

Tuesday
25
June
2019

You cannot get through a single day without having an impact on the world around you.

You cannot get through a single day without having an impact on the world around you.

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What you do makes a difference,

What you do makes a difference,

What you do makes a difference,

and you have to

and you have to

and you have to

decide what kind

decide what kind

decide what kind

of difference

of difference

of difference

you want

you want

you want

to make.

to make.

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‘Sustainable Hospitality: de kansen en uitdagingen’

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Lieke Sauer

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DISCOVER YOUR WORLD

Lieke Sauer

Hotel Management | Foodie | OU – MSc Environmental Management |
Vegetarian | Batman | Ethics | Research | Smart Cookie



Duurzaamheid in curriculum

- Course Business Law & **Ethics** in jaar 1 & 2
- Course Strategic Sustainable Business Development in jaar 3
- Minor Sustainability, Social Responsibility & Professional Identity in jaar 4 (BUas breed)
- Toenemend aantal scripties gerelateerd aan duurzaamheid

Voorbeelden Final Assignment Minor



Gender equality

Blogs

Report



City patterns



Autism



Zero-waste

Game



Booklet

Project week blooming

- November 2018
- 23 students
- Hotel
- Sustainability
- Presentations



Voorbeelden scriptie onderwerpen

- Social entrepreneurship in hospitality industry in The Netherlands
- Perceptie van duurzame activiteiten in hotels op basis van cultuurverschillen
- Awareness of Dutch consumers towards the impact of animal products
- Food waste in catering environment
- Female leadership
- Business Plan for flexitarian food blog
- Developing a health concept for a catering company

Duurzaamheid in onderzoek

- Lectoraat Sustainable Experience Design
- Onderzoek voor onderwijsverbetering -
Publicaties boeken, artikelen, blogs etc.
 - Improving sustainability in the hospitality industry (Melissen & Sauer, 2018)
- Toegepast onderzoek
 - Project blooming hotel in Bergen
 - Accessible tourism – hospitality/customer journey (opdracht vanuit brancheverenigingen ANVR/NBAV)

Ontwikkelingen, kansen en uitdagingen

- Shift environmental naar social - circulair
- Toenemend aantal scripties over (duurzame) voeding/circulariteit
- Bewustzijn eerstejaars studenten verandert
- Communicatie naar gasten
- Traagheid/weerstand in de industrie

Vragen/Get in touch!

Lieke Sauer

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Let's connect @LinkedIn 