



Poreč, Croatia

October 2<sup>nd</sup>, 2018

25TH EURHODIP CONGRESS

THE WORLD WE LIVE IN.

RESPONSIBLE EDUCATION.

Dear admired EURHODIP directors:

I would like to thank you all for being here and to the Croatian members for welcoming us in this land, homeland of freedom; "beautiful homeland" that you sing in your national anthem.

We are on the European mainland with an incredible civilization and antiquity. On your thousand islands the adventure of the sea makes you dreamers open to the future. We are bathed by the Adriatic and the Mediterranean Sea. We who have sea are more prone to tomorrow than yesterday. And you Croats have your eyes full of the sapphire color of your waters. Thank you for bringing us here to see your ancient walled cities, your coasts and, most importantly, your people.

In EURHODIP we try to create transversal links between the countries of the world that value the European culture as a classic culture in common. We are an association that cultivates the gift of the ancient civilizations of the old world that meet the new world. It's wonderful to be able to work in this. For me it is priceless.

For that reason, as president in charge of the 35 countries that accompany us in this adventure and of the more than 140 prestigious academic institutions, universities and superior schools of hospitality in the world, I want to welcome and explain what our state and our project is in a RESPONSIBLE EDUCATION, motto of this 25th EURHODIP congress in Pula and Poreč, Croatia. When in 1989 we formed our association in Brussels, we foresaw that our world would change and that the EUROPEAN UNION was necessary to promote trade associations. Time has passed, and experience has made us more sensitive and more experienced. Today we are witnessing an increasingly rapid, almost vertiginous evolution. But the growing globalization brings strength and internationalization that facilitates the exchange of experience and, above all, human relations. In associations like ours, the HUMAN CAPITAL is valued. We are known to each other, we remain beyond changes in government and trends, we have faces and affections that make us more accessible than governments and more personal than institutions. This is EURHODIP:

A 30-year legacy in which many enthusiastic colleagues, presidents such as Rene Menu, Alain Sebban, Cees Van Der Klip, and management advisors, have worked selflessly. My thanks to them is unquestionable. Not to belong to an associative institution as this one, having a university or higher school of hospitality and tourism, is crazy. To refuse the experience of others and to share ideas is to close the channel to the force of inevitable renewal. There is no effective and responsible teaching institution in the world that can refuse the internationalization of a non-profit association like ours.



But still: try to be selective with elitist agreements, thinking in this way to create prestige or defense to support their weakness. This stubborn way of integrating in the international is not effective because the necessary educational innovation is in the TRANSFORMATION OF THE NEW and this is the patrimony of the youngest centers, which are born with generational visions different from ours. TO BE CURRENT is to be aware of what is happening in the world. Not just being in your country, in your city at your university. TO BE CURRENT is to compete with others in the stimulation of the NEW. Moreover, the hospitality and tourism industry where prescribers change with each generation that enters through the doors of our institutions, everything is new every year. BEING CURRENT to transmit the history of the old requires youth and open mindedness to an education that cannot be repetitive and routine. TO BE CURRENT is to make a responsible education and transform people by communicating experiences as reflection of the future by a good analysis of the present.

EURHODIP has started a renewal of content, image, and projects. You are already informed that the work done by the board of directors and our vice presidents will be presented throughout these days. To get to these new performances, I think you contemplate the reality of this new world that we have to live in:

We are in the change of an era. The galaxy of Guttenberg, which gave way to the Marconi galaxy has not died just yet, but there is a new galaxy already being born: THE DIGITAL ERA.

The digital gap separates us between the old and the new. The old responsible teachers have to build bridges and not resign in the frustration that takes us to the abyss. There is too much education in the abyss. Schools and teachers are left alone or obsolete. The digital young people look for an adequate training to their parameters. They are born with an alphabet on the finger that has no vowels or consonants. They make literature with images and we must patiently tell them the history of ancient literature so that they can construct the future with realism. This is a team effort, to create influence in our real world. If there is someone in the room who thinks he can do it alone, with his team of teachers, at his university, he is wrong. Global cross-border problems need global cross-border solutions.

Today our students are from the world, not one populace.

They will proudly wear our flags if they are not ill born.

But its market niche is in the world, not only in its homeland. We make a country grow when we can internationalize it.

That is why I told you that we need cross-border associations such as EURHODIP that, from a guild sense, as in the ancient tradition of the old European continent, are capable of helping us to grow as human beings in a responsible education.

How are you going to avoid this responsibility? It does not make sense There is no association like ours that since 1989 links universities, educational institutions, public and private, directors and teachers, students and companies with a common concern: the development of tourism and hospitality culture in each country. The others I know are sectoral and do not have the best destination as their destination: the students, the real human capital that moves the world.



- We are living a difficult time. The emerging digital era is marked by two sociopolitical phenomenon we must consider when being effective and sustained over time: first, immigration is changing the socio-political configuration of each country. From it are born the phenomena of BREXIT, the conservative governance that raises protective borders, the imbalance of the habitability of the planet due to unpredictable human movements, the reduction of drinking water and the resources of some peoples, the trafficking of human beings, violence, lack of respect for the right of people and their own lives.

Keep in mind that the generation of well-distributed common goods and respect for nature are the basis of our tourism industry. This industry without chimneys is necessary to discover it, to be known the unknown is respected. Otherwise, it loses all its values.

- Education and training are the only weapons of progress for countries and peoples.

The enemy of a responsible education is when the culture is manipulated with doctrines that try to violate the freedom of the people; becoming NON-RESPONSIBLE SECTARIAN EDUCATION.

Political and religious convictions must be respected as an unwavering treasure of the right of the person to freely choose their beliefs as long as they are respectful of the right of others to disagree. The plurality that EURHODIP has is a treasure. We have very different ideas and beliefs among our people and institutions, but it is the best legacy we can offer as a living testimony to our students, so they can learn to live in peace and harmony respecting the diversity of races, cultures and peoples.

The breakdown of international associations collapses when the rights of the weakest are not respected and the voices of those who disagree are ignored.

That is why as president, when I open this 25th international conference in Croatia, I invite you to participate in all the debates. This way we can reach the general assembly of the last day with decisions that we should have made long ago so that our association has a present and future in the NEW ERA.

We have common values that not without vicissitudes and problems, have made our history so far, but few international associations can present a balance as ours of 25 years of congresses, and a list of experts who are disinterestedly building bridges between countries, their cultures, and its people.

Thank You.

Luis LEZAMA

Eurhodip President