



28th EURHODIP CONFERENCE

10 NOVEMBER 2021 LEEUWARDEN (THE NETHERLANDS)

HOTEL MANAGEMENT SCHOOL - NHL STENDEN

Dear honorary president Alain Sebban, dear directors, teachers and students of EURHODIP.

As I address you for the last time as President, after 30 years of being a member of this European association for the development of hospitality training, my voice and pulse tremble. I don't know whether to thank or apologize for what I did not do for everyone. I am a prestigious man who has rabbits left to get out of his hat. I did not have time to build this house of all, which has such good foundations in our stories. I have really enjoyed being the architect of your ideas, the magician of your dreams, the weaver of a common European way of being in the world and spreading your values.

Now I have to leave the reins in your hands with the most responsible sense of democracy. Democracy was invented in Europe and it is what gives meaning to peoples who respect human rights. We are free when we are able to choose our destinies and harmonize the choice of those who govern us, without pressure, without coercion, without cheating.

Throughout this 4-year mandate, complicated by the change of an era that manifested itself in the DIGITAL GAP and worsened in the COVID-19 PANDEMIC GAP, we have suffered a lot.

I have to thank all the institutions that have trusted us. The crisis has been an opportunity for growth and internal development of EURHODIP.

But above all to my Vice President Henri Magne of VATEL, for whom I would like to applaud. Also for all our Executive board: Benjamín, Pedro, Helena Nafiya, Ana, Iñaki, Laura, our secretary and coordinator Guilhaume García.

Coming back from summer the world had changed. We did not recognize ourselves the same. The usual procedures were not appropriate, they did not work.

In our "engine room" we asked ourselves every day: what to do? What are the fundamental principles of our Association? How to preserve them? With what future?

I refer to my speech, programmatic of May 2020, published in our magazine.



There is the basic itinerary that we have scrupulously followed until we get here.

Whatever your decision, I advocate continuity to which must be added permanent innovation that builds on respect for the past without destroying what others did.

This association had never in 30 years gone through a similar trance to the one we have experienced if there had not been a solid human capital behind it, in divergence and transversality as you are. 150 associated institutions in 35 countries motivated by the deep European historical vocation in culture that does not break other cultures but helps the development of peoples.

Growing human capital, this is EURHODIP.

No fees that pay class privileges.

Not selling diplomas as a business.

Not certified for money.

Not a club of friends. No frolics between teachers on behalf of the students.

No qualifications politicized by the commercialism of the votes.

No jobless degrees.

Not far from the needs of the job market.

Not subsidized by money that does not reach the base of the town, to those most in need of scholarships.

No to exclusive schools that emphasize their brand and not the student's competence.

It is very difficult to obtain the EURHODIP LEADERSHIP without accepting the public evaluation. It is the others, and even more so the professionals, who judge our educational competence. The brand titles not endorsed by the educational community, are only valid to deceive those who do not know and to put them in a frame in your office.

Covid 19 has shown its teeth to graduates who do not "know how to do" what they have studied. Some schools should revise their lecture methods and outdated portfolios for food, hospitality, and tourism sciences.



25 years ago when I first came to Cornell University my legs were shaking. I wanted to share the knowledge of that North American University to bring it to my incipient School in Seville. But I had no money.

Years before, I had walked through the cloisters of THE CULINARY INSTITUTE OF AMERICA in New York State. But I had no money to bring his knowledge to Seville.

My studies in 1975 at the Lausanne School had lagged behind.

The School of Hospitality of Seville was born in 1993 copying you. I made your experience mine. I was happy to know what you were doing in Europe, at Eurhodip to adapt it. I went to each meeting, to each congress, eager to know what you were doing in your respective countries. I knew that I only had no strength, I had no contrasts, I was sinking into an inbreeding infused with absurd nationalism in a global world. It is the others who discover us as we are.

That is why the internationalization of our titles is necessary.

That is why EURHOQUAL is necessary to qualify and distinguish by certifying who it is and how our educational centers teach with professional and academic rigor.

Not just anyone.

It is not a question of money or politics.

It is the responsibility of those who may or may not recognize it: other teachers.

Today here tired of shared experiences, I advise that the new ones copy. The experienced ones do not fear, if you are faithful to your historical rigor, the solera is necessary to “make new wines in new wineskins”.

At last we are in the SCIENTIFIC UNIVERSITY, cohesive with the disciplines that carry out research and innovation of our ancestral historical habits as crossed peoples in universal cultures.

I advise the new ones to copy, ask questions, join in common goals.

Therefore, in this last memory as President guide you by these key words. FOUR ESSENTIAL POINTS

- CONNECTIVITY
- COOPERATION
- TRAINING
- INNOVATION



1.- CONNECTIVITY

personal

group

institutional

media

for which you always have to be in the attitude of DIALOGUE.

Not only to LISTEN but to ANSWER by participating.

2.- COOPERATION is participation in ACTION. Without giving up YOUR BRAND make it participatory with others.

INSTITUTIONAL: to work in a globalized world the private and the public DOES NOT COUNT.

3.- TRAINING: Always TRAINING. It's a changing world, you cannot live without changing.

TRAINING respects the past and builds the future.

We train young people for a world and a society that we do not know how it will be.

Then: ATTITUDE AND VALUES

Everything enters and leaves through the SENSES that generate FEELINGS.

4.- INNOVATION

It is a process in which we must be the example for those who succeed us.

Innovating is recreating the world.

Thanks for your support.

Thank you for allowing me in making history together international history at EURHODIP

Luis de Lezama

President of EURHODIP