

# DAILY NEWS

1st UNWTO.TedQual Annual Europe Event  
César Ritz Colleges, Switzerland.  
13 October 2010



## Students' Leadership Projects



Marina Förch, who came from United States specially to attend the event, presented the implementation of ISO 9001:2008 into discotheques and night clubs – A case study of Klejbors entertainment factory.



Feasibility and usage of Internet Marketing is what the student, Thomas Auerbach worked on for his project in relation to increasing the business of a hospitality organization through online bookings.



## The last day...

After 3 days of learning sessions, the UNWTO.TedQual Europe Event came to an end.

The day started with a skype conference with the Victoria University of Wellington, New Zealand, the host institution of the upcoming UNWTO.TedQual Regional Event Asia & the Pacific (18th – 20th November ).

The purpose of this meeting has been to share the work done during the event and to identify actions to be included in the UNWTO.TedQual Programme of Work for Europe 2011, as well as possible synergies among regions.

At the closing ceremony, two prizes were awarded: one to professor George Ubbelhode from BBI Brussels Business Institute, Belgium, who developed two topics: how educators can encourage entrepreneurship and creativity among students and some proposals of teaching methodologies for an integral preparation of students.

The other prize was awarded to a student of César Ritz Colleges Switzerland, Mr. Sacha Guillemin, who presented a personal blog generated by open source software (FOSS) as a tool for facilitating communication with future employers. The awards ceremony was followed by a discussion on possible ways on how students can contribute to the accomplishment of the UNWTO.TedQual Programme of Work for Europe 2011.

*"This conference has given us such an amazing experience, not only by having a chance to take responsibility and do good by yourself, but also knowing and learning well from others".*

Binny Varghese,  
student of César  
Ritz Colleges.



The concepts of knowledge acquisition and experience acquisition, two key factors at the heart of HUMACITÉ initiative, created by La Rochelle Business School, aims to support students in another dimension other than solely academic – focusing on their development as human beings.

Inspired by the Social Service Programme of Mexico, the HUMACITÉ initiative was created in 2004. Its main characteristic is a pedagogic methodology developed with students. This methodology is to be implemented prior to the students participation in-situ and cooperation on a field project. The main aim is to ensure that students are well prepared to face different cultural realities.