Staff Development Initiatives

Luane Quigley
Programme Director

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Derry/Londonderry • Limavady • Strabane

WHY?

- According to QAA in the UK Quality Code for HE - Chapter B3: Learning and teaching

"Effective teaching & learning is enabled through & depends on staff who are appropriately qualified for their role & who engage throughout their career in continuous professional development".

Indicator 3

Learning and teaching practices are informed by reflection, evaluation of professional practice, and subject-specific and educational scholarship.

Effective teaching and support for learning occurs when staff communicate enthusiasm, and draw on **scholarship**, **research** and **professional activity** to facilitate student learning.

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Also

- Validating bodies and External Examiners expect scholarly activity and engagement from staff when delivering programmes at Higher Education levels – conference attendance and staff mobility exchanges will go part of the way to achieve this.

Funding Opportunities 2007- 2013

European opportunities through their –

Lifelong Learning Programme

- Comenius
- Leonardo
- **Erasmus**
- Grundtvig
- Transversal

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Erasmus

- For staff with HE teaching duties
- To European Countries, excluding UK
- NWRC - 7 Funded Places for teaching or training

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Teaching & Training

- Teaching minimum of 5 hours (1 day) but generally should be 5 days.
- Training minimum of 5 days but may be shorter for conferences & seminars.
- Preference given to participations in job-shadowing, short secondments or study visits.

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Funding

- Flat rate subsistence based on country of activity (e.g. 1 day = €136.00, 3 days €408.00)

- Travel costs based on receipted expenditure to a maximum of €500.

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Documentation

- Inter-institutional agreements signed in advance.
- Training & teaching content to be agreed in advance.
- Training or teaching agreements to be signed in advance.
- Final report submitted after mobility completion.

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My Erasmus Experiences

- Odense, Denmark – June 2012

- Valencia / Benidorm – April 2013

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Odense Conference - Aims

- In the Academic arena, the aim of the conference is to create inspiring academic knowledge sharing and learning environment and to bring out the latest trends and encourage discussions and the generation of new directions for the tourism area.

Objectives

1. Networking opportunities with academics from other European Institutions in the field of Tourism – this included Germany, Moldavia, Spain, Italy, Poland, Netherlands, UK, Denmark and Portugal.

2. Opportunities for future collaboration and possible student exchange/work placement opportunities.

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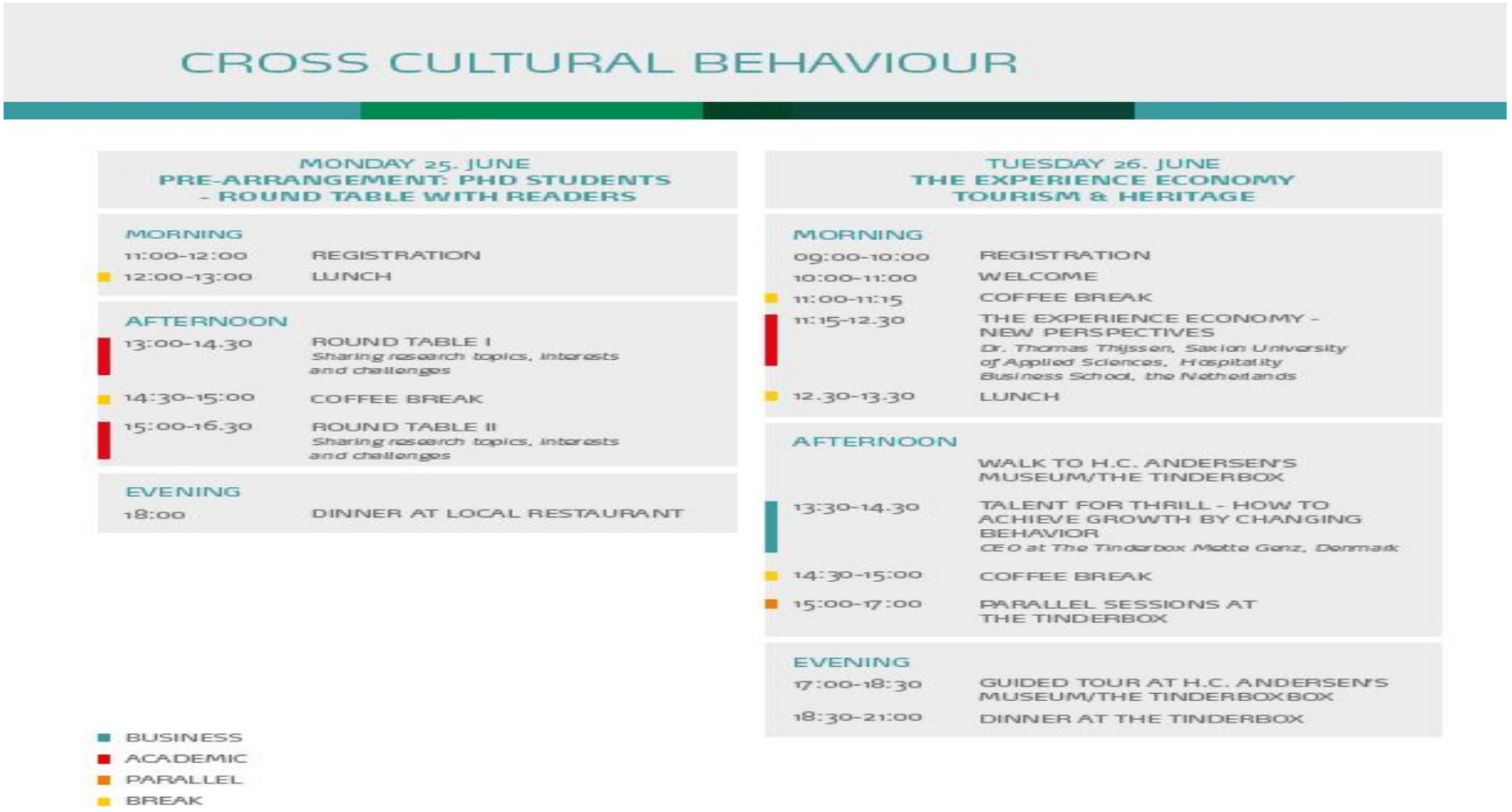
3. Increased personal knowledge of the tourism industry & trends affecting it, especially in relation to Europe.

4. Sharing of conference information and materials with Colleagues and Students on return to Home Institution.

My Experiences – 2012 Odense, Denmark



CROSS CULTURAL BEHAVIOUR

MONDAY 25. JUNE
PRE-ARRANGEMENT: PHD STUDENTS - ROUND TABLE WITH READERS

MORNING

11:00-12:00	REGISTRATION
12:00-13:00	LUNCH

AFTERNOON

13:00-14.30	ROUND TABLE I *Sharing research topics, interests and challenges*
14:30-15:00	COFFEE BREAK
15:00-16.30	ROUND TABLE II *Sharing research topics, interests and challenges*

EVENING

18:00	DINNER AT LOCAL RESTAURANT

TUESDAY 26. JUNE
THE EXPERIENCE ECONOMY TOURISM & HERITAGE

MORNING

09:00-10:00	REGISTRATION
10:00-11:00	WELCOME
11:00-11:15	COFFEE BREAK
11:15-12.30	THE EXPERIENCE ECONOMY – NEW PERSPECTIVES *Dr. Thomas Thijssen, Saxion University of Applied Sciences, Hospitality Business School, the Netherlands*
12.30-13.30	LUNCH

AFTERNOON

	WALK TO H.C. ANDERSEN'S MUSEUM/THE TINDERBOX
13:30-14.30	TALENT FOR THRILL - HOW TO ACHIEVE GROWTH BY CHANGING BEHAVIOR *CEO at The Tinderbox Mette Ganz, Denmark*
14:30-15:00	COFFEE BREAK
15:00-17:00	PARALLEL SESSIONS AT THE TINDERBOX

EVENING

17:00-18:30	GUIDED TOUR AT H.C. ANDERSEN'S MUSEUM/THE TINDERBOXBOX
18:30-21:00	DINNER AT THE TINDERBOX

- BUSINESS
- ACADEMIC
- PARALLEL
- BREAK

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WEDNESDAY 27. JUNE
DESTINATION MANAGEMENT

MORNING

09:00-11:00	PARALLEL SESSIONS
11:00-11:15	COFFEE BREAK
11:15-12:30	CREATIVE PLACES: MEETING THE RELEVANCY CHALLENGE *Dr. Nigel Morgan* *University of Wales Institute, Cardiff School of Management, Wales*
12.30-13:30	LUNCH

AFTERNOON

13:30-15:30	TRANSPORT TO LEGOLAND
15:30-17:30	MERLIN RESORT DESTINATION MANAGEMENT *CEO at Legoland Henrik Höhmann, Denmark*
17:30-18:30	WALK ABOUT IN LEGOLAND

EVENING

18:30-21:00	DINNER AT LEGOLAND
21:00	TRANSPORT TO ODENSE

THURSDAY 28. JUNE
FILM TOURISM

MORNING

09:00-10:30	FILM TOURISM - A NEW PATH FOR THE EXPERIENCE ECONOMY *Julie Lindegaard, Head of Development FilmFyn, Denmark* *Anette Unger, Development Consultant, nordmedia, Germany*
10:30-11:00	COFFEE BREAK
11:00-12:30	THE SYNERGY EFFECTS BETWEEN THE FILM AND THE TOURISM INDUSTRY *Dr. Stefan Roesch, Film Tourism Expert and Senior Consultant for Centouris Market Research Institute, Germany*
12:30-13:30	LUNCH

AFTERNOON

13:30-17:00	FILM DESTINATION TOUR ON FUNEN *Experience some of the 35 film locations in the Southern Funen area, where films have been shot with support from Film Fyn - hear the anecdotes and see movie clips*
17:00-17:30	THANK YOU

EVENING

18:30-21:00	DINNER AT THE SEASIDE IN IDYLLIC FJAELLEBROEN, FILM LOCATION SPOT AT SOUTHERN FUNEN

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Valencia/Benidorm, Spain

Overall aim and objectives of the mobility:

(i) to provide the exchange of experience and the creation or development of knowledge networks linked to the tourism sector;

(ii) to deal with the challenges that tourism development means for the sustainability of destinations and the competitiveness of tourism enterprises;

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- (iii) to identify trends enabling the development of tourism innovation;
- (iv) to bring the applied research generated by knowledge institutions closer to the needs of destinations and tourism enterprises and also, to enhance the development of scientific documents focused on the industry by young researchers.

- This conference will address innovation from two areas: **“Strategy and Governance in Tourism Destinations”** and **“Markets, Products and Management”**. Vision and Strategic Positioning, Development and Governance, Destination Marketing and Social Economy are some of the sub-tracks of the former; whereas Science and Technology for resilience, sustainability and efficiency, Creative Hospitality Management, Trends in the different segments, Marketing, Entrepreneurship and the Co-op initiatives, are the sub tracks of the latter.

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Programme

- **Venue: HOTEL BALNEARIO LAS ARENAS (Valencia)**
- 08:30 Registration
  09:00 Opening of Work Sessions by the Organizing Committee
  09:30 Opening speech by **Mr Jan Eric Frydman**, Head of Unit for Tourism and Cultural Instruments, Directorate-General for Enterprise and Industry, European Commission
- 10:15 ***Keynote speech on Innovation in Hospitality*** by **Mr Ramón Estalella Halffter**, Secretary- General of the Spanish Confederation of Hotels (CEHAT) and Member of the Executive Committee of HOTREC (Association of Hotels, Restaurants and Cafes in Europe)

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- 11.30 Experts' Panel: ***Reinventing Tourism Destinations***.
  - *Chairman:* ***Dr Eduardo Fayos-Solà*** *(Ulysses Foundation)*
  - **Dr Chris Cooper** (Oxford Brookes Business School)
  - **Mr Christophe de Bruyn** (Tourism & Leisure advisory services, Europraxis, INDRA)
  - **Mr Oscar Perelli** (Exceltur)
  - **Mr Salvador Pernas** (TURESPAÑA)
  - **Prof Edna Rozo** (Universidad Externado de Colombia)
  - **Mr José Salinas** (Valencia Tourism)
- 13:15 ***Keynote speech on Knowledge Management*** by **Mr Chris Cooper**, Oxford Brookes Business School and Ulysses Foundation

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Venue: INVAT.TUR – Valencian Institute of Tourist Technologies (Benidorm)

08:00 Transfer to Benidorm

10:00 Welcome coffee and Opening session at Benidorm by:
Mr Sebastián Fernández, Director General for Tourism, Government of the Valencia Region

Ms Gema Amor, Councillor for Tourism and First Deputy Mayor of Benidorm

Mr Antonio Mayor, President of the Hospitality Business Assoc. of Benidorm and Costa Blanca

Ms Empar Martínez, Managing Director of Florida Universitària

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- 10:30 ***Expert's Panel: The Culinary Experience***
  - *Chairman:* ***Mr Manuel Espinar*** *(Hospitality and Leisure Federation - FEHV)*
  - **Mr Quique Dacosta** (Quique Dacosta Restaurant)
  - **Mr Joxe Mari Aizega** (Basque Culinary Center)

- 11:45 ***Expert's Panel: Accommodation, leisure & events management: Innovative success stories***
  - *Chairman:* ***Ms Nuria Montes*** *(Hospitality Business Association of Benidorm and Costa Blanca - HOSBEC)*
  - Hotel Development in Latin America: A strategic vision. **Mr Juan Rodríguez** (GHL Hoteles)
  - Revamping Leaders Club: Building loyalty through loyalty **Mr Pablo Alcácer** (Leading Hotel of the World).
  - The London 2012 Olympic and Paralympic Games. **Ms Barbara Jamison** (London & Partners)

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http://www.youtube.com/watch?v=_Cv07H-gbn8&list=UUXcVroy1ofPxv2GRrzp0_Tw

Linnæus University
Sweden

Erasmus – Teaching Exchange

- 1 Week Placement at Linnaeus University, Vaxjo, Sweden
- 42,000 students (15,600 full-time equivalents & 2,000 employees
- Significant international student intake

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Objectives

- Sharing and Observing Teaching Practices
- Observing and engaging in Lectures in the Sports Department
- Exchanging information within our field of study
- Sharing Good Practice

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Exchange Activities

- Met with Course Director to discuss Dept. aims & objectives
- Observed a number of Sports Lecturers delivering classes in English
- Held individual meetings with the course team to discuss how the courses were delivered
- Exchanged ideas on student retention, achievement & success

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Exchange Activities

- Undertook some Swedish cultural activities with staff
- Met with research staff who were doing joint research with Universities in Europe on Talent Identification
- Delivered lessons in conjunction with Module Tutors, giving international perspective on certain topics

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Outcomes

- Positive discussions on how both colleges could work together in the future
- Observed some excellent lessons
- Identified different ways in which they recruit for their courses and manage course admissions/entry criteria
- Shared ideas on how our Sports Courses could develop in the future

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Outcomes

- Exchanged ideas on talent identification, elite performance, athlete testing and long term-development
- Viewed extensive Multi-sports arena which they are currently developing in conjunction with local authorities

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Linnaeus University

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ISTTE – Internal Staff Development (October 2013)

International Society of Travel & Tourism Educators
www.istte.org

Click on Sign to add text and place signature on a PDF File.

Volume 27, Issue 7

News & Views quarterly

ISTTE Mission >>>

The International Society of Travel and Tourism Educators is an international organization of industry professionals in travel, tourism and related fields representing all levels of educational institutions, ranging from professional schools and high schools to four-year colleges and graduate-degree granting institutions. We are a nonprofit international organization dedicated to improving the quality of education and research in the travel, tourism and hospitality industries by promoting the exchange of information, ideas, and outstanding service to our members.

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Message from our President

Greetings from Dominic

Dear ISTTE member,

Happy New Year to you all and I hope you had a restful Spring and mid-term break.

The Board of Directors met for our annual meeting in Detroit on the 8th and 9th of February. The meeting focused on planning for next year's conference, considering locations for future conferences and on developing the Society. Sharon Derrig is chairing our Detroit conference committee and is putting together a very exciting program of activities and speakers with her team from the Detroit area including our Secretary Treasurer Lorie Tuma. Sharon presented a comprehensive report on behalf the organising committee outlining the plans for the conference and Lorie outlined the sponsorship and fundraising strategy for ISTTE 2013. The Board was very enthused by the organising committees' plans and by Detroit as a destination. The conference hotel is very impressive and its downtown location on the tram line will offer delegates the opportunity to experience the delights of Detroit. Greek town with its fine restaurants and convivial bars is well worth a visit!

Plans are well advanced for conference 2014 also. Board member and conference chair for St. Louis, Niki Davis is putting together a great programme for St' Louis.

The conference in 2015 will be on the East Coast and we are looking at a cruise or a number of locations including Charlotte, NC, Orlando, FL, and Boston. The final decision will be taken at the Detroit Board meeting and will be based on submissions received. The 2016 conference will be in an international destination and we have received a number of expressions of interest and suggestions including from Hong Kong, Cancun Mexico, Greece and Australia. The Board would warmly welcome proposals for 2015 or 2016.

In addition, the Board reviewed all its main activities and agreed various actions to improve service to members including further enhancement of our website and social media sites. Heidi presented the findings of the conference and membership survey which was a very useful feedback mechanism for the Board. The findings are very useful for future planning. Additionally, we contemplated various strategies for increasing membership and enhancing member benefits. We would really encourage members to promote ISTTE wherever you can and to encourage others to join. Remember, if you attract new members, you get a reduced membership for yourself. Finally, I hope you all have an enjoyable and fruitful second semester.

Best wishes,
Dominic Dillane
President

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International Society of Travel & Tourism Educators
2013 Detroit Conference
October 17 – 19, 2013

JOIN US TO DISCUSS AND SHARE RESEARCH FINDINGS AND IDEAS SPECIFIC TO GEOTOURISM & SUSTAINABILITY, AS WE REINTRODUCE THE WORLD TO DETROIT ~ A CITY THAT WAS BUILT TOUGH, AND THEN REBUILT EVEN TOUGHER!

Keynote Speakers Include:

George Zimmerman

Recognized by his peers as the country's best state tourism director for 2011, George Zimmerman has been Vice President of Travel Michigan for the MEDC since October 2001. He created and launched the award-winning Pure Michigan branding campaign, and the tourism Web site, www.michigan.org, has consistently been ranked the most popular state tourism Web site in America.

Roger Curtis

Roger Curtis is president of Michigan International Speedway, a NASCAR national park where fans can get away and enjoy the very best in racing. A long-time veteran of motorsports administration, Curtis had served as the vice president of Sales and Marketing at California Speedway, where he supervised the superspeedway's advertising and promotions, sales and marketing, public relations and ticketing operations.

Full Conference Fee Includes:

- Thursday evening Reception
- Afterglow at Coach Insignia located at the top of the GM Renaissance Center
- (2) – Breakfasts / (1) – Lunch
- All Educational Programs
- Saturday afternoon tour to The Henry Ford Museum, Greenfield Village and the Ford Rouge Factory
- Closing Reception and Dinner

For complete information visit ISTTE

Discover the "D" – Useful Links

Pure Michigan

Detroit CVB

Detroit Guide

Detroit is an International Border – Visit Canada while here!

Motown Museum

Reserve your room now at the outstanding
DETROIT MARRIOTT AT THE RENAISSANCE CENTER HOTEL

OPTIONAL PRE-CONFERENCE TOURS

Wednesday, Oct 16: Pre-Conference "Optional" Tour
DETROIT CULTURAL BUS TOUR: 1:30 – 5:30 pm
Show Me Detroit Tours, will offer an insider's look at many of the treasured cultural, architectural and historic gems that locals love, including Belle Isle, Pewabic Pottery, the Heidelberg Project, Detroit Opera House and Greektown.
Tour ticket includes narrated City Highlights Bus Tour, guided Detroit Opera House Tour, prize drawing, Detroit snacks and motor coach transportation. Based on minimum participation $55pp

Thursday, Oct 17: Pre-Conference "Optional" Morning Tour
MOTOWN HISTORICAL MUSEUM - HITSVILLE U.S.A./CITY HIGHLIGHTS TOUR: 8:30 am – 12 pm
Show Me Detroit Tours will offer a fast-paced 60-minute overview of Detroit's magnificent architectural legacy and colorful automotive history. From the Art Deco skyscrapers of the Financial District, to the emerging 5.5 mile RiverWalk, to the unprecedented economic development currently underway downtown. You will stop at Motown Museum - Hitsville U.S.A., the

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Erasmus+ 2014 - 2020

- New funding programme for education, training, youth & sport activities. Run by National Agencies & the EC.

Three key actions:

1) Learning Mobility for Individuals
2) Co-operation & innovation for Good Practice
3) Support for Policy Reform

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