

Sue Beeton · Alison Morrison
Editors

The Study of Food, Tourism, Hospitality and Events

21st-Century Approaches

 Springer

Foreword

This book offers a contemporary major case study showing comprehensively and in detail how a forward looking institution in the field of food, tourism, hospitality and events gradually develops and secures new practices and programs which effectively cater for student needs and industry priorities in changing times. The many contributors from within the institution demonstrate, from their quite varied perspectives and roles, how a well-regarded and established vocational institute can reinvent itself in staged and progressive steps to respond to three big challenges: a shift in the balance in student preferences towards higher education and away from, or alongside, traditional vocational courses; the need for a responsive institution to focus more on the needs of learners by carefully measuring, documenting and researching their achievements; and in a world where employment opportunities are changing rapidly, ensuring staff and students is increasingly connected with industry, aware of the changing circumstances and actively participating in work-integrated learning.

These three challenges form the basis of moving what was the first Australian trade college for the food industry, the William Angliss Food Trade School of the 1940s, through its evolution as Australia's largest provider of vocational and higher education for the foods, tourism and hospitality industry, to grappling today with harmonising its VET and higher education programs into a cohesive set of offerings based on unified principles and philosophy across the entire institute, gaining the authority to self-accredit its courses and so in time to become recognised as a specialist university in its defined field of study.

Looking at the many widely drawn separate contributions from institute staff which constitute the four major sections of the book gives me confidence that the goal is achievable and that the institute will succeed in the turnaround it has set itself, but due to the scale and complexity of the external challenges, the road ahead is unlikely to be simple and straightforward. My confidence stems also from the Introduction and Conclusion chapters which bookend these central specific detailed chapters.

In the beginning and end chapters, the corporate and strategic leaders show they respect their institution's own evolving history and they build on this rather than dismantle it, they have anticipated the changes in both the education landscape and the industry landscape and so have sought to best position the institution through seizing opportunities as well as coping with the downsides, and importantly, they have chosen well in bringing to the daily leadership of the institute knowledgeable and future-oriented people who will sustain the strategic direction and not be deterred by the inevitable roadblocks that will arise.

But leaders alone are not enough. As more than 20 individual staff contributors show across different and diverse topics, there exists a cohesive level of shared understanding that should result in confident resolve and collaborative effort when needed for the attaining of major goals.

Thanks also to the key design role of the editors who are associated with the institute in advisory capacities, the completion of this book is a significant milestone on the road ahead. I hope the book excites interest and is read in parallel institutions around the world. It describes an institution honestly and openly taking a confident stand to create its own future in the midst of local and global changes of context.

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