

Paper Title

Year 4: Innovating the Sector

Abstract

Hotelschool The Hague introduced Minors as a strategic shift from traditional electives, marking the first phase of a total curriculum renewal. It is time to review the Minors, strengthening their link to industry, addressing emerging technologies, meeting the requirements of a new Professional & Educational Profile (PEP) and improving the lecturer and student journey.

Key Words

#innovatingthesector #challengebasedlearning #hospitality #nextgenerationhospitalityleaders

Theme

Curriculum Redevelopment: Igniting the Passion & Innovating for the Future

Kind of submission

Idea pitch for Lecturers' Lounge

Introduction

Hotelschool The Hague will introduce a new Semester educational proposition in August 2025. We would like the opportunity afforded by EURO CHRIE to meet and share our experiences, getting thoughts, and feedback on our new approach. The focus of our presentation will be sharing our 20-week educational proposition in a workshop format, to get feedback and improvement suggestions.

1. REGENERATIVE PASSIONS

Firstly, why regeneration? Regeneration is the ability of an 'ecosystem' to renew and recover from damage. Our students are in their final year with the educational object of innovating the hospitality sector. The aim of our Regenerative Passions is providing students with a north star, to set them a vision for the future that is both optimistic and ambitious. The five passions are designed for students to see themselves as change agents for a more hospitable society. Students can select from Regenerative Business, Regenerative Experiences, Regenerative Gastronomy, Regenerative Society and Regenerative Work.

Regenerative Passions is a 6-week course where students will take an inter-disciplinary approach by looking critically at the hospitality sector with a change maker attitude, adopting a transformative mindset, embracing different stakeholder perspectives to challenge the status quo, to propose alternative approaches. The course is made up of masterclasses and experiences, and students are expected to pitch and participate in a Q&A, supported by a 1000-word manifesto of their key insights with a visual appendix.

2. PATHWAYS

During the Pathways, students are expected to play a vital role in navigating complexity, leading change, and shaping Hospitality for a Better World. Students are invited to take an interdisciplinary approach to critically examine the hospitality sector with a change-maker mindset.

Over the span of 14 weeks, students will select one pathway:

Pathway One: Challenge Consultancy

Pathway Two: Entrepreneurship

Pathway Three: Placement Consultancy

All pathways follow the same learning structure, activities, and assessment criteria. The design is based on the Challenge-Based Learning (CBL) approach (Bekkering, 2009).

Part One: Innovating for the Future

In this phase, you will submit a Plan of Approach linked to your selected Challenge Pathway. You will begin by defining your Big Idea based on what keeps the 'hospitality industry awake at night' and initiating an exploration of the problem through structured analysis, literature review, expert insights, and stakeholder engagement. This phase concludes with a clearly formulated Challenge Definition and a proposed methodology for your applied research. Additionally, you will define a personal development challenge, linked to Feed Your Future masterclasses & activities and the Inner Development Goals (IDG) workshops.

Part Two: Innovating for Industry

In the second phase, students will first Investigate, building upon their research to design and test a potential solution. In the Act phase, they will finalise their solution concept, develop a prototype, and prepare a plan for implementation and evaluation. This process is supported by weekly Challenge Labs & workshops, and students will be embedded in a supportive peer group. Students will then showcase their learning through participation in The Challenge Expo and by submitting an Innovation Impact Showcase including a support document.

The new proposition will offer students:

- A more self directed and personal education journey.
- More in-depth knowledge in their field of interest to build a stronger individual profile.
- An opportunity to analyse a complex, wicked problem.
- The chance to build a future-orientation, to be able to innovate the sector.