Stenden university

Welcome

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Tourism Management

Stenden university

A new quality award for sustainable development at Stenden?

A pilot study at Tourism Management, Stenden university

10/28/2008

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- “Unless we change direction, we are likely to end up where we are going” Chinese proverb
- “Human history is a race between education and catastrophe” - H G Wells

Sustainability in HE

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- World Summit, 1992: "Integrate sustainable development into education systems at all levels of education, in order to promote education as a key agent for change" Paragraph 98, Plan of Implementation, World Summit on Sustainable Development, 1992

- "The North-South divide is becoming larger as the disparity between the rich and poor continues to increase... Universities should be engaged in the larger moral issues of this time: fairness and polarization between masses and the elite." (Cullingford, 2004: 20, 21)

Duty of universities

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Terpstra, president of the Board for Higher Education in the Netherlands:

- "Schools and universities have the duty to work towards sustainable development. Transfer of knowledge should be within the context of sustainable development and, on a higher level, ethical behaviour." (in Roorda, 2007)

- UN Decade for sustainable development in higher education 2004-2015 (DESD)

DESD

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- The DESD breaks down the traditional educational scheme and promotes:
  - Interdisciplinary and holistic learning rather than subject-based learning
  - Values-based learning
  - Critical thinking rather than memorizing
  - Multi-method approaches: word, art, drama, debate, etc.
  - Participatory decision-making
  - Locally relevant information, rather than national

Declarations and charters

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Stockholm Declaration, 1972
The Tibilisi Declaration, 1975
The Magna Charta of European Universities, Bologna, 1988
University Presidents for a Sustainable Future, the Talloires Declaration, 1990
Urgent Appeal from the CRE, the association of European universities, presented to the Preparatory Committee for the United Nations Conference on Environment and Development (UNCED), Geneva, 1991

Signed by more than 600 colleges and universities all around the world

- Creating a Common Future: An Action Plan for Universities, Halifax, 1991
- Rio Declaration, 1992
- Agenda 21 Promotion Education, 1992
- Swansea Declaration, 1993
- CRE-Copernicus Charter, 1994
- Thessaloniki Declaration, 1997
- Handvest Duurzaamheid HBO, 1999
- Earth Charter, 2000
- GHESP Lüneberg Declaration, 2001
- UBUNTU Declaration, 2002

Sustainable development at Stenden

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- Mission Stenden: “unleashing potential in our students, staff, and surrounding communities”
- Higher Education 21 project: “sustainable development is a process which enables people to realize their potential and to improve their quality of life in ways that protect and enhance the Earth’s life support systems” (in Roorda, 2001)
- Vision Stenden: “serving to make it a better world”

Pilot study

Lectorate Service Studies, Stenden:

Project “Sustainable Knowledge Campus Leeuwarden"

- Pilot study at Tourism Management

Aim of the pilot study

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- To find out how well the concept of sustainable development is integrated in the department of Tourism Management
- What could be improved in this context?
- Could TM qualify for a quality award?
- Usefulness of DHO method for other programmes at Stenden and/or other Tourism Management courses?

Tourism Management

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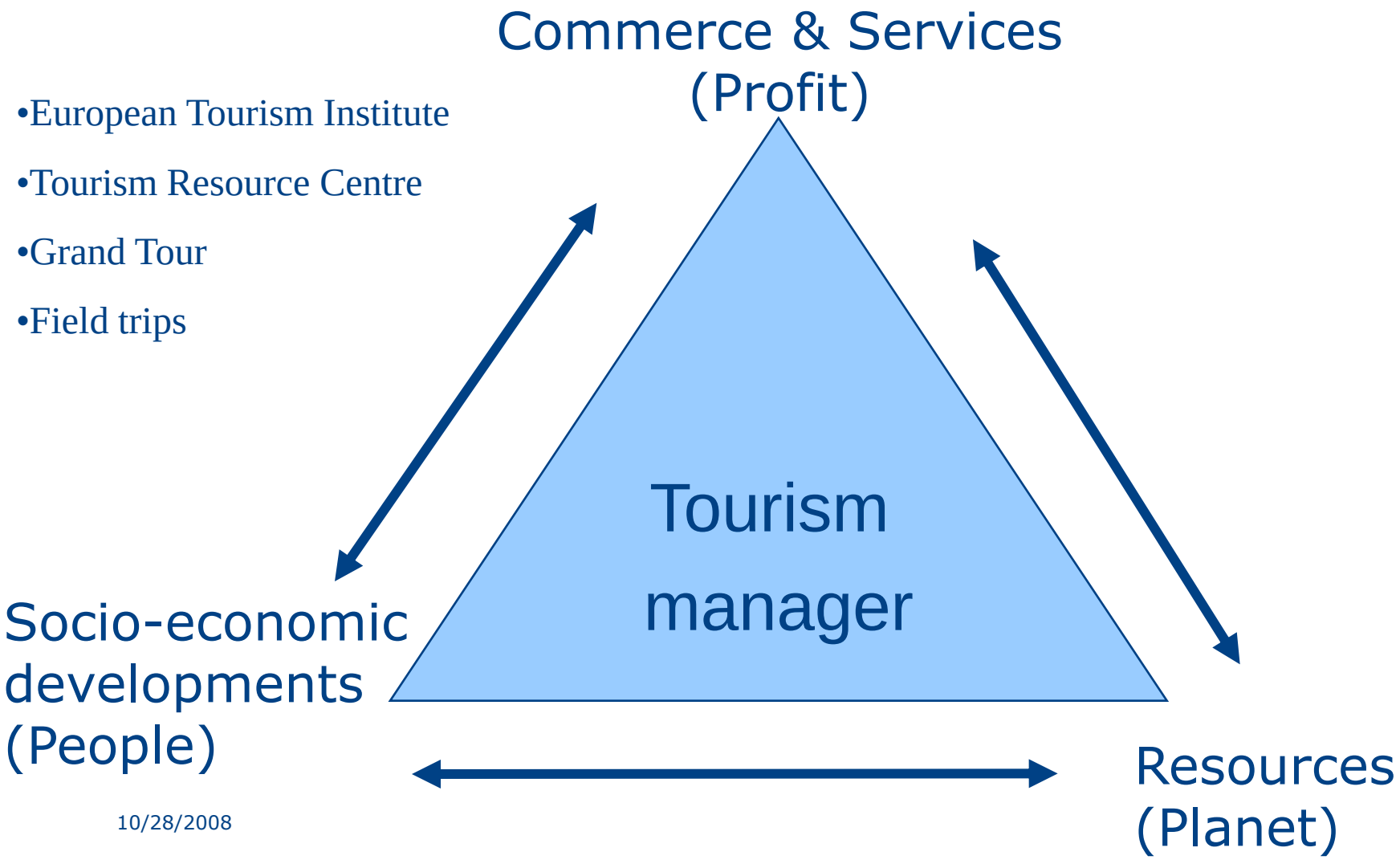
- European Tourism Institute
- Tourism Resource Centre
- Grand Tour
- Field trips



Graduates of TM will be…

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- International
- Intercultural
- Open minded
- Entrepreneurial
- Able to contribute to managing tourism development in a sustainable way

› Expressed in 10 competencies

AISHE

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- AISHE stands for Auditing Instrument for Sustainability in Higher Education of DHO
- 5 stages based on EFQM model for quality management
- 20 criteria from vision, communication, curriculum to internal environmental care
- Results can be used to acquire Quality Award for Sustainable Development in Higher Education
- AISHE is developed into international tool

Quality award DHO

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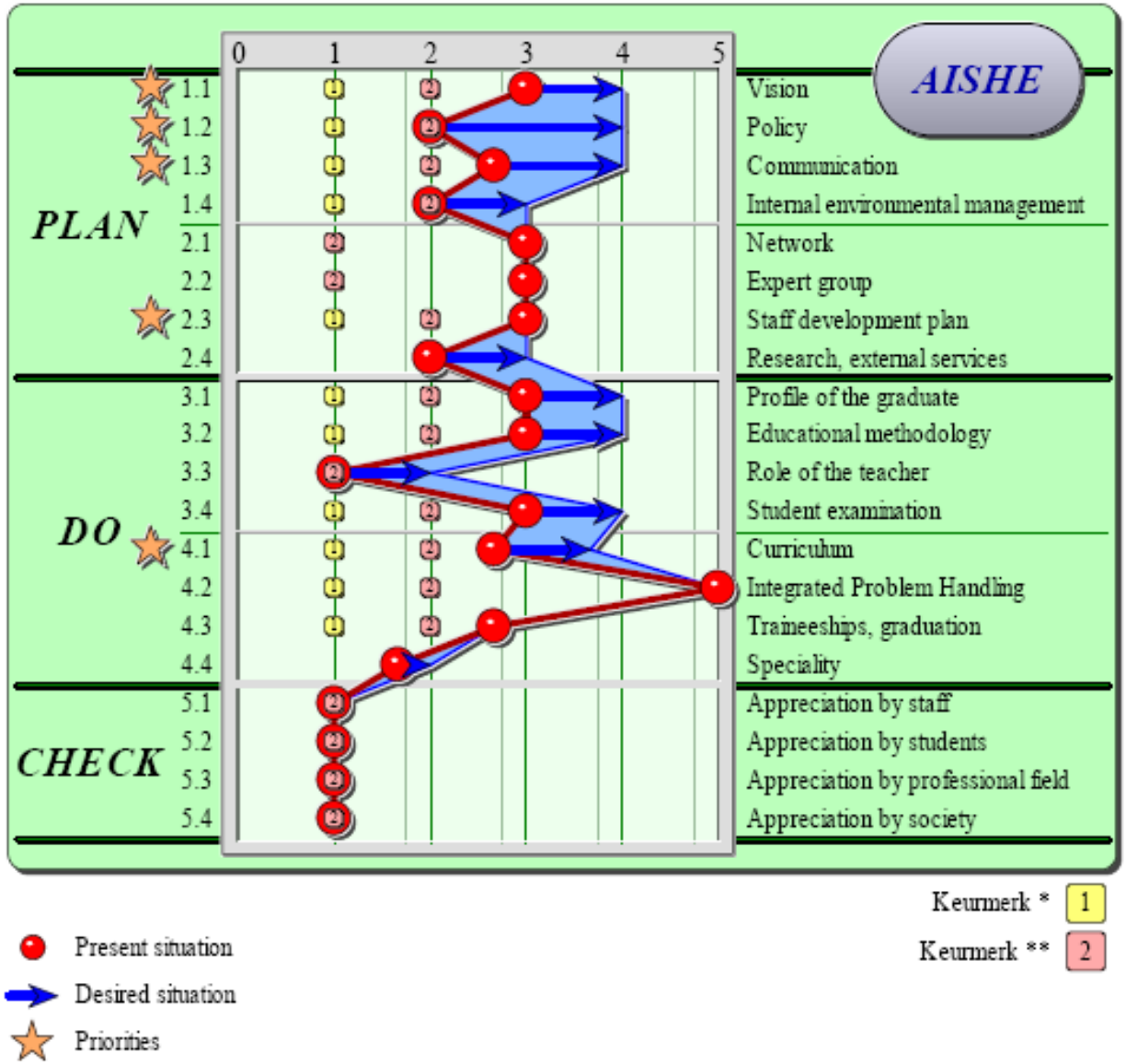
- Sustainable Higher Education Foundation DHO
- Goal: all graduates of higher education have competencies to contribute to sustainable development
- Quality award for sustainable development: 1 to 4 stars

Results Audit at Tourism Management, DHO, 2008



Improvements

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- Acquire trend data on appreciation of staff, students, industry and society.
- More communication about sustainable development internally and externally
- Role of teacher: make link clear between sustainability and competencies of educators (cultural sensitiveness, value driven attitude, responsible attitude, vision development, society focussed, working together...)
- Use the internal environmental care as a case study for students

Relevant developments

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- Setting up the knowledge centre “European Tourism Institute” will result in more cooperation on sustainable development with the tourist industry and society (2008)
- The Tourism Resource Centre, which was set up a year ago, will also have this effect.
- Internal environmental care will improve because of contract with Council of Leeuwarden and SenterNovem.

Quality award

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- Based on results: a quality award for sustainable development
- Next step for tourism
- Other programmes Stenden
- Other Tourism courses in higher education

Future Tourism Manager

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- Balance between people, profit and planet will become more and more important
- No sustainability without peace
- No peace without fairness, an equal distribution of wealth and resources

- Manage tourism development in a sustainable way will be the biggest challenge ever.

Sustainable development in higher education?

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DHO (2008):

- "If you are thinking 1 year ahead, plant a seed;
- If you are thinking 5 years ahead, plant a tree;
- If you are thinking 100 years ahead, educate people."