

# Symposium 'Ethical Dilemmas in the Creative, Cultural and Service Industries'

**Date:** Monday 9 December 2019

**Time:** 16.00 – 19.15 hrs.

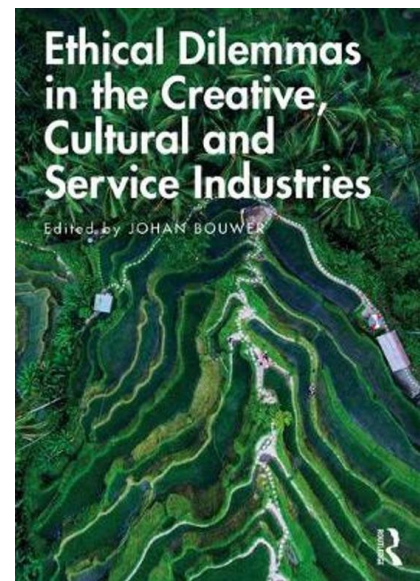
**Venue:** BUas campus, Chapel in Horizon Building, Mgr. Hopmansstraat 2, Breda.

## Programme:

<b>15.30 hrs.</b>	Coffee/tea
<b>16.00 – 16.05 hrs.</b>	Welcome by Mr Nico van Os, member of the Executive Board
<b>16.05 – 16.35 hrs.</b>	Keynote by Dr Derek Casey, Chair Emeritus of the World Leisure Organization on: Moral dilemmas and management in the creative, cultural and service industries; lessons learned
<b>16.35 – 16.55 hrs.</b>	Questions
<b>16.55 – 17.05 hrs.</b>	Musical intermezzo
<b>17.05 – 17.20 hrs.</b>	Ethical dilemmas in the creative, cultural and service industries: the book by Dr Johan Bouwer
<b>17.20 – 17.35 hrs.</b>	Foundations: The groundwork of business ethics by Dr Marco van Leeuwen
<b>17.35 – 17.50 hrs.</b>	Theory: Sustainable thinking and doing business by Dr Frans Melissen
<b>17.50 – 18.05 hrs.</b>	Practice: Amusement parks, wages and poverty by Dr Esther Peperkamp
<b>18.05 – 18.15 hrs.</b>	Book draw and closing by Dr Elisabeth Minnemann
<b>18.15 – 18.20 hrs.</b>	Words of thanks by Dr Johan Bouwer
<b>18.20 – 19.15 hrs.</b>	Reception

## 'Ethical dilemmas in the creative, cultural and service industries' – the book

The book is designed to increase ethical awareness and the ability to make sound ethical decisions in professional practice. It will support the teaching and study of (business) ethics in undergraduate professional education and is also suitable for in-company training of practitioners already working in the field. Educational institutions all around the globe are, against the background of the many scandals witnessed in the world of business in the last decades, searching for ways to educate responsible professionals who will be able to serve their companies with integrity and display responsible behaviour. Including a multitude of varied and interdisciplinary case studies, this textbook adopts an applied ethical approach which enables the student/trainee to combine basic ethical theory with relevant and 'real-life' cases. Major ethical issues such as CSR, ethical leadership, sustainability, human rights, fraud, employee rights and duties, new technology, sound marketing, and (social) entrepreneurship are addressed. These cases could be studied in all domains of BUas: Built Environment, Facility, Games, Hotel, Leisure & Events, Logistics, Media and Tourism.



## Speakers

1. **Dr Derek Casey** is Chair Emeritus of the World Leisure Organization, which advises the United Nations in areas such as sport, recreation, leisure, tourism and related issues. He has been Chief Executive of the Sports Council in the UK and Chair of the Council of Europe's Committee on Sport, Director of Anti-Doping in Sport in the UK and Joint Chair of the international Working Group on Drugs in Sport, and successful Bid Director for the Commonwealth Games in Glasgow in 2014. He also holds several non-executive director positions in a range of different organisations. He has received several honorary doctorates, is a guest professor to universities in different parts of the world and is a senior fellow of the American Leisure Academy. He authored numerous papers and reports on all aspects of sport, leisure and recreation including the economics of major events, venues development, school sport and policy formulation.

**Title:** Moral dilemmas and management in the creative, cultural and service industries: lessons learned.

**Abstract:** Dr Casey will, based on his broad and rich experience in the fields of the creative, cultural and service industries, focus on the prevalence of phenomena such as over-tourism and the related danger to sustainability, state-sponsored doping in sport, poor corporate governance of public and third sector organisations, the fallacy of legacy of major events and the arrogance of unchallenged leadership in the commercial sector. In his analysis, poor personal values among those in leadership roles are debit to many of the questionable organisational principles and performance that lie behind these adverse practices. He will, more specifically, reflect on the personal challenges, successes and failures he met in his various management roles.

2. **Dr Johan Bouwer** is Professor of Ethics in business and profession at BUas. Formerly he held the positions of senior researcher in meaning and leisure at the Academy for Leisure, Director of Research and acting Rector Magnificus at BUas. From 2007 to 2008 he was Professor of spiritual care in health care institutions at Groningen University and the PThU in Kampen. He (co)authored numerous papers

on, amongst other, health care and ethics, coaching, counselling and leadership, spiritual care and assessment, business and ethics and (co)authored or edited several books amongst which 'Philosophy of Leisure: foundations of the good life' and 'Ethical dilemmas in the creative, cultural and service industries'.

**Title:** Ethical dilemmas in the creative, cultural and service industries: the book

**Abstract:** This textbook wants to contribute to the (global) need of educating responsible professionals who will be able to serve their companies with integrity and live up to the needs and moral expectations of society. It is designed to increase ethical awareness and the ability to make sound ethical decisions in the mentioned domains, and to support the teaching and study of (business) ethics in undergraduate professional education and in-company training of practitioners already working in these domains. Johan Bouwer will give a brief presentation of the focus, pedagogical presuppositions and outline of the book.

3. **Dr Marco van Leeuwen** is a senior lecturer and researcher in philosophy, leisure and Imagineering, and coordinator of the academic leisure studies programme at the academy for leisure, BUas. He has published on dynamical systems theory, meaningful experiences, health and well-being, the internet and social media, ethics and leisure theory. He co-authored the book "Philosophy of Leisure: foundations of the good life". He contributed with two chapters/papers and a case study in "Ethical dilemmas in the creative, cultural and services industries".

**Title:** The groundwork of business ethics

**Abstract:** Marco van Leeuwen will give a brief introduction to the theoretical building blocks that make up the groundwork of business ethics. He will reflect on the concepts of ethics and business, and the way they relate to each other, and also the role culture and (moral) psychology play in decision-making processes in business contexts. He will also address the question why people sometimes fail to recognise an issue as 'moral' – so-called 'bounded ethicality' or 'moral disengagement'. Apparently human behaviour is sometimes more determined by emotions and intuition than cognition/rationality.

4. **Dr Frans Melissen** is Professor of sustainable experience design at BUas. Formerly he was Professor of sustainable business models at BUas. In his research, he focuses on the link between sustainability and human behaviour, with special emphasis on mitigating the social dilemma by means of designing and staging sustainable experiences. Frans has authored/co-authored a number of papers in refereed journals, contributed chapters to various (text)books, co-authored the book 'Sustainable Customer Experience Design' and co-edited/co-authored the textbook 'Hospitality Experience: an introduction to hospitality management'. He contributed with a paper and a case study in 'Ethical dilemmas in the creative, cultural and service industries'.

**Title:** Sustainable thinking and doing business

**Abstract:** One of the leading issues in the field of business ethics – which is here to stay - is sustainability. Frans Melissen will elaborate on what specifically needs to change in the way business operates - on different levels - in order for it to contribute to sustainable development. On the one hand, the world needs to acknowledge that 'traditional' business models have lost their relevance and should be replaced by 'new' models based on sustainable thinking, ethical leadership and values like equality, inclusiveness, justice and liberty. The ability of future generations to meet their own needs should be kept in high regard.

5. **Dr Esther Peperkamp** is a senior lecturer and researcher in leisure, sociocultural anthropology, and qualitative research methods at Breda University of Applied Sciences. Her research revolves around the role of leisure in placemaking, community-building, and social capital formation. Publications also

include research on identities and social in- and exclusion. She contributed with a paper on ethics and culture, and with a case study of working conditions in the leisure industry.

**Title:** Amusement parks, wages and poverty

**Abstract:** One of the greatest challenges of business ethics today, and also in the future, is the theme of human rights. It challenges businesses to (re)consider the economic benefits they have from unlawful and unethical measures that have been passed on to, among other, the labour force. Esther Peperkamp will present a case study which deals with the rights and duties of employees – especially the so-called 'working poor' in the entertainment industry - and the responsibilities businesses have in safeguarding them.