

DAILY NEWS

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



Step by Step



With a beautiful sunny day in Brig, Switzerland, 17 representatives from UNWTO.TedQual European Institutions began the first session with a tour around the School, led by John Swarbrooke, Academic Director of César Ritz College and the host of this event.

John Swarbrooke welcomed all the participants and presented his Institution followed by Loreto Ibañez, UNWTO.TedQual Programme Manager, who explained the main aim of the event, focusing on the role of institutions on developing skills that support their development to become the world tourism leaders.

About Brig...

Brig is a little town located in the heart of the Valais, close to the Swiss-Italian borders. The language used every day is a unique German dialect, only used in this particular canton. Brig is popular among winter sport, since it is surrounded by many Alp summits.



Presentations

Institutional Speed Dating

The first scheduled activity was the "Speed Dating", where delegates from different universities introduced themselves and their tourism educational programmes. They made a panoramic analysis of the situation in their respective countries and showcased the importance of how to make their students employers-oriented to prepare themselves to their leadership roles for tomorrow.



UNWTO.TedQual which started as a tourism quality certification process progressively became a programme which involves key challenges for the UNWTO.TedQual Network in line with the purposes and principles of the United Nations such as acquisition of knowledge, skills and values transmitted to the students.

UNWTO.TedQual Regional Programme

Considering the new challenges of internationalization of knowledge that the UNWTO.TedQual programme proposed to certified institutions and to

least developed countries during this and next year, the Regional Programme was launched for Africa through initiatives such as support for the creation and updating the curriculum of studies, implementation of basic libraries in tourism management teaching and coaching programmes on issues related to education and tourism.

6 Institutions are already doing this work: César Ritz Colleges in Tunisia, Instituto Politécnico de Viana do Castelo in Angola, Escola Superior de Hotelaria e Turismo do Estoril in Cape Town, Instituto Politécnico de Coimbra en Mozambique y School of Business Administration Turība in Latvia and La Rochelle Business School in Algeria.



What your institution does for developing leadership in students?

The IUBH delivers leadership skills via a mix of activities during the entire study programme. The main approach is 'learning by (academic) doing' that has proved to develop not only personal and academic skills, but especially self confidence'

Prof. Dr. Helmut Wachowiak
International University of Applied Sciences.
Bad Honnef Bonn, Germany

In BBI we organize our curriculum in away to involve students in the daily life of the school, such as; the "Career Day" will be organized fully by our student.

George Ubbelohde
Director of Education and International Development.
Brussels Business Institute.
Brussels, Belgium

We have a leadership programme which operates at all levels within the programme. We give students positions of responsibility from day one i.e. helping run the residence, to aid develop their leadership skills.

John Swarbrooke
Academic Director of César Ritz College
Brig, Switzerland