



Istanbul  
2019, October 17th  
Conference Opening

Serefinize

Dear friends:

It is an honor to receive you as president of EURHODIP in this beautiful city of Istanbul, in Turkey that welcomes us.

Yirmiatiinci EURHODIP konferansina hosgeldiniz.

This conference aims to:

KNOW EACH OTHER. We have walked the world with the same ideals and works, but without KNOWING.

We are the protagonists of education in the culture of tourism and hospitality in our respective towns and countries. 35 countries that participate in the millenary culture of Europe without disregarding the other cultures that come from the East and the West, from Asia and the New World.

Getting to know each other is a unique opportunity. Establish new relationships, share ideas, make exchanges. This is the purpose of our appointment in Istanbul.

I have been in this association for 30 years and have learned a lot from each other. I copied from the oldest and I was surprised by the creativity of the youngest. Despite my age I want to keep listening to them.

Our common history leads us to develop a force that we don't have alone. In our respective countries we are very sectoral and, sometimes, not always well understood: for some we are marginal in universities, cheap careers, or degrees for rich children who do not want to work.



The empowerment of business schools or university career faculties is ending. The humble faculties of tourism, the hidden cooking schools, the technicians of the wines and sommeliers, the hotel managers do not need other titles to become competent and effective managers, mentors of the companies that govern the powerful tourism industry. Our alumni are already.

Moreover, we are stealing the hearts to health. We are entering public and private health through dietetics and nutrition. I encourage you to make progress in these innovative disciplines because we will be the technicians of the will of the human being for the most transcendent act of his life: eat or not eat, know what you eat and what the body needs. Dietetics and nutrition have entered our schools a bit late as oenology years ago. But it comes to stay. Food takes over our body and extends our intelligence to make it healthy or not. The anxiety states are cured in our nursing homes that are good hotels, in our ideal gardens, in the architecture of a habitat that values history, nearby natural products, the art of living and gastronomic culture. We are architects of the new and custodian of the old.

Now, many people envy us because they have discovered pleasures in our work, stimuli in what once seemed a burden or a work of mercy: "feed the hungry and drink the thirsty."

Dear friends:

Serefinize!

The organizers propose us:

1. How to promote a tourist destination in times of crisis? (CHINCHÓN)
2. How to break the prejudices of tourist destination? (BARCELONA)
3. How to build bridges between the past and the future? (PUY DU FOU - El Sueño de Toledo) New technologies in hospitality and tourism revolutionize Toledo.



4. The future of education in hotel management. (THE ALTERNATE OF ACCOMPANIED PRACTICE) ex. Kempinsky model.

5. The evolution of gastronomy. (BEYOND THE TECNOEMOTIONAL KITCHEN) ex. Angel Leon the Chef of the Sea

I am sure that many new ideas will occur to you.

Participate! Don't just stop to see what you can copy.

Manage your knowledge.

Cordially,

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Luis de Lezama

EURHODIP President

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