

Round Table World Café Session - Panel 2

Increasing mobility and accessibility - opportunities & challenges facing the TH&E higher education providers

Frederic Bouchon

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Oswin Maurer

IPOE 2022
DUBAI 7-9 NOV



Panel 2: Increasing mobility and accessibility - opportunities and challenges facing the TH&E higher education providers

❑ mobility has suffered (?)



Panel 2: Increasing mobility and accessibility - opportunities and challenges facing the TH&E higher education providers

■ Setting the scene - different perspectives

□ Duration of student mobility

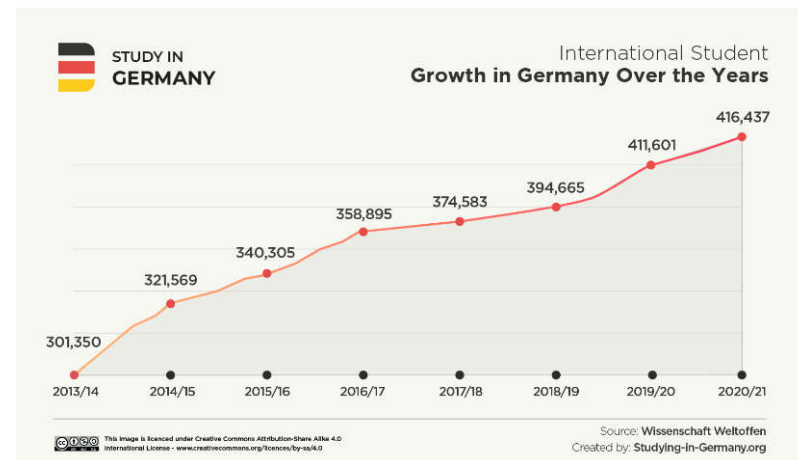
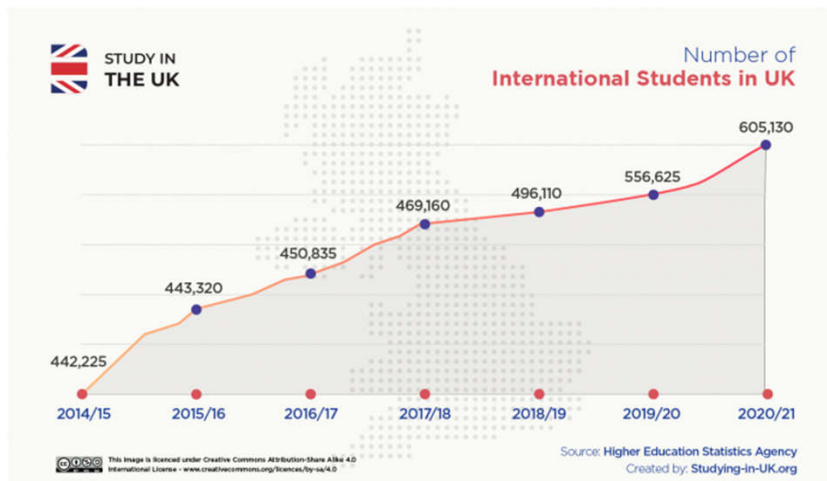
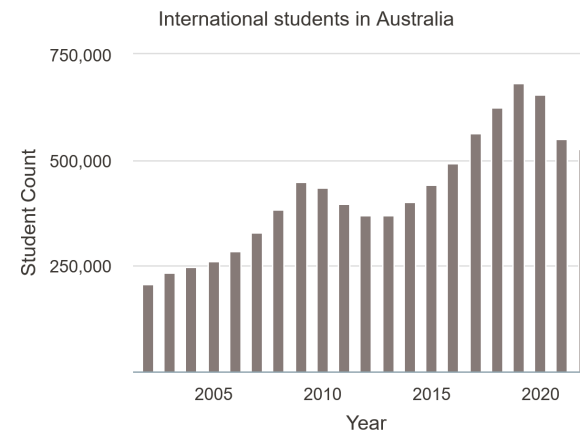
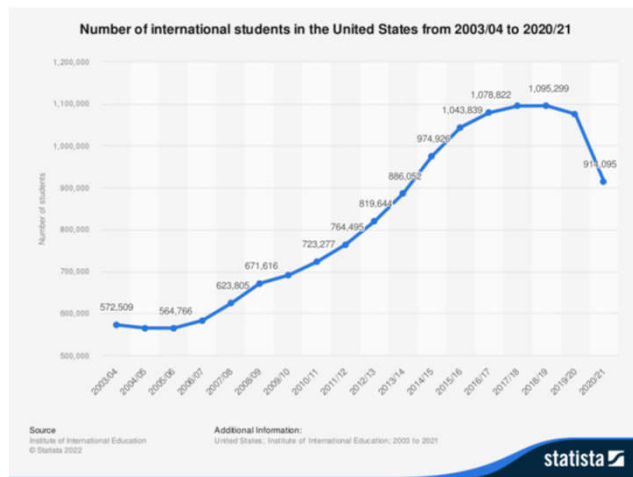
- long term mobility - entire programme abroad
- short term mobility - part of a programme abroad (credit mobility)

□ Forms of student mobility

- physical student mobility (PSM)
- virtual student mobility (VSM)
- hybrid student mobility (HSM)

Panel 2: Increasing mobility and accessibility - opportunities and challenges facing the TH&E higher education providers

■ geography perspective and physical mobility



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- only 2.6% of the student world population (6 million) was internationally mobile in 2019, making student mobility highly exclusive (UNESCO, 2022)
- time to reimagine student mobility so that more students can benefit from an international experience
- ‘forever’ post-pandemic changes to higher education taking effect

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- **‘forever’ post-pandemic changes to higher education**
(universityworldnews: International student mobility in the wake of COVID-19)
 - ❑ academic experience that is both flexible and personalised; post-pandemic student-consumer wants an uncomplicated value-oriented educational experience
 - ❑ school of choice carbon footprint and its commitment to climate change will be decision points
 - ❑ rigorous virus protocols and support structures to cater for mental health and emotional needs
 - ❑ and a school’s worldwide ranking

Mobility & accessibility



Different levels of exposure
Geographical, language distance
Socio-Cultural distance, new skills,
learning to be independent

Panel 2: Increasing mobility and accessibility - opportunities and challenges facing the TH&E higher education provider



- Flatten global world, still relevant to have mobility, exposure to serialised places?
- Flight shame, sustainability
- Onsite int'lisation, online mobility, VR/metaverse



Perry Hobson



International Centre of Excellence in Tourism and Hospitality Education (THE-ICE)





“Connecting Minds and Creating the Future”.

A research project funded by THE-ICE and led by my BUas colleagues Lucette, Suzanne and Corne who looked at the value of creating a network of ‘Guest Lecturers’ amongst the members of THE-ICE who could share and deliver expertise between the members

Traditional Exchange First Lancaster Student Exchanges to Sunway

Jasmin Platt was the first Lancaster student to go on exchange to Kuala Lumpur in 2019.

"I haven't cooked a single meal yet as with food being so cheap I eat out all day every day"

"Many UK students have never heard of KL. But to me it was like living in London - but a whole lot cheaper! So how great is that?!"



LU student Jasmin Platt at the Sunway University campus (August 2019)

"My room was situation on the 20th floor so my view overlooked the whole of Sunway city – and I had a pool"

"The other thing I really loved is the cheap flight from KL to places like Bali, Thailand or Vietnam"

"Eye-Opening and Humbling" Lancaster Students Reflect on Their Malaysian Experience

"The Malaysian Experience" (TheME) was initiated in 2011 as a short-term mobility programme to give students from Lancaster a range of insights into Malaysia. Given the growing interest in short term mobility, 2019 was the first time the programme included students from other universities and countries - including students from QUT in Australia and WMU in the USA.



LU students dressing Malaysian style during TheME (July 2019)

The 'Traditional Academic' Was Analogue



“Walled garden” on-campus, delivering knowledge to their own students

<https://pixabay.com/photos/books-man-person-businessman-3071110/>

Now Academics Are Digital



And such new 'digital' Professors can be borderless engaging between institutions around the world and so can the students

<https://pixabay.com/photos/books-man-person-businessman-3205451/>

Our Students Are Digital and Have Gone Online



As we go forward, what sort of experiences will they now want?
Unlikely to give up the flexibility/ advantages they have had.
Also - what new opportunities does this open up?

<https://pixabay.com/photos/virtual-learning-online-learn-5550480/>

Connecting Students Around the Globe



Source: <https://pixabay.com/illustrations/team-businessmen-cooperation-2651913/>

What About the Students?

**What Do you Think is the Average Internet Usage Per Day?
Which Country Citizens Spent the Highest Amount of Time
Online?**

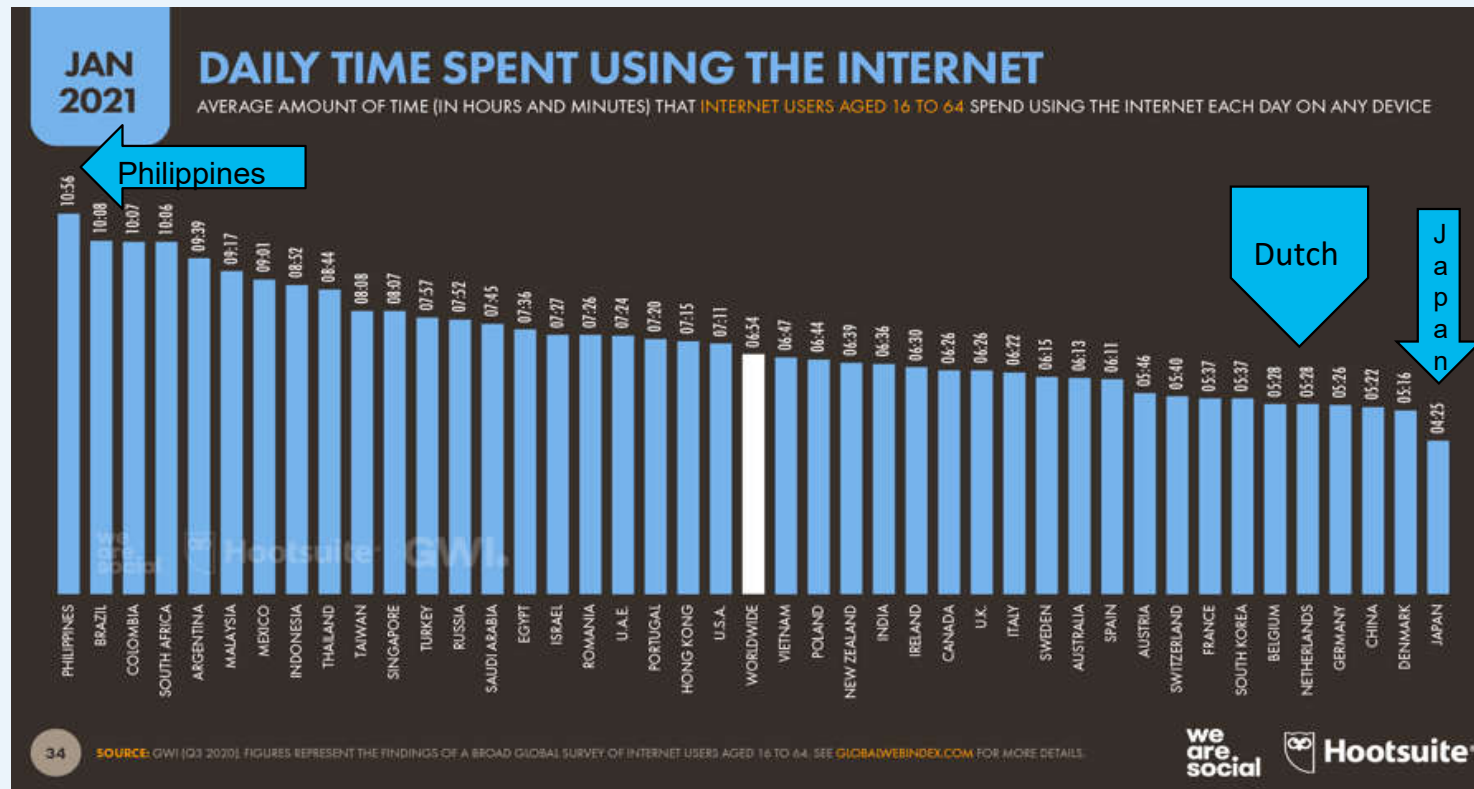
<https://thenextweb.com/news/insights-global-state-of-digital-social-media-2021>

Internet Usage Per Day

Global Average 6 hrs: 54mins

Filipinos average is 10 hrs and 56mins: Dutch only 5hrs 28mins

We need to understand different behaviours online to engage globally



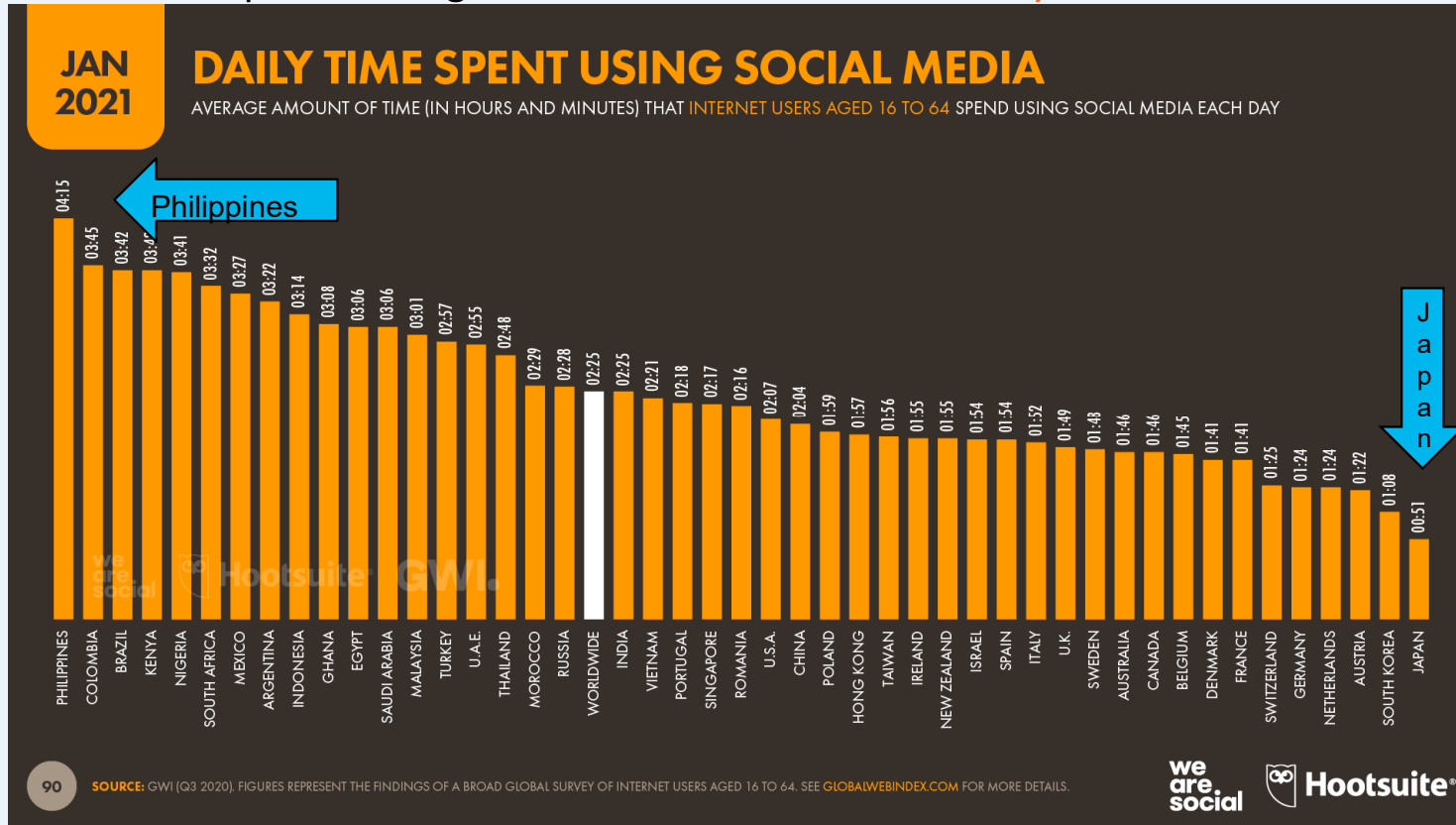
Americans spend 7-hrs, 11-mins; Japanese just 4-hrs, 25-mins

<https://thenextweb.com/news/insights-global-state-of-digital-social-media-2021>

Social Media Usage Per Day

Global Average 2hrs: 25mins

Filipinos average is 4 hrs and 15mins: Dutch only 1hrs 24mins



<https://pressone.ph/ph-number-1-in-the-world-for-time-spent-on-social-media-internet-for-3rd-straight-year/>

Global Virtual Mobility Initiatives
COVID Made Us Think Outside the Box

Launched “30 Minutes Talks” Weekly Webinar

Along with two former colleagues, on April 15th 2020, Prof Perry Hobson launched “30 Minute Talks” a weekly webinar series aimed at hospitality and tourism students. It quickly started reaching an audience stretching from NZ to Austria with the majority in within Asia. Some weeks we had over 2,000 students registered. It ran for 36 weeks.



Photo: (L-R) Alan Williams and Dr Andy Nazaechuk Professor Perry Hobson from Sunway University (June, 2020)

3G MinuteTalks

This series of webinars was aimed at the many tourism and hospitality students studying at home, online and often with poor content and connectivity. Presented in an engaging manner, the series now has a number of 'Academic Partner' institutions who are supporting this initiative from The Philippines, Taiwan, Nepal, Macau (SAR-China), USA etc. etc.



Passage to ASEAN (P2A) Hospitality & Tourism Pilot Initiative

After being in contact with P2A over many years, Perry was approached to participate with 3 other universities in a P2A initiative for hospitality students in Asia.

Timeline:

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
Monday 17 May 21 5:30 PM (VN time)	Wednesday 19 May 21 5:30 PM (VN time)	Monday 24 May 21 5:30 PM (VN time)	Wednesday 26 May 21 5:30 PM (VN time)	Wednesday 2 June 21 5:30 PM (VN time)
OPENING	ACADEMIC WORKSHOP	SELF- DISCUSSION	SELF- DISCUSSION	FINAL PRESENTATION & CLOSING

Partners / Participants

- Partner:

- BINUS University (Indonesia)
- Dong-A University (Korea)
- Duy Tan University (Vietnam)
- Sunway University (Malaysia)

- Participants:

- Number of students:
 - Option 1: 16 students/ IHE (each group includes 4 students from each IHE) – 4 groups in total
 - Option 2: 15 students/ IHE (each group includes 3 students from each IHE) – 5 groups in total
- Major required: Hospitality Education.

**P2A VIRTUAL MOBILITY
STUDENT E-CHANGE**

17 May – 2 June 2021

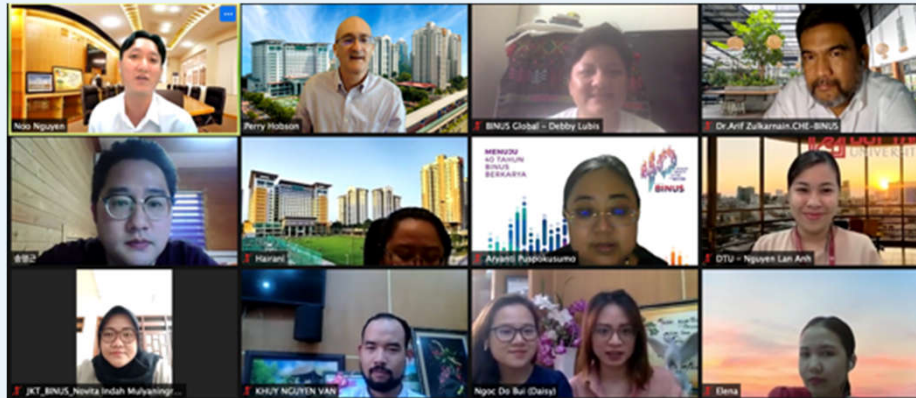
TENTATIVE PROPOSAL

- BINUS University (Indonesia)
- Dong-A University (Korea)
- Duy Tan University (Vietnam)
- Sunway University (Malaysia)



Passage to ASEAN (P2A) Hospitality & Tourism e-Xchange Pilot Initiative

Perry Hobson involved several SHSM colleagues at Sunway University (Dr Daniel, Dr Yen and Hairaini) in this pilot a P2A initiative for hospitality students focusing on 'New Normal, New Future' and it involved 15 Sunway students



P2A Virtual Mobility

Prof Hobson volunteered to lead the *'Talkshow'* engaging with colleagues from BINUS University (Indonesia), Duy Tan University (Vietnam) and Dong-A University (S. Korea).



P2A VIRTUAL MOBILITY By Disciplines

Student e-Xchange
in HOSPITALITY & TOURISM

Hosted by
P2A

In Partnership With ASEAN + 3

BINUS UNIVERSITY
DUY TAN UNIVERSITY
SUNWAY UNIVERSITY
동아대학교
DONG-A UNIVERSITY

Talkshow
**New Normal,
New Future** **27
MAY
2021**

Moderator

Professor J.S. Perry Hobson
Sunway University, Malaysia

Speakers

Dr. Eun Joo Kim
Research Fellow
Dong-A University, Korea

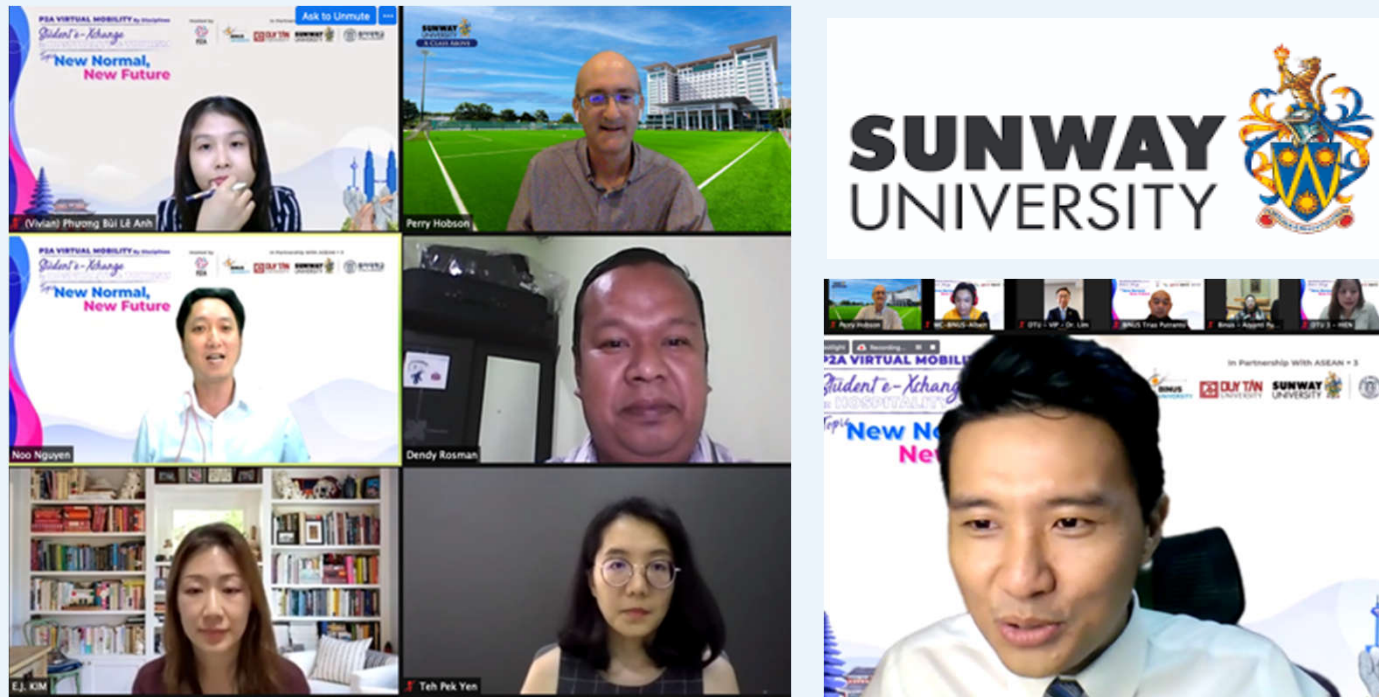
Dr. Dendy Rosman
B.Hosp.Mgmt., M.Buss (Acc),
Lecture Specialist for Masters Program
BINUS University, Indonesia

Dr. Bui Le Anh Phuong
Ph.D., Vice-Dean of DTU HTI
Duy Tan University, Vietnam

Dr. Teh Pek Yen
Senior Lecturer/Programme Leader for
Degree in Conventions & Events Management
Sunway University, Malaysia

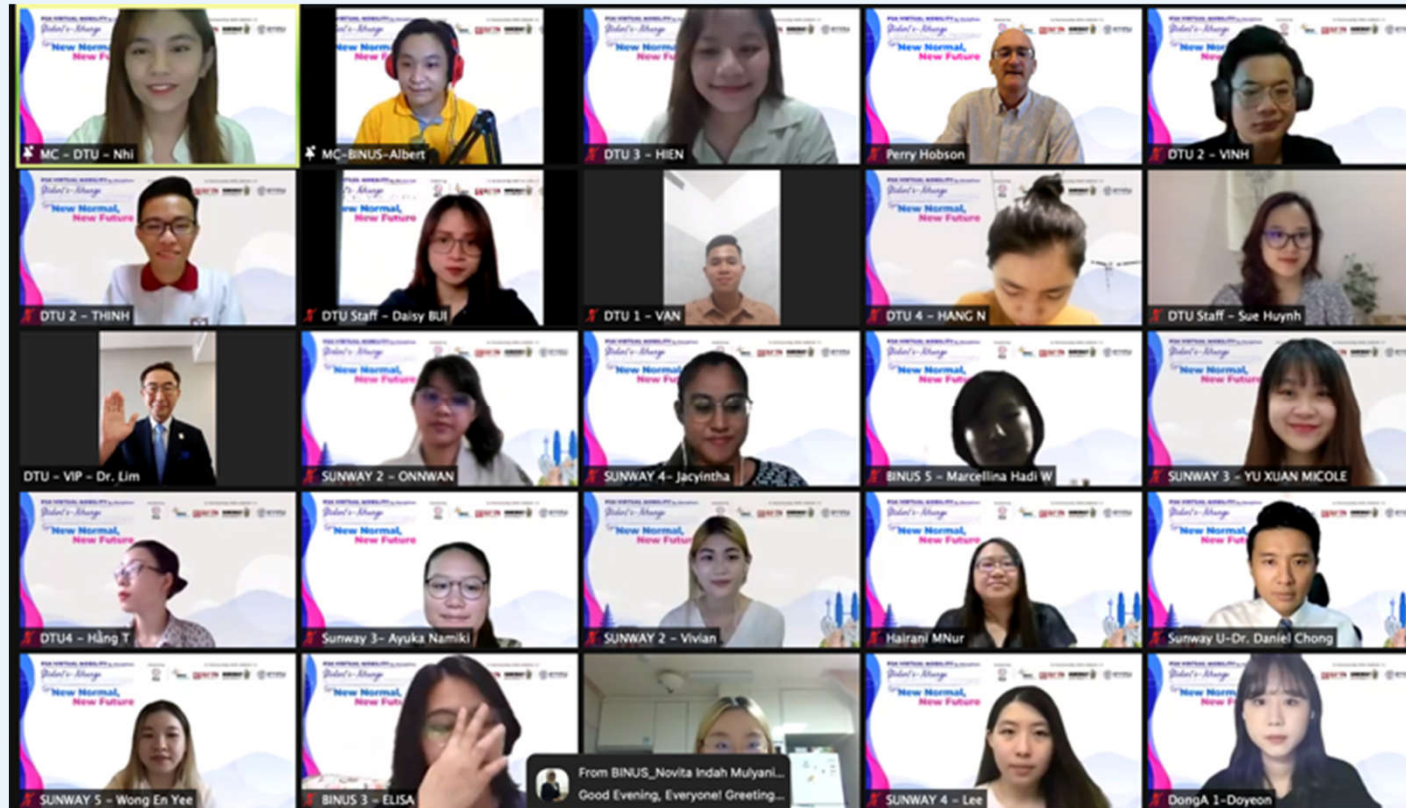
P2A e-Xchange

He appreciated the great support he received from his colleagues from within the School for the opening (Dr Daniel), the Talkshow (Dr Yen) and for getting the 15 students involved (Hairani). A great **team** effort.



P2A e-Xchange

This initial pilot went well, and we are looking to engage other institutions



Making it Real - The “*Virtual Visit to Lancaster*” The Challenge



-
- Time zones (7-hour time difference)
 - Coordination between two universities
 - Timing and availability of staff/students
 - Internet connectivity
 - Weather (for outdoor activities)
 - Interactivity and platforms
 - How to connect Malaysian and British students
 - How to give a shared experience



A Virtual Experience to the UK



Brainstorming and ideas



Idea

1. Live meeting with Chancellor
2. Tour around campus and city
3. Use of Virtual Reality to enhance experience
4. Maximise student engagement
5. Immersive activities

Reality Check

1. Away – so a recorded message
2. Campus closed – student intern to do the tour
3. Not possible with current technology
4. Timezones, Lockdown, Internet Connectivity, Availability
5. Immersive in-person and online platforms and social media

The Programme



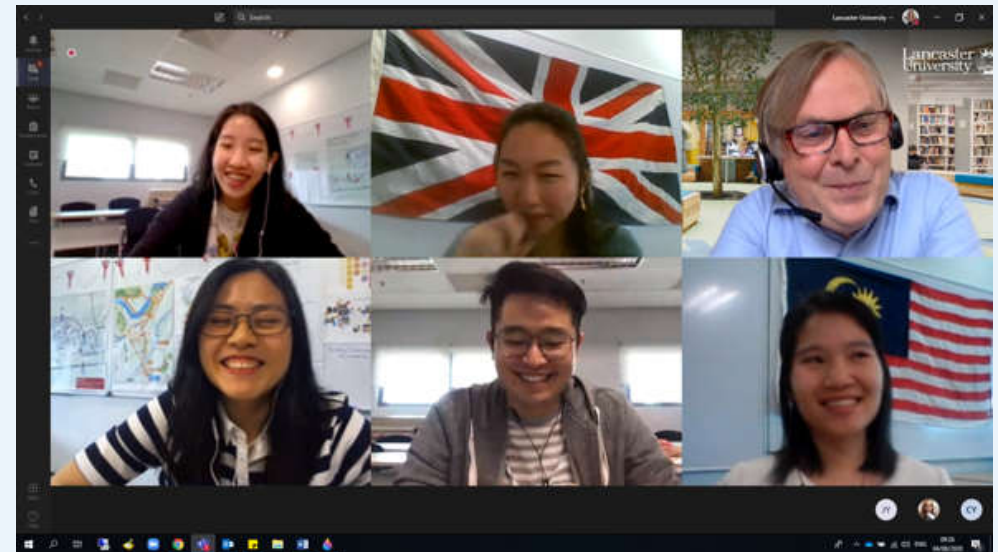
Lancaster: The Virtual Experience

Day/Time		Monday (3/8/2020)	Tuesday (4/8/2020)	Wednesday (5/8/2020)	Thursday (6/8/2020)	Friday (7/8/2020)
UK	MY					
8:30 AM	3:30 PM	Welcome & Orientation	Reflection Session	Reflection Session	Reflection Session	
9:00 AM	4:00 PM		Interactive Session with the Pro-Vice-Chancellor, Prof Simon Guy	Virtual Tour - Campus	Virtual Tour - Town	
9:30 AM	4:30 PM	Meet the Chancellor				
10:00 AM	5:00 PM	Lancaster-Sunway partnership Introduction	Sustainability at LU	Tour of LU's Colleges	Interactive session/tour in Lancaster city centre with student ambassador	
10:30 AM	5:30 PM	Elevenes: Tea with the Global Experiences team				
11:00 AM	6:00 PM		Social Event (Bingo Night)	Social Event (British Snacks Night)	Social Event (Telematch - How well do you know British culture?)	British-themed dinner
11:30 AM	6:30 PM					

The Advantages



- Opportunity to do things differently e.g. the Chancellors Scholars would not normally get this level of exposure to LU senior management
- Low cost to produce
- Low environmental impact
- More accessible to all students
- Scalable in terms of student numbers and partners
- Able to record / reuse material



What They Said...



Graeme

*"This week's session has been very fruitful and it has definitely been eye-opening, especially meeting new friends. What I have learnt is to **be open and to hear people out** and just to make friends. The session that I enjoyed the most would be **interacting with the students from Lancaster** when we had our social events towards the end of the day and got to know them more. We've actually **kept in touch** on social media as well! Those have been the memorable bits."*

Invited Guest Lecture at Mae Fah Luang University, Thailand

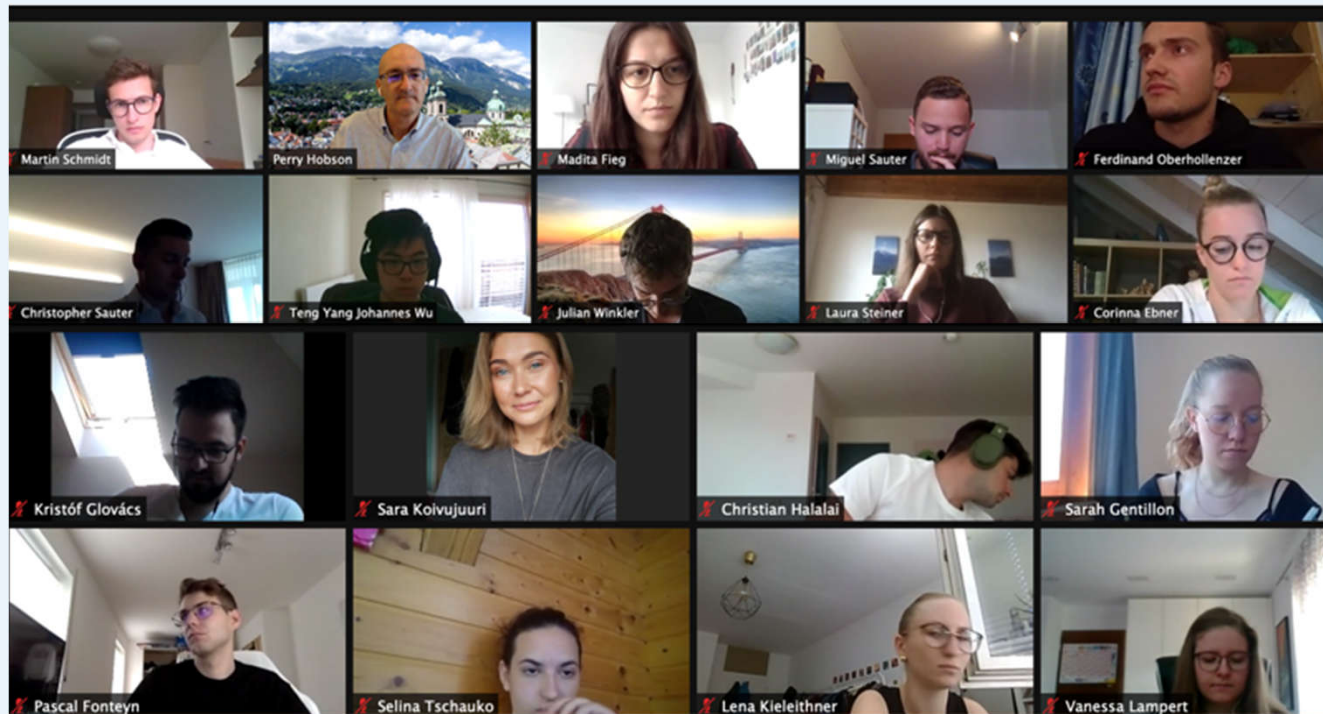


Invited to be a Guest Lecturer on the “Future of Special Interest Tourism” to students in the School of Business at MFU in Chiang Rai, Thailand . MFU are an accredited member of THE-ICE.



MCI – Virtual Guest Lecture Series in Austria

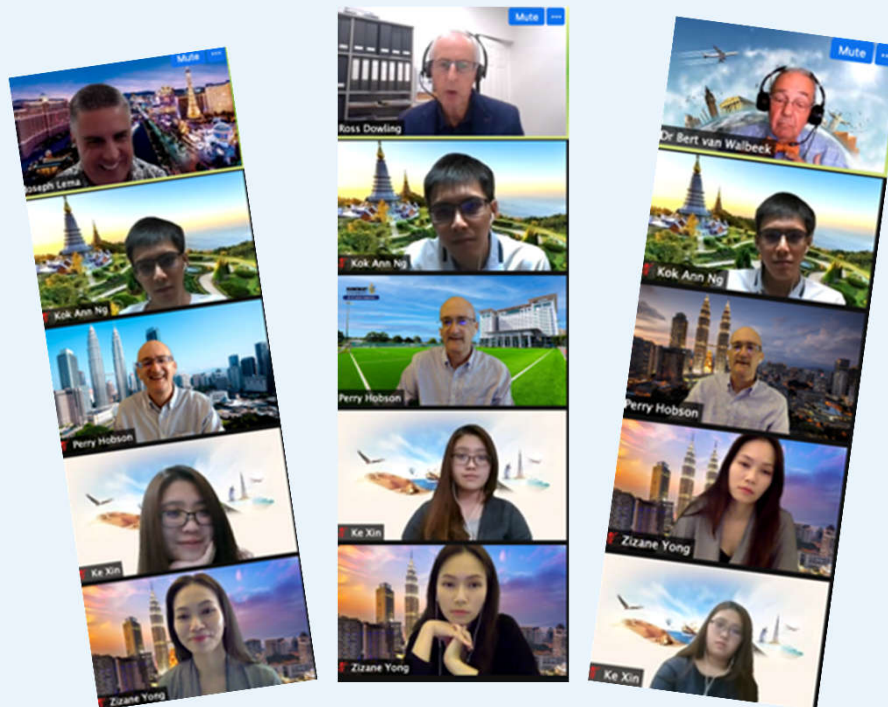
Prof Hobson once again invited to give a series of Guest Lectures to tourism students at MCI in Innsbruck, Austria (which he has been doing since 2006) and at the time they were also an accredited member institution of THE-ICE



Global Guest Professors Series Contemporary Issues in Hospitality



The invited guest professors have also been featured in the media and marketing of the school and more are to come



School of Hospitality and Service Management, Sunway Univ...
773 followers
1h · 🌐

Sunway University's Masters of International Hospitality Management (MIHM) students recently got to meet another Global Guest Professor, this time it was Professor [Noel Scott](#) from the University of the Sunshine Coast. They heard him talk about how the Binna Burra Lodge in the hinterland of Australia's Gold Coast re-built itself after a devastating bushfire.

Fire and floods are not unusual in Australia, and developing business resilience is becoming a more important factor in the operation and planning of hotels and resorts. His presentation also highlighted many of the challenges faced as they re-built this iconic facility, and the necessity for future-proofing the development of tourism infrastructure given climate change.

Professor [Perry Hobson](#) brings together leading hospitality and tourism experts to share latest industry insights to the students. Technology-enabled learning has surely improved access to latest trends, pertinent to teaching and learning.

#SHSM #SunwayUniversity

Dr Frederic Bouchon Institut Paul Bocuse, France



“Changing food dining and tourism trends in Europe” – Dr Frederic Bouchon from the Institute Paul Bocuse discussed that as tourism in France opens up, there are changes in dining and food trends in Europe. He discussed how COVID has changed many dining and eating out behaviours - with the increasing popularity of food trucks as restaurants were closed during the pandemic lockdowns. The growth of domestic tourism has also seen a shift to slow tourism, with a growing interest in local and regional products and cuisines.

A screenshot of a Zoom meeting slide. The slide features three images at the top: a large historic building with a red roof, a group of chefs in white uniforms working in a kitchen, and a modern building at night with "HOTEL ROYAL" signage. Below the images is a blue banner with the text "Changing food, dining and tourism trends in Europe". Underneath the banner, the name "Frederic Bouchon" and "Institut Paul Bocuse (IPB), France" are listed. On the right side of the slide, there is a vertical stack of five video thumbnails for other participants: Frederic Bouchon, Zuzane Yong, Perry Hobson, Kok Ann Ng, and Ekaterina Shikhova | SH...

Changing food, dining and
tourism trends in Europe

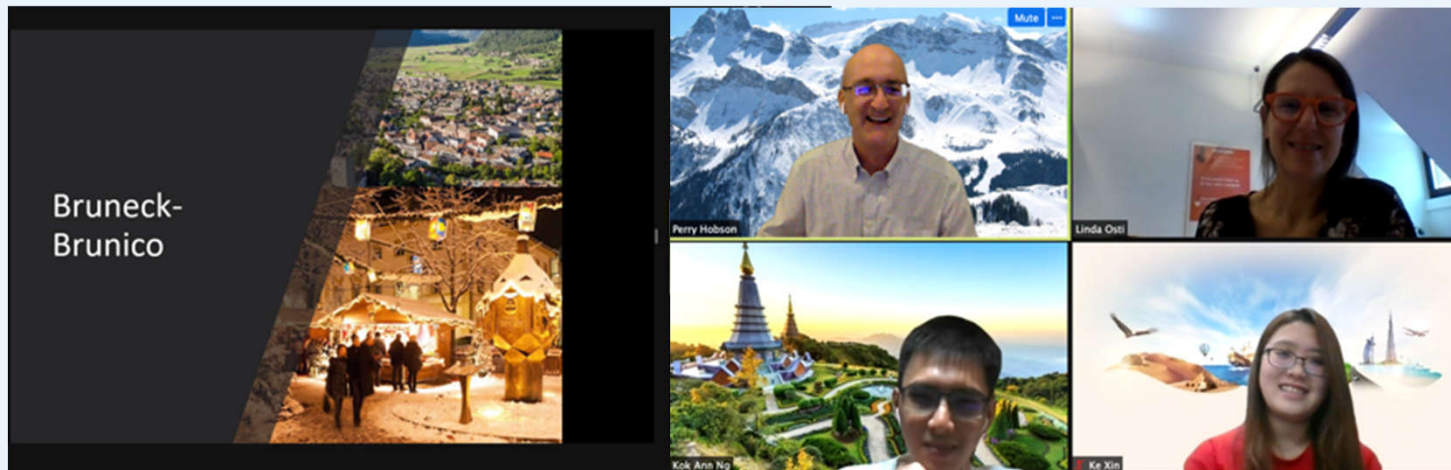
Frederic Bouchon
Institut Paul Bocuse (IPB), France

frederic.bouchon@institut...
Zuzane Yong
Perry Hobson
Kok Ann Ng
Ekaterina Shikhova | SH...

Dr Linda Osti
University of Bozen-Bolzano, Italy



“Are Europe’s Ski Resorts Sustainable?” – A/Professor Linda Osti, University of Bozen-Bolzano (Italy). Given the projected rise in global temperatures above 2c, will the ski industry in Europe survive? Dr Osti explained that South Tyrol has gone from being one Italy’s poorest provinces to one of its richest, due to the development of its winter ski tourism industry. But what of the future? While artificial snow can hold things off for a while, its use has environmental consequences and the industry is having to confront the reality of how it will have to adapt to deal with future realities.



“Future of Tourism” Graduation Address for SHMS, Switzerland

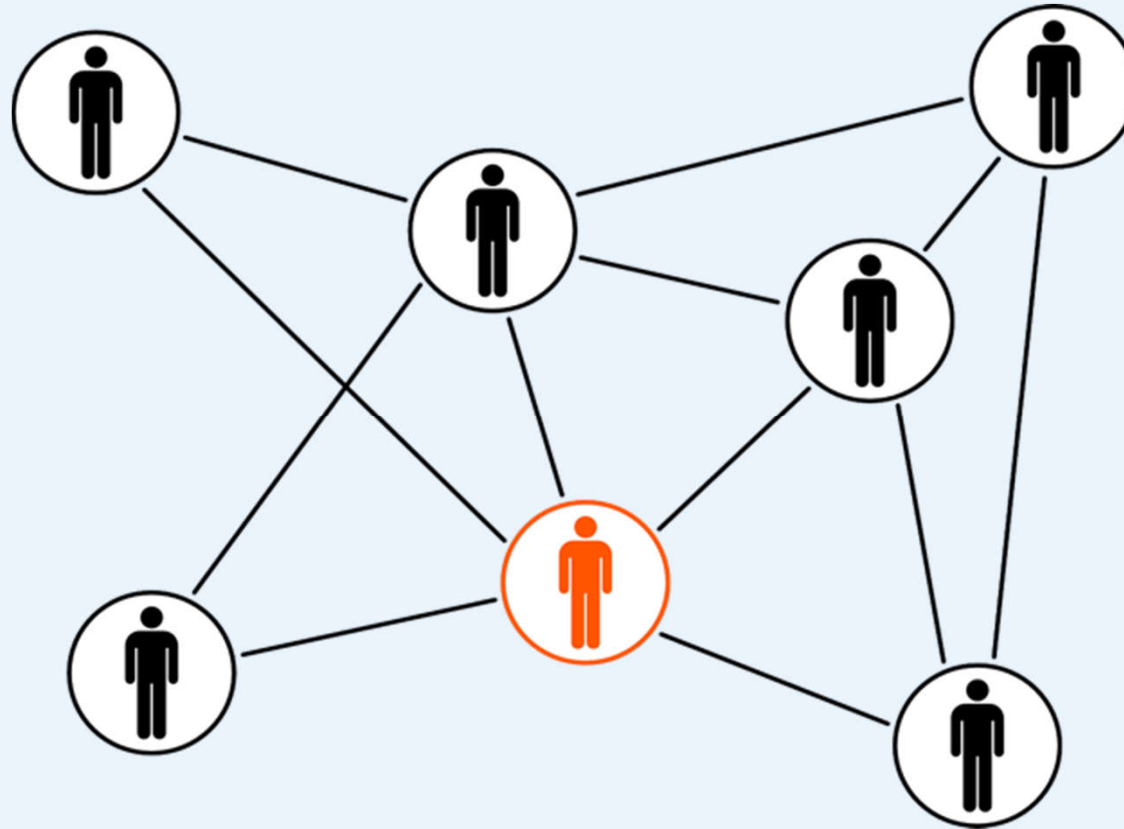


Invited to give the Occasional Address at the online Graduation Ceremony for SHMS hotel school in Switzerland, an accredited member of THE-ICE



*As this is a first-class hotel school, he asked the graduating students to focus on the meaning of being **FIRST** – in other words to be **F**uture oriented, to be **I**nnovative in their thinking and adaptable, to show **R**espect to all, to be concerned about **S**ustainability and to ensure they use their **T**ime wisely to achieve a work/life balance*

THE-ICE Can Act as a Network To Connect Our Students Globally



Source: <https://pixabay.com/vectors/linked-connected-network-team-152575/>

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Panel 2: Increasing mobility and accessibility - opportunities and challenges facing the TH&E higher education providers

- Questions to the Round Tables on student mobility and staff mobility
 - Q1: what have you done in the past?
 - Q2: what will you be doing in the future?