Jeroen A. Oskam • Daphne M. Dekker Karoline Wiegerink Editors

Innovation in Hospitality Education

Anticipating the Educational Needs of a Changing Profession



Contents

1	Jeroen A. Oskam	
Pai	rt I Redefining the Hospitality Curriculum	
2	Hospitality Education: A Third Paradigm Jeffrey B. Catrett	15
3	Education for Hospitality Management Conrad Lashley	33
Pai	rt II Design of the Hospitality Curriculum	
4	Expertise: The Theory of Experimentation Clare Hindley and Beverley Wilson-Wünsch	51
5	Genuinely Hospitable Behavior in Education Daphne Maria Dekker	65
6	Future Curricula of International Hospitality Management Education Robert J. Coelen and Sjoerd Gehrels	77
7	Information Technology in Hospitality Education	87
Pai	rt III Curriculum Innovations	
8	Aligning Direction and Delivery of Education to the Needs of the Future: A Guideline to Finding the Right Balance Between a Managerial and Educational Approach	103

viii Contents

9	Developing the Intercultural Competence of Twenty-First-Century Learners with Blogging During a Work Placement Abroad Ankie Hoefnagels and Sylvia Schoenmakers	123
10	Addressing the Challenges Facing Hospitality Academic Programs in the USA: Portfolios and Action Learning Ajai Ammachathram and David M. Anderson	143
11	Developing the Edge Hotel School Peter Jones and Andrew Boer	161
12	Hospitality Business Simulations Today: New Generation Simulations for New Generation Students in a New Generation Marketplace Peter Starks and William Carroll	181
Par	t IV Lifelong Learning	
13	Investing in People: Training Is Not a Cost! Conrad Lashley	197
14	Value Creation Through Hospitality: A Case Study on the Effect of Hospitality Trainings	215
15	Conclusion: The Future of Hospitality Education	231