

# CAPACITY BUILDING FOR FUTURE PROFESSIONALS IN THE HOSPITALITY INDUSTRY

## Sowing the Seeds of Change

### PROJECT BACKGROUND

In 2001, UNEP together with the International Hotel and Restaurant Association and the International Association of Hotel Schools (EUHOFA International) published "Sowing the Seeds of Change – An Environmental Teaching Pack for the Hospitality Industry" to address the lack of information, expertise and practical teaching tools when introducing environmental issues into hospitality curricula (at tourism universities and capacity building organizations). To further improve and adapt this Teaching Pack to the substantial changes in environmental issues and sustainable tourism practices since 2001, UNEP has revised, updated and developed an interactive e-version of the pack.

### HIGHLIGHTS

World Travel and Tourism Council research shows a flux of 842 million international tourism per year, supporting an economy of 231 million jobs or 8.3% of the total employment. The public and private sectors are expected to spend US\$ 1 billion in new tourism and travel capital investment. Future hospitality professionals need to appreciate the importance of sound environmental and sustainable tourism management in tourism and hospitality.

### OBJECTIVES

Both comprehensive and user-friendly, this newly revised teaching pack aims to support hospitality education centers to develop and expand their environmental and sustainable tourism curricula. It is also intended to help future and present hospitality professionals in understanding the challenges posed by the hospitality industry and to provide them with the knowledge and practical tools to develop in-house training programmes to support environmental initiatives in their hotels.



### RESULTS

The newly revised version of the teaching pack is available on CD-ROM in English, Arabic and French. To view the CD-ROM online access [www.unep.fr/SOWINGTHESEEDS/](http://www.unep.fr/SOWINGTHESEEDS/) The CD-ROM is complemented by a range of tools and supporting material, exercises and case studies for practical demonstration purposes, and identifies industry best practices.

It addresses the gaps and material lacking in hospitality school's current curricula to deliver students with the skills and motivation to approach environmental and sustainable tourism management. This was achieved on the basis of a survey that was conducted to identify the importance given by hospitality schools to environmental and sustainable tourism topics in the educational curricula to promote efficient and profitable hospitality operations management.

The revised version has also undergone two peer reviews which included the participation of experts in the field of tourism and environment together with hospitality schools. The teaching pack is being disseminated worldwide through partnering associations, Task Force members and largely distributed to the participants of the Destinations Project workshops in Morocco, Algeria, and Tunisia.

### FOR MORE INFORMATION PLEASE CONTACT

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