

Paper Title

Hospitality for a Better World

Abstract

Hotelschool The Hague has set its purpose on Creating Hospitable Futures Together where we are committed to creating the next generation of Hospitable Leaders. We aim to tackle the inconvenient truths of the Hospitality Sector through actionable activities within our curriculum and campus operations.

Key Words

#Hospitality for a Better World #Redefining Hospitality

Theme

How Hospitality can create a Better World through Real Life Learning

Kind of submission

Idea pitch for Lecturers' Lounge

Introduction

We believe to show leadership and to be truly hospitable, we must have the desire to create a positive change in society; protecting, respecting, and remedying the natural and social capital of which we depend; and striving for an industry business model that shows genuine sincerity and welfare for all.

As part of the REAL-LIFE LEARNING pillar in our bachelor Programme, students operate and manage two Skotels, two Fine Dining restaurants, two student restaurants, two cafes, two gardens, a bakery, a bar and a food truck. With this case study we wish to highlight some actions and activities that Hotelschool The Hague has introduced to contribute to 'Hospitality for a Better World'.

Our project goals include:

Sharing actionable strategies and activities that reflect our vision.

Highlighting an innovative educational initiative.

Showcasing our commitment to the SDGs by shaping our students as change agents, to inspire future industry transformation.

The focus of our presentation will be:

1. OUR F&B PHILOSOPHY, SENSE

In February 2025, we introduced a new Food & Beverage philosophy, SENSE to our campus outlets. SENSE will be plant forward, highlighting the use of seasonal produce linked to 80 | 20 principles, calling for more transparent and ethical food sourcing, bringing a focus on health, providing our guests with nutritious food choices that are supportive to local communities and alumni, ensuring we always create enjoyable food and beverage experiences. Our SENSE manifesto will ensure Hotelschool The Hague and our Food & Beverage offering brings pleasure to those that produce, prepare, and consume it.

2. STREATS

Hotelschool operates a student run Food Truck, STREATS. Operating as a 'Robin Hood' concept, students undertake commercial hospitality events to fund and provide hospitality experiences that create important societal impact. Our students via STREATS have therefore served thousands of dishes and drinks to elderly homes, refugee reception centres, homeless shelters and to underprivileged neighbourhoods. STREATS also gives us the opportunity to create mobile educational experiences to promote LOCAL HEROES (our local suppliers & Hotelschool F&B Alumni) and support our local community via STREATS OF AMSTERDAM, where we can 'break bread' with the many of the different cultures residing in Amsterdam.

3. EDEN

We have developed two gardens on our campuses in Amsterdam and The Hague. In these gardens, our students together with our instructors are able to seed, grow and harvest their own herbs, vegetables, and fruits. Under the principals of "Farm to Fork", our students learn about the importance of seasonal produce and low food miles within the supply chain and are ultimately able to serve this produce in our campus restaurants. In addition, we also have bee hives and offer students a bee keeping course.