

DAILY NEWS

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



Students' Leadership Projects

Diwidgi Valiente (Panama), Barbara Gehler (Switzerland) and Wilhelm Wenig (Germany), students at César Ritz Colleges presented their Mommor Lodge and Spa project to the UNWTO.TedQual participants. The project, semi-finalist at the international Société Générale "Citizen Act" and fourth at the Bourse d'Evian competition imagines a boutique luxury lodge in Panama. Located on the immaculate shores of the Panama coast and in the heart of the Kuna community, only 30 minutes away from Panama City, the lodge has something even more special: It has a social responsibility. No profits for the owners, but an investment for the development of the local community.

Usmaan and Thelma, presented how they planned the marketing strategy for the 3-star family-owned Hotel in Iceland, "Hotel Kelir". Components like analyzing, planning, forecasting, creative thinking, planning the workforce, budgeting, image building, etc., were thought of being elements of theoretical teaching. With the co-operation of the Institution, the students formed a voluntary team and have put together all the above mentioned elements to plan the marketing strategy for the Hotel by themselves.

Avantikka Raghunandan did her Industry Project (IP) on Agro-Tourism. She not only did take the subject seriously, but also did everything to make sure she had enough resources and information to make appropriate and just statements and advices. She contacted the organization that dealt with Agro-tourism in India and also did field work which included questioning guests from hotels in India and knowing their preferences and perceptions on Agro-tourism.

Her work was rewarded, as her project was selected by the I-CHIE (International Council on Hotel, Restaurant and Institutional Education) to be presented at their Conference in Amsterdam.

Presentations

On the second consecutive day of the UNWTO.TedQual Europe event, hosted by CRCS, presentations were given by students as well as by renowned international Professors from UNWTO.TedQual Institutions.

The day started with an open debate for students and professors regarding the main topic of this event "The role of Education in Developing Leaders for the Global Tourism Industry". As a first result, the natural links between creativity and leadership were identified.

During this session was also highlighted the role that educators should have to guide the development of the professional and personal project of the students, as well as for motivating them to become independent thinkers, using, for example, real world consultancy projects to aid students learning.

More than 50 students during two semesters in 2009/10 have been involved in developing a strategic master plan for tourism development in the oldest nature park in Germany, called "Siebengebirge", delivering valuable market data about the destination.

Applying a wide range of market analysis techniques, professional communication of findings, well-organized team work, and coping with numerous problems related with such kind of projects were only a few lessons learned for the students. This pedagogical method is part of the curriculum, whereby every student has to finish two real world consultancy projects before graduation.

Helmut Wachowiack
(Germany)



Leadership can not take place without encouraging creativity and challenging students, professors, and institutions to anticipate to new realities world-wide.

Creative ideas are novel; Creativity needs to be fostered as an attitude toward life as well as an ability.

The complex questions of the unknown future will not be solved "by the book" but by creative, forward-looking individuals and groups who are not afraid to question established ideas.

Educators and students should be encouraged to seek out and experiment with new things or ideas.

Carlos Fernandes (Portugal) &
George Ubbelhode (Belgium)



The capacity to react to opportunities by using creativity, it is the identification mark of the UNWTO.TedQual Network nowadays.