groups will be set up as well.

Research

The undergraduate research network (onderzoekscarroussel) collaborates successfully. Final theses/ Professional products are jointly calibrated and a presentation at the next joint Research and Education day is prepared. The level of research teaching has risen everywhere, partly by the appointment of new staff. Concerns and challenges on the research centers are that in some schools, the research centers have too little connection with the undergraduate curriculum and that there is no up to date inventory of domains, themes and topics of the various schools. Collaboration between the schools is ad hoc or based on personal connections. Membership of THE-ICE generates interesting new avenues for our research activities. THE-ICE specifically recommends us to join forces in research. Joining forces will increase our impact

The future of existing collaborative events

The existing collaborative events are the Hospitality Excellence Project (HEP), the Industry Innovation Award and the Education and Research Day. The Industry Innovation Award is an individual award, judged by a jury from the industry. The Education and Research Day will be continued and be used to discuss the outcomes of PEP working groups/carrousel.

A re-start, combining the three collaborative initiatives, would be good, be it with a few changes e.g. combine HEP with the Industry Innovation Award and select a strong jury for this, create a common structure for this with formal credits for the participating students. Use experience of lecturers who work together in this as input for PEP working groups and share research outcomes and awards on an annual conference day. Use the winning solution in the educational programmes for branding.