



BoD Opening Speech

Estambul

16<sup>th</sup> of October of 2019

In the afternoon at the Hotel

“Europe, always Europe,

it is the way of the meeting civilizations ”

Serefinize.

Dear friends:

It is a pleasure to meet here in Istanbul on the occasion of our 26th Conference. In the city of bridges to build new bridges between east and west. Bridges through which a new era will pass: the digital generation.

Thank you for your presence. We are stealing time from life. This is an adventure that only compensates with affection. Thanks for being here.

It's been 2 years since I took over this presidency by your desire. It has become short. We have been very busy. On all occasions I have found your support that has served me and my team stimulus to rebuild a building we fell apart. Thanks for your help.

We are halfway to the goals we set at the beginning of my term. A new effort by all is required to place EURHODIP on the global map of the most prestigious associations of a European nature in the world.

We are committed to it and we are pleased to present the objectives achieved and the goals of the future. But reconstructing the past to build the future is not an easy task and requires perseverance in regaining the trust of a collective such as ours, very dispersed fruit of an entrepreneurial generation that we are about to disappear.



That is why the older ones are in a hurry to bequeath to the youngest the rich intangible heritage of a recovered EURHODIP.

This congress in Istanbul is more than ever a new work format to generate new incentives with new friends. That is why the old schools and universities must strive to pour our experience. We're making THE TRANSITION of EURHODIP.

A NEW ERA IS BEING BORN WHILE OURS IS EXTINGUISHED.

Two words on which I want us to reflect together:

1. GROW
2. SHARE

All of us who are here want to GROW.

We have come because we want to our knowledge and institutions to GROW.

GROW means as an association and as people to increase the group and enrich experiences. Growth is not only numerical but also expansive. We can grow more in strength than in quantity, in efficiency than in members, in improving services and advantages over the income statement that has to be agreed.

We have to grow to become more present in the dispersion of the globalization of our professions. We have a duty to consolidate the association to:

- \* *Improve the vital status of EURHODIP.*
- \* *Identify and value the uniqueness of our countries, their history, their language and their culture.*
- \* *Enforce this interculturality in the world in respect for the rights of peoples to their development and not to be colonized by the strongest.*
- \* *Monitor and participate in sustainability and respect for the planet Earth based on our diversification in tourism and gastronomy.*



We declare that EURHODIP is independent and cross-border, respectful of each country government and convergent on actions aimed at the common good.

We recognize that we are living a new digital era where processes are more important than products.

This assembly, this executive board, this president only intends to help EURHODIP universities and schools so that with force we help society in the process of change in which humanity is immersed, whether we want it or not, whether we like it or not.

Those who don't want to grow, DO NOT EXIST: THEY DIE.

During this year we have knocked on the doors of some schools and universities that have told us: WE ARE NOT INTERESTED IN EURHODIP.

And some: "WE ARE THE BEST; WE DON'T NEED YOU."

It seems incredible, but I assure you it has been so.

We all ask ourselves: HOW TO GROW?.

There is no other solution than to SHARE.

By sharing we transform reality.

I am sure that each of you lives it in your own schools and we ask ourselves: WHAT DO YOU HAVE TO DO TO GROW TOGETHER?

Dear friends, it is easier to grow together than to grow alone.

Together we will transform reality. Together we infuse the spirit of CHANGE. We have to face the selfish immobility that threatens death to the most important European institutions. I know that the change in a school produces insecurity and risk. I see it every day. But we are not afraid because the association grabs each other's hands. I created my school 30 years ago by copying from Barcelona, copying from Lausanne, and I continue copying from Heidelberg, Maribor, Vatel as I know that today new ones will copy from me. We are not afraid. As soon as we have excited you to the innovative change this is going



better. We handle youth and they will constantly demand change, transformation, put aside the old manuals that we tied as if they were lifeguards. They, the young people, ask us to transmit our knowledge and not continue calling our failures experience.

GROWING in PROTOPY is a way to grow with technology, it is a transformation of personalized, non-massive education, where the discovery of students' abilities makes them manage their knowledge for life. Educating is not a destination, it is a transformation of the person. Today it is inevitable to have AI, the digital technology that invades our being.

EURHODIP is not a number but a sum of transformative experiences of the human being. Your experiences. We grow with our transformative experiences. The more the better.

The PROTPÍA is not seen, it is seen in its results. They change constantly as days, people and things change. In that change it is mutual and GROWS. Therefore, growing is a MUTUATION about oneself that affects life.

To grow you must SHARE. You cannot alone. EURHODIP allows you to grow by sharing with others, and diverse, your goal. That is why we must carry out joint programs that relativize selfish ambitions.

We do not enrich everything we share.

The global problems that invade us demand global solutions. A modern disease: depersonalization requires customizing our brands under a common EURHODIP umbrella.

It is very difficult to INNOVATE the world of hospitality and tourism without references. It is very difficult to change education in the memory and intelligence of the human being for the management of their knowledge knowing how to use artificial intelligence today at hand.



How to project our knowledge in the digital age? PowerPoint in the class will no longer suffice. The chasm between the teacher and the student is much bigger.

Most of our countries are aware that education is a duty of the state, but our institutions are the ones that establish a pact between transformative progress and the needs of the professional market. We must be predecessors in creative transformation.

For this there are the thousand eyes of EURHODIP: our teachers and our students are constantly looking for creativity in the sea. This association aims to support and encourage the discovery of new properties.

Now that “dual education” is in fashion, we have been doing it with excellence for 30 years. The students of our schools are not background theorists on the contrary they are recognized by companies and find work even before finishing their career.

But now we are going to give them a better unique instrument: INTERNATIONAL EXCELLENCE. Those who want to undergo the EURHODIP exams will be able to obtain the title that uniquely highlights them from the local area by making their resumes have better scores for the recognition of their merits and skills before the international industry. This is a magnificent work of our vice president, Henri Magne, and his team.

How to grow? We keep asking ourselves.

With the work of Helena Cvikl and another team we have rehabilitated and launched another important tool: EURHOQUAL. It is already at your disposal to overcome the crisis of massification of teaching beach bars that are being created even in universities to accommodate the educational business of the tourism boom. Teaching is not an irresponsible business.

Now even a horse-back riding school wants to be tourist and gastronomic with competences that cannot be housed in the pits.



The reality TV shows are all the rage and they also want to be schools. The widow's association of my town wants to raise "The Grandmother's Cooking School". Curiously they have a trend brand that I do not share, but they need to be noticed in society and choose the kitchen, which is fashionable.

Wineries and winemakers are also in fashion. I know rich entrepreneurs, movie artists, and even former government ministers who are excited to be winemakers. But now some tell me about making hospitality schools in their cellar. It is clear that submissive chefs have social power. On the other hand, it seems that it has gone out of fashion that politicians promised in their campaigns to make hospitality schools with decoys of subsidies that came from the European Union. There are public schools closed due to lack of budget in some countries.

What is missing is EURHOQUAL as an external evaluation agency that supports good projects.

From EURHODIP we must warn that these forms of growth are not good. In our professional field, all the initiatives of public institutions, trade associations and private entrepreneurs have a place. But we must ensure quality.

We are the builders of the HUMAN CAPITAL that hotels, chains, restaurants, and food industries immediately occupy for the guarantee of the training offered by our brands. But we continue to suffer from a lack of total support from entrepreneurs. There are no sponsors in this association that stimulates the good doing professional that hotels, restaurants and industries take advantage of.

We will keep knocking at your doors and opening new opportunities.

- \* Annual stimulus awards.
- \* EURHODIP magazine where they can be advertised.
- \* Criticism about the treatment of our students in their internship periods.

This has to change: the direct beneficiaries of our students and the work of our EURHODIP schools are the big brands that succeed in the market that



represents with tourism the highest GDP even in countries disadvantaged by the discovery of nature and by the new Destinations.

Behind EURHODIP must be the leading brands of the hospitality industry and industries, the best hotels in the world where our aggregates are left alive, such as: Maldives Baros of the Maldives Islands; Riad Kheirredine of Morocco; The Oleroi Vanyakila of India; The Upper House of Hong Kong; Belman Palacio Nazareus of Peru; Nayara Springs of Costa Rica; Hotel Belvedere de Riccione, Italy; Alpir Hotel of Austria; Pedregal Resort of San Lucas, Mexico; Kayakafi in Cappadocia, Turkey.

They and many more need us. They cannot think of their managers falling from the sky. You cannot buy success with money; your future depends on our human capital.

Fortunately, we are the bank that produces this currency that leads to success or failure. The businessmen, the ambitious businessmen of the hospitality industry should pamper our schools, our association.

That is why we have no choice but to be critical: take exams and measure quality. We do not give stars. We believe in the success of human capital and our values.

We will denounce the companies that despise us, the hoteliers who exploit our students. We will value those who support us as a transversal institution in 35 countries. We will stimulate the creativity that makes it possible for us to innovate by criticizing everything we believe that the process is stagnant and those who, not sharing, not wanting to participate, address themselves in small brawls protected by brands that over time and loneliness will become obsolete.

How does the hotel industry participate in EURHODIP?

We have created a Tourism Innovation Award in this congress to which we have already submitted 3 applications.



We want to launch our bimonthly magazine as a specialized, digital and printed European magazine, where we can offer our teachers' knowledge, share ideas, and stay informed for the rest of the year.

A critical function and an advertising support will help us.

In this congress we have also prepared a Best Hotel Award that takes care of our trainees, which does not underestimate it that helps them to know their profession and stimulate their skills. Remind that each school can propose 3 hotels. It's important to count on the participation of all of you

The contest of videos of our universities and schools EURHODIP, made by students has had a wide participation. This stimulus helps us all to know the diversity of EURHODIP. Thank you for such a good participation.

Dear friends, I invite you to this New Era EURHODIP. To be active members. I thank my unconditional team for continuing to work on these projects. And I feel that the forced generational change and diversification policies force me to dispense with such endearing personnel as Helena Cviki, Zeljko Trezner ... to whom I thank their work, their friendship and their personal affection.

“Europe, always Europe,  
it is the way of civilizations to meet”

Thank you.

Sagol.

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