



WELCOME SPEECH

Distinguishes congressmen:

I greet the 24 countries that form this 24th EURHODIP Congress.

It pleases me to welcome you all to this incomparable city, Seville. The city of 3 cultures that in 1492- XV Century- was linked with the discovery of the new world. Something that is a milestone in human history and from which it forged the European cohesion that takes the navigators beyond the old continent in search of the golden elixir of life.

The villages search for what they do not have in other villages and expand, showcasing what they do have.

You are walking on the same stones and seeing the same sites along the Guadalquivir River. This was our ancestor's highway, where they trampled and set sail in memory of a future that is now ours. America has always been Europe's adventure.

But, in this city you have been able eat breakfast in the 3 cultures whether it be in any store or tavern within the intricate streets. In the Arab culture, the rice pastries of Castilleja de la Cuesta. In the Jewish culture, the "marranos" that claim to be converts eating tasty greaves with red butter without eluding the good practices of a residual Sabbath. Or the Christian's breakfast of porras and churros doused and fried in real olive oil that is the real protagonist and liquid gold to our gastronomy.

Passing through the streets I smelled nards, basil, jasmine, premonitory wax of the ancestral cults, and, preceded from the orange blossom that turns Seville's water into spiritual essence, with the smell of life.

In Seville one is always moved. Even the emotionally handicapped are moved. They feel, they live passionately, and they have their hearts stolen away on any street corner; even if they come from far away. Seville doesn't know who plays it, but the guitar is in the atmosphere and it crushes your being. It crushes even the coldest of souls that come from different worlds. Seville traps you; and you return to Seville in need of sheltering your feelings in the foliage of the fan of your soul. Folds that open and dissolve as if they were waves full of foam and sun. So close, yet so far from the sea; the sea salt is impregnated in the will to go find it. Looking for the marshes of the estuary and the encounter scattered by "Doñana".

No wonder the 10th Century Poet, Al Maquaric, said, "If you are searching for birds milk, you will only find it in Sevilla".

Those of us who have spent many years in EURHODIP have traveled the world searching for the concern of being servants of our culture for all. Last year I was astonished to discover Armenia. Robert, our stay in Yerevan is unforgettable for those of us that where



privileged. Thank you! It was a family-like congress, in comforting and rich country, full of ancestral culture that goes back to the most ancient history until we become aware that the art and theosophical philosophy are not from the recent past. Armenia is before the yesterday of our European Middle Ages.

EURHODIP has been the juncture that has opened the doors of our hotel and tourism world. EURHODIP has worked on people and heritage. It has enriched our diversities and made familiar the professional centers of our respective countries. The fraternization of people is not improvised and only through partnerships such as ours do we create opportunities that can make our governments not throw the "junk at the heads" in this struggle for power that makes citizens hostage their political interests.

Some of us present here today have been involved in this association for over 25 years. We have seen its birth and growth, always concerned about the coherence that the directors and teachers of our schools need in the day to day of disciplines that evolve more and more rapidly.

However, EURHODIP is far from being a pleasant association of enjoyment and defense of the camaraderie of teacher that are concerned from the very first moment by the coherence of the students stimulating the co-responsibility, the exchange, offering the certificates and titles that makes us singular among other schools of lesser prestige and internationality. The work of Ms. Marianne Muller and the recent competitions in Faro, Portugal, help us understand today more than ever that the objective of EURHODIP; that the students are our priority and must pass on them all our associated experience. That's why for the first time we have more than 60 students working with us in the Start Up Challenge. Because it is they who in the near future will speak of EURHODIP and will come to govern this association that cannot be retained in manipulations of interest or in countries unrelated.

Education is changing in the world. It is no longer a problem of one school or one country. I am grateful for the presence of Dr. Andreas Schleicher, Director of Education of the OECD and President of PISA, and his team's work is fundamental because it is proving to us; or we change education by memory for the management of the personalized knowledge of each student with the help of technologies, or we are outdated and ruined. The location of education is absurd for a world in which we are all delocalized. All you have to do is look at the world map where our former students are working. They have invaded the land.

Are you aware that this small group gathered in Seville has more than 250,000 students in all our classrooms? They are aware that the 180 schools more or less hooked up to EURHODIP cannot be pendant of if their managers agree or not to consolidate the education model necessary to the demand of 10% of the World GDP which represents more than 1.6 trillion dollars?



Do you want to join or not in search of motivations together or would you rather continue to think that your school is the best in the world while drowning in the impotence of a brand or a country?

Do you think that only traveling to see what we do and copy each other is enough to address the educational deficiencies of the growing demand in hospitality and tourism?

I am going to talk about innovation. It is not having a rational electrotechnical oven for the technogastronómica kitchen. In some schools Escoffier or Ruperto de Nola may appear because we are more comfortable saying "we have to teach the classics and then we will see the new". Others think that the resources of their school do not give them the opportunity to innovate. They do not realize that the innovation does not cost money. Innovation is at the forefront and innovators are sometimes terrorists to the director and to the legislator because they do not like it when their ideas, regulations, and routine customs are changed. We do not advance like this.

On the other hand, in this association we are very worried about not losing our identity in the massification of Europe. What will be of me since I am a small country? However, I would say that schools must be more self-identified because singularity is what distinguishes and enriches us. There is nothing sadder than arriving in Seville and finding the same Made in China souvenirs as in Warsaw, Paris or Vienna. There is nothing sadder than an innovation of the Nouvelle Cuisine made by photocopy and absent from the market kitchen, the seasonal product, the texture of elaboration and cooking, the pairing of wines that are close to the product, the region and the country in which we act. Paul Bocuse insists market, market, market.

I do not regret the stupid decisions that we have made. They've served their purpose and have giving me more experience and stimulating my learning up to the very last minute; and innovation as a resource for the old to be young.

Our what-to-do has value, much value, the vocation of service and the "know-how". We the School of Hospitality have been the pioneers in what is now called dual education as a joint solution between the state and the company to alleviate educational gaps. Our disciplines are aware that hotel companies are our best prescribers and are at the door waiting for the human capital that we have formed. All of us are rich producers of human capital even though many times we are treated with precariousness by governments and the same hotel and agri-food companies. None of our schools is sufficiently recognized by public authorities and large corporations. They give us an oven and it seems we should be eternally grateful. And the rest of spirits, wineries and soft drinks put openers, corkscrews and bottles to tame the public in their flavors and generate dependence. They use us to expand their products!



Only with a strong partnership and with clear objectives can we assert that EURHODIP and its partner school receive official recognition of their titles and aid over corkscrews and bottle openers. We are large consumers and our students create consumerism and are experts of the modern tools that updates the know-how of our industry.

We have never thought that eating habits is our world and that we are the coaches of health physiotherapy. No inconsiderate person can enter your body, enter you, invade your body with alien substances and provoke your senses. We are the only ones who study to stimulate the tastes and the pleasure of the senses. This is our strength and the weakness of others. We create fashions and trends. Sometimes they obey us unwittingly. Some want to manipulate us with their stars and their guides but if we are strong they cannot. We are the ones who give professional value to the world around us. Do you want to give up all of this?

Well, this is the milk. I would say the bad milk of the birds that live in the tree of EURHODIP and that you have found in Seville.

Thank you,

Luis de Lezama

President of la Escuela Superior de Hostelería de Sevilla