



**AEHT Annual Conference Split  
Invitation for the first program of the  
AEHT Academy**

**Theme in 2019:  
sustainability in hospitality and tourism**



Target population: directors, teachers, experts and partners of AEHT

Wednesday 13<sup>th</sup> November

- Arrival: guests are being picked up from the airport / railway station and brought to the hotel
- 18.30 hrs.: Welcome Reception specially for this group at Hotel Le Meridien Lav (location will be provided by the organizer at the hotel lobby)

Thursday 14<sup>th</sup> November

- 09.00-12.30 hrs.: attending General Assembly
- 12.30-13.30 hrs.: separate lunch for all attendants of the General Assembly (**location Le Meridien Lav Hotel**)
- 14.00-15.30 hrs.: guided visit of the competitions
- 15.30-19.30 hrs.: guided tour of Split
- 19.30 hrs.: aperitif and dinner in town for all the participants of the academic program in a typical Restaurant in Old Town of Split

Friday 15<sup>th</sup> November

- 09.00-12.30 hrs.: AEHT Academy Part I (**University Campus Split-EFST**)
    - Introduction by Michel Lanners, Vice-President AEHT
    - *Transforming our (tourism) world: How to walk our sustainability talk?* by Irena Ateljevic
    - Break
    - *From resources to sustainable destination products* by Lidija Petrić, PhD.
  - 12.30-13.30 hrs.: lunch for the participants of the academic program (**University Campus Split**)
  - 13.30-17.00 hrs. Academic part II (**University Campus Split-EFST**)
    - Introduction by Michel Lanners
    - *The example of RegiÔtels: how to relaunch old-fashioned hotels in a context where circular economy and sustainability are prevailing* by Gregory Tugendhat
    - Break
    - *Roundtable with the following objectives:*
      - *Lessons learnt regarding the input of the three speakers*
      - *New challenges for hotel schools*
      - *Next steps for developing AEHT Academy*
- (the composition of the roundtable will be decided later)
- *Conclusions and any other business*
  - 17.00 – 19.00 hrs. Free time
  - 19.00 hrs. Gala Diner & Price Awarding Ceremony

## AEHT Academy Content of interventions

### **Prof. Lidija Petrić, PhD.**



Prof. Petrić has published more than 90 scientific and professional papers, books and publications and has participated in the work of international and domestic scientific conferences. As either a project manager or/and a researcher she participated in scientific projects funded by the Croatian Ministry of Science as well as on international projects implemented by the consortium of several European universities (funded by the ERDF). She also participated as an expert in the projects funded by UNDP, GEF, WWF, PAP/RAC, and was often involved in a number of development studies and projects from the local up to the national level. She is a member of the editorial board of both domestic and international scientific and professional journals, and of international conferences' scientific committees. She is also a member of the European Regional Scientists Association (ERSA) and the Scientific Committee for Tourism at the Croatian Academy of Sciences and Arts. Prof. Petrić is teaching several courses from the field of tourism at all levels, from undergraduate to postgraduate studies, including those for ERASMUS exchange students and is often engaged as a mentor at different levels of studies.

The main areas of prof. Petrić's scientific interest are: economic and developmental effects of tourism, tourist destination management and cultural tourism.

#### Abstract of intervention:

#### **From resources to sustainable destination products**

In the economic theory resources represent basis for an economic development; however, they are not products per se, unless they have a potential to satisfy human needs. Tourism utilizes many resources, turning them into products able to fulfill different tourists' needs. From the perspective of a destination this, so called commodification process is not an easy task as it requires coordination and cooperation of many stakeholders whose ultimate goal should be development of sustainable destination products. This presentation discusses not just basic prerequisites for the success of the commodification process but also suggests 10 steps to follow to achieve the stated goal.

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### **Dr Irena Ateljevic, Founderess of SHE – Sibenik Hub for Ecology (social enterprise), Scientific Associate, Institute for Tourism**



Dr Irena Ateljevic was born in Croatia but left the country in the midst of its civil war at the age of 27, when she migrated to New Zealand in 1993. Soon after she began her doctoral studies and obtained her PhD in Human Geography in 1998 at the University of Auckland. Through the lenses of critical social theory, she explored processes of tourism (neo)colonialisation of Aotearoa/New Zealand and its impacts on Maori indigenous people. During the 12 years she spent living in the country, she worked at Auckland University, Victoria

University of Wellington and Auckland University of Technology and did numerous international research projects in Asia and South Pacific. In 2005, she moved to the Netherlands to teach at Wageningen University, a highly esteemed university for sustainability and nature conservation issues. She has been invited to teach and speak at various universities worldwide (from Brazil to Rwanda, Australia, Fiji Islands, Thailand, China, Finland, the UK, etc.). In the current context of increasingly divided and unsustainable human living, her research passion lies in a critical praxis and action research that can bring the planet towards a more just and hopeful future. She began her academic career as a (post)modern critical theorist who pessimistically observed structural socio-spatial inequalities produced by the overarching Eurocentric, capitalist and patriarchal framework. Yet in the course of her progressive frustration of 'only- marking-and-not-making-a-difference' she has moved to the transmodern and transdisciplinary space of commitment to the hopeful scholarship and caring action that awakens the power of individual agency. Her latest papers on that subject were published in scientific journals of *Futures* and *Integral Review*. Those theoretical ideas she has been translating into the areas of sustainable development, women's empowerment, critical tourism and community studies, and transformative education; and in empirical terms into her own classroom as well as various action-oriented projects in 'peripheral' communities of Croatia and India. She is one of the founders of the Critical Tourism Studies network dedicated to promoting the 'academy of hope' concept. She is the author/editor of 4 books and 3 special issues of scientific journals and 50 refereed journal articles, invited essays and chapters in edited volumes. Feeling deeply frustrated that sustainability teaching has become mostly about 'talking-the-walk' rather than 'walking-the-talk', Irena has recently returned to Croatia to set up a social enterprise called SHE (Sibenik Hub for Ecology) with the vision to become a catalyst for community resilience and regeneration (see [www.shebenik.com](http://www.shebenik.com)). Irena also currently holds the position of a senior scientific associate at the Institute for Tourism, Zagreb where she just finalized a longitudinal (4 years long) research project on the transformative power of tourism towards our sustainable future. Due to this ground-breaking work on the future of tourism she was invited by the UNWTO to produce a '*Global report on the transformative power of tourism: A paradigm shift towards a more responsible tourism traveler*', which she presented at ITB in Berlin in March 2016.

Free download: [http://cf.cdn.unwto.org/sites/all/files/pdf/global\\_report\\_transformative\\_power\\_tourism\\_v5.compressed\\_2.pdf](http://cf.cdn.unwto.org/sites/all/files/pdf/global_report_transformative_power_tourism_v5.compressed_2.pdf)

Abstract of intervention:

### **Transforming our (tourism) world: How to walk our sustainability talk?**

Reflecting our rapidly changing world, the 'transformative travel and tourism' concept has become a new buzzword of tourism studies discourse in the last few years. Proposed as a potential means of making the world a better place it has claimed to create conditions conducive to personal and social transformation necessary for a radical worldview change (e.g. Ateljevic, 2009; Ross, 2010; Pritchard, Morgan and Ateljevic, 2011; Reisinger, 2013, 2015; Ateljevic and Tomljenovic, 2017, 2018). In this keynote I provide an insight into our 4-year long project (funded by Croatian Science Foundation) that has focused its theoretical and empirical research on the transformative potentials of tourism. More specifically, I will focus on social entrepreneurs who use their tourism enterprises as a way to live the values they believe in as they search for true life meaning and purpose in a society that is captivated by values and beliefs that are assaulting the Earth's life-systems and collapsing society in upon itself. In my ethnographic storytelling I will expose inherent challenges, trials and contradictions between talking the walk and walking the talk of (tourism) sustainability.

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## **Gregory Tugendhat, MA, Founder and Managing Director of RegiÔtels**



Gregory Tugendhat attended the Institute Paul Bocuse and proceeded to enter the bar and restaurant industry based in London. After some years Gregory migrated over to hospitality starting with a sales role in Dubai with Intercontinental Hotels. From there, London (with Baglioni), Belgium, Poland, Cambodia and finally Luxembourg (with Accor) all provided Gregory with an ever-larger international hospitality experience and exposure to different cultures and methodologies. In 2007 Gregory acquired a Master in Marketing from the London Metropolitan University and went on to attend the summer program for Hospitality Marketing at Cornell in 2011. In 2017, Gregory established RegiÔtels, a hospitality services company designed to assist regional hoteliers with the challenges facing the trade in the 21st century. Focusing on small to medium sized establishments in the countryside, RegiÔtels assists hotels in reducing their dependence on third party providers, increases online visibility for partner hotels and through the application of sales, marketing and revenue management principles, ensures a higher return per room sold. RegiÔtels has a team of 16 experts and represents over 1,000 rooms throughout Rhineland Pfalz, Luxembourg and Wallonia.

### Abstract of intervention:

Regional Hospitality is suffering from a number of issues. A lack of profitability and an inability to stimulate new demand makes it difficult to recruit, renovate and ensure relevancy in a digital world. While there is a lot of talk about sustainable tourism from an ecological perspective, there appears to be little mention of making tourism sustainable – ensuring that the hotels in the countryside actually exist in five, ten- and fifteen-year's time. The economic impacts of regional hospitality are uncontested, from the supporting of local jobs to the economic benefits to local commerce. Regional hospitality is facing a crisis with hoteliers unable to generate the returns necessary to ensure continuity, encouragement of the next generation to take over or simply unable to support the business and take a salary. By adopting a combination of methods common to larger chain hotels it is possible to generate returns sufficient to explore other options for ensuring the duration of the business – one such method being actively explored in Luxembourg is the renovation of hotel rooms using circular economy principles. Fostering relationships with regional and local suppliers, there is a new trend that is gaining ever-more importance relating to how to create a durable and compelling environment for those seeking an experience that is both original and out of the ordinary.

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### **Panel of speakers for the roundtable**

Irena Ateljevic, Lidija Petrić, Gregory Tugendhat, ...  
The final composition will be determined later.