



# AMFORHT

World Association for Hospitality  
and Tourism Education and Training

# AMFORHT

*Telling a story*

Portogruaro

23 NOV 2018



**UNWTO**

AFFILIATE MEMBER



- Permanent employee @AMFORHT since 2015
- Tourism Consultant for restaurants, hotels and Trainer in schools in France (focus: web-marketing)
- MBA in Hospitality & Services management (School of Savignac, France)

**H el ene VERDET**

AMFORHT

General Delegate

## **WORLDWIDE OVERVIEW.**

**International policies in Tourism**

**from AMFORHT experience**





# Agenda

1. What is AMFORHT?

1. International policies

**To be part of  
a network  
in 2018**

# Agenda

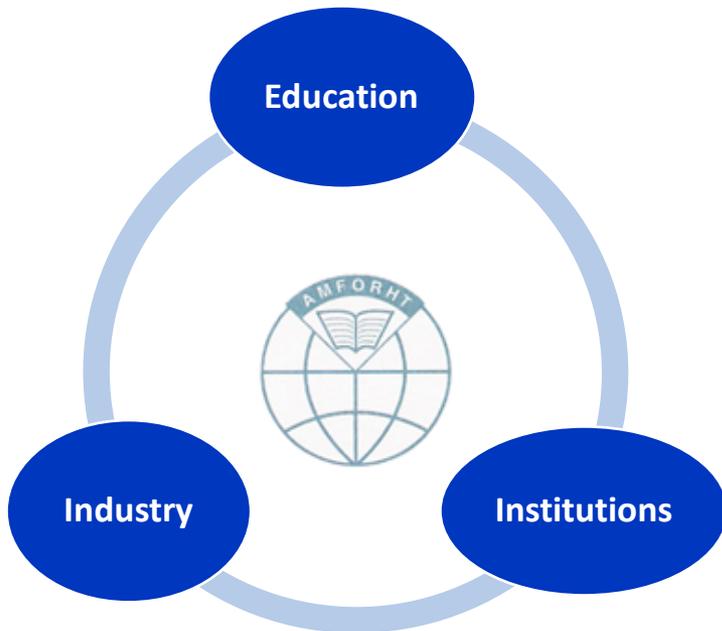
## 1. What is AMFORHT?



# World Association for Hospitality and Tourism Education and Training



Initiative is launch by the **World Tourism Organisation (UNWTO)**, in **1969** is now an Affiliate Member



- A **key player** in tourism and training, AMFORHT has been recognized since 2017 as an NGO with **special consultative status by the United Nations**
- **64 countries represented**: AMFORHT leads numerous local and global initiatives for its members
- More than **650 members** - from 3 categories
  1. **Training stakeholders**: hotel schools, universities, business schools, training centers, etc.
  2. **Businesses and professionals**: international hotel groups, independent hotels, restaurants, chefs, tour operators, journalists, experts, etc.
  3. **Institutions**: ministries, public organizations, tourism offices, tourism associations and federations, etc.



# Great news!



United Nations  Nations Unies

NON-GOVERNMENTAL ORGANIZATIONS BRANCH  
OFFICE FOR ECOSOC SUPPORT AND COORDINATION  
25<sup>th</sup> Floor Secretariat Building, United Nations, New York, N.Y. 10017  
Telephone: (212) 963-8652; Fax: (212) 963-9248  
Website: [www.un.org/ecosoc/ngo](http://www.un.org/ecosoc/ngo) Contact: [www.un.org/ecosoc/ngo/contact](http://www.un.org/ecosoc/ngo/contact)

7 August 2017

Dear NGO Representative,

**Subject: Follow-up to the decision of the Economic and Social Council**

I am pleased to inform you that the Economic and Social Council (ECOSOC) at its Coordination and management meeting of July 2017 adopted the recommendation of the Committee on Non-Governmental Organizations (NGOs) to grant **special** consultative status to your organization, **AMFORHT**. On behalf of all staff of the Non-Governmental Organizations Branch/OESC/DESA, please accept our heartfelt congratulations.

Consultative status for an organization enables it to actively engage with ECOSOC and its subsidiary bodies, as well as with the United Nations Secretariat, programmes, funds and agencies in a number of ways. In order to better understand this relationship, we take this opportunity to provide some critical information about the **privileges** that consultative status with ECOSOC confers on your organization, as well as the **obligations** that your organization will be required to meet under this relationship. **We therefore urge you to take the time to carefully review the information provided below.**

Extract from the letter received in 2017



# AMFORHT main goals

## Why?



- To facilitate the development of strong links/relationships (« human » strong values), to gather members and partners from all size
- Helping support training projects between schools and tourism professionals
- Facilitate practical collaborations.  
It includes the development of Internships, jobs, College Partnerships, Industry Research, and the hospitality/catering/tourism companies in some markets

# Benefits for AMFORHT Members



## Services... and active networking



- 1. Achieve new projects:** commercial exchanges, partnerships, cooperation, etc.
- 2. Accelerate business development** and increase turnover
- 3. Save time !** Get in touch with front-line decision makers: **an easy and effective B2B**
- 4. Rely on a network of lasting relationships** and international delegates available locally
- 5. Free access to online bibliographic resources** from the education sector (E-library)
- 6. Internships and recruitment opportunities** for students and professionals
- 7. Unique opportunities to participate** in thematic conferences, forums



# 50 years of history

- **1969-1993:** AMFORHT's global mission is to develop, promote and adapt training at the international level. It brings together schools and universities and professionals from the tourism sector (200 members).
- **1993-2010:** globalization becomes a priority with 40 countries represented (250 members) - the hotel industry is added to tourism in the objectives of the Association.
- **2010-2018:** under the leadership of its new President, Philippe FRANCOIS, and the new internal organization, AMFORHT develops delegations in 63 countries (711 members).
- **2017:** AMFORHT is recognized as an **NGO with special consultative status by the United Nations Economic and Social Council, for education and training issues in tourism.**
- **Partnership conventions are being signed with Erasmus+ French agency in order to extend it to other countries (Brussels), EuroMed (facilitating trainings)**
- **2019:** to pay tribute to the country where it was born, and to the French *savoir-faire*, the **23<sup>rd</sup> AMFORHT World Forum and the commemoration of its 50th Anniversary will be held in Paris!**



Some active members



# AMFORHT Internet platform Directory for members

Home Feeds 99 Events 4 **Directory** ★

Directory (724)

Advanced Search Leaderboard

Search Directory Account Type Year Grad. Following / Followers Most Active

 <p><b>Robert KASSOUS</b> Journaliste - enseignant</p> <p>Message Follow</p>	 <p><b>Nathalie BEERNAERT</b> La Fabrique à Souvenir Consultante-associée ...</p> <p>Message Following</p>	 <p><b>Ahmed BENLMOUAZ</b> Institut Charles Péguy Administrateur - cons...</p> <p>Message Follow</p>	 <p><b>Claire HANNEQUIN</b> Journal des Palaces Chargée de relations ...</p> <p>Message Following</p>
 <p><b>Françoise MEESEN</b> Institut Charles Péguy Directrice - Director</p> <p>Message Following</p>	 <p><b>Florian Cornu-Thenard</b> Ecole Riz Escoffier Responsable</p> <p>Message Following</p>	 <p><b>Patrick GOAS</b> La Fabrique à Souvenir Fondateur Conférencier</p> <p>Message Follow</p>	 <p><b>Eric VOYER</b> La Fabrique à Souvenir Consultant-associé - ...</p> <p>Message Follow</p>
 <p><b>Chems ISSAMI</b> HEC Marbella Development Officer M...</p> <p>Message Following</p>	 <p><b>Dimitris N. Viachopoulos</b> General Manager -Pre ...</p> <p>Message Following</p>	 <p><b>Katia BOULANGER</b> GRETA Est Aquitaine Conseillère en Format...</p> <p>Message Pending</p>	 <p><b>Benoit SALMON</b> ECOSUP TOURISME Directeur - General M...</p> <p>Message Pending</p>
 <p><b>Michel GOETSCHMANN</b> ECOSUP TOURISME Enseignant Tourisme ...</p> <p>Message Follow</p>	 <p><b>Delphine GOOSSENS</b> ECOSUP TOURISME Enseignante Tourisme ...</p> <p>Message Follow</p>	 <p><b>Leila SANCHES</b></p> <p>Message Follow</p>	 <p><b>Lorena SASSI</b> SCF Scuola Centrale F... Coordinator Project M...</p> <p>Message Following</p>
 <p><b>Wael Ezzedine</b></p> <p>Message Follow</p>	 <p><b>Christophe MARCHAIS</b> Offices de Tourisme d... Directeur - General M...</p> <p>Message Follow</p>	 <p><b>Stijn Van Bleyenbergh</b> BBI Luxembourg Student</p> <p>Message Following</p>	 <p><b>Linda LE</b></p> <p>Message Follow</p>
 <p><b>Imane El AKEL</b></p> <p>Message Follow</p>	 <p><b>Géry BEAREZ</b> CFA MEDERIC Responsable administr...</p> <p>Message Follow</p>	 <p><b>Eric Briffard</b> Le Cordon Bleu DIRECTEUR DES ARTS CU...</p> <p>Message Follow</p>	 <p><b>Michel ROCHAT</b> Ecole hôtelière de La... CEO - Directeur Génér...</p> <p>Message Follow</p>

# Blog pages and emailing telling great stories

Hélène VERDET - Tuesday, November 20



We are glad to share with you and AMFORHT's members the good news from Giovanni ZONIN, Director of SCF - Scuola Centrale Formazione in Italy. Many of AMFORHT members voted for the VET Excellence Awards at the European Vocational Skills Week 2018 and we thank your for this.

Scuola Centrale Formazione was finally the winner in the category "European Funding for Excellence: Erasmus+ Project" with its project "MOLVET: Mobile Learning in VET towards 2020". Congratulations for this recognition!

The SCF staff received the award handed out by Mrs. Marianne Thyssen, European Commissioner for Employment, Social Affairs, Skills and Labour Mobility, at the conclusion in Wien of the European Vocational Skills Week 2018. See the short video here <https://youtu.be/zdUzcG5RlJy>



# Networking & partnerships

→ Annual forums, regional conferences, workshops  
the whole year - worldwide





# Agenda

1. International policies

## **Benefit from a network in 2018**



# Global view



- World Travel & Tourism Council research outputs have looked at the importance of Travel & Tourism to trade, and its relative contribution compared to other industry sectors. It has further supported the importance of the sector as a tool for economic development.
- Being close to UNWTO, other partners like Global Sustainable Tourism Council allows AMFORHT to participate and promote several initiatives on current policies in different continents

  
Global Sustainable Tourism Council

**GSTC Sustainable Tourism 2-Day Training Program**  
30 June – 1 July, 2018  
@Templestay Center - 56, Ujeongguk-ro, Jongno-gu, Seoul

Join our two GSTC trainers for a practical learning journey to discover the global baseline standards and certification schemes for sustainability in travel, tourism and hospitality



Dr. Mihee KANG  
GSTC Program Director for Asia-Pacific  
miheekang@gmail.com

Language: English  
Fees: KRW 220,000 (VAT included)  
**(15% discount for GSTC members and AMFORHT members)**  
A certificate of completion will be issued by GSTC.

Registration & info here :  
<https://goo.gl/forms/DjgUAcg0sUIX1iIG3>



Ms. Catherine GERMIER-HAMEL  
Millennium Destinations, Founder & CEO  
cg.hamel@hotmail.com





# Zoom on good practices

- Among the leading examples of best practice in international policies and co-operation, **Canada and France** should be highlighted. The “**Destination Canada**” commission conclusions & recommendations (with the help of AHQ for Hotels) and “**Atout France**” have long been considered as strong industry partners for the promotion of the destination and tourism products.
- Budget have been cut (depending on tourism authorities and political will)
- A wide range of policy areas not only influence people’s desire to travel, but also **have an impact on the competitiveness and sustainability** of a destination  
**A good coherence is key everywhere**
- Governments that seek to adopt a **holistic approach to Travel & Tourism development** are far more likely to **develop co-ordinated policies** in support of the sector (ie : facilitating Visa restriction without compromising security)
- The input of the **private sector into strategic planning** and policy-making = contributing to ensure a more balanced development of Travel & Tourism
- **Australia** is one of the best example – its Tourism 2020 strategy **push co-ordination** across a number of Australian Government departments and agencies in consultation with the industry
- **In Portugal**, all regional and local tourism organisations, as well as sectoral business and regional associations and tourism operators, were involved in drawing up the **National Tourism Strategy**

# UNWTO PRIORITIES IN 2018

## Priorities

### Investing in People for Results Based Management

- 1 Innovation & digital transformation
- 2 Investment & entrepreneurship
- 3 Education & employment
- 4 Safe, secure & seamless travel
- 5 Social, cultural & environmental sustainability



# UNWTO PRIORITIES IN 2018

## Priorities

Education & Employment  
for More & Better Jobs

- 1 UNWTO Academy and International Centres
- 2 Strengthen capacity: tourism education, development of frameworks and policies
- 3 Research: tourism and jobs, promote talent development

# UNWTO meeting – 10<sup>th</sup> Sept



1. The World Tourism Organization is the United Nations agency dealing with tourism issues. Last spring, ZOLTAN POLOLIKASHVILI, of Georgian nationality, was elected new Secretary-General.
2. The new Secretary-General of UNWTO and Jaime CABAL, Deputy Secretary-General, officially met AMFORHT President Philippe FRANCOIS and Vice-President, Stéphane DEMAEGHT; in his historical headquarter of Madrid. During their talks, Secretary-General certified AMFORHT as a privileged partner for its major role in education and training within the tourism and hospitality industry.
3. Discussions mainly focused on training as an **absolute priority for the best development of tourism** at an international scale - including the current issue about the needs of tourism professionals compared to the training supply of colleges and universities. The strategy will need 1 year to be set-up.
4. The UNWTO Academy (Former Themis Foundation, since in 1998) will be kept but change in policy with a special “TedQual Certification Programme”, the UNWTO Quality Assurance System for Tourism Education & Training Programmes
5. From that perspective, UNWTO and AMFORHT shall launch a joint initiative soon- which results could be revealed at in March 2019 in Paris.



# UNWTO conference on City Breaks Valladolid- Spain 15-16<sup>th</sup> Oct



## International policies

1. The UNWTO Conference on City Breaks: **Creating Innovative Experiences (AMFORHT members invited)**
2. Objectives : to exchange experiences and perspectives on the potential as well as challenges of city breaks as leisure experiences / to explore the diverse and innovative segments cities can bring together
3. Speakers from AMFORHT gave their feedback. Stéphane DEMAEGHT, Béatriz PEREZ SOTO and other AMFORHT's friends ***"Cities to become smart tourism destinations, with the digital economy to offer travellers diverse and authentic experiences."*** ***"We must understand the evolution of tourists towards greater sustainability and inclusiveness, using new technological tools,"*** said Jaime Cabal, Deputy Secretary-General of the World Tourism Organization (UNWTO). ***"Creativity and innovation are needed when designing the experiences they are increasingly demanding."***
4. Story telling is becoming crucial to respond to the new demands of hyper-connected and hyper-informed tourists.



# AMFORHT, partner of the 2018 Global Campaign "Fair Travel Living Together"



## International policies – Sustainable Tourism

1. Following the framework of the International Year of Sustainable Tourism for Development designated by the United Nations.
2. With a focus on urban tourism, the Global Campaign "**Fair Travel Living Together**" was launched in 2017 as an initiative designed and promoted by the Seoul Tourism Organization (STO), the Seoul Metropolitan Government (SMG), and Barcelona City Council in Spain, in collaboration with the World Tourism Organization's **#travelenjoyrespect** campaign,



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AMFORHT, a supporting  
partner of the new  
campaign

"Fair Travel Living Together"



- ① **Respect the culture and rights of the people of the city in which you are traveling.**



www.amforht.com



# AMFORHT World Forum



## Contact @ AMFORHT



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AMFORHT

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**Create some great stories  
with the AMFORHT community**

**WELCOME  
TO AMFORHT!**