



“QUALITY EDUCATION AND LEADERSHIP IN HOSPITALITY MANAGEMENT”

How to get them earlier and keep later regardless any Quality Certification Project

By Faculty of Tourism and Hotel Management,

Irbid, from 9th to 11th February, 2020

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SCOPE:

To facilitate a continuous improvement of Hospitality Education, Training and Research as a whole, including a new approach from soft skills based orientation: The Neuromanagement as the model to upgrade overall performance meeting stakeholders' (community) expectation.

DAY 1 (3 hours + lunch + 3 hours):

1. Why Quality? What Quality? When and Where? But Who to be in charge of?
(Before or after Mission, Vision, Leadership, Delegation, Team Building ... and so on?)
2. Two additional key questions to be answered (*Joint debate in working groups*):
 - . Are educators prepared enough to deliver state-of-the-art skills to people willing to take advantage of hospitality/service sectors trends and opportunities?
 - . What's this class manager like? What's the personal/professional profile can optimize challenges/upgrade performance in Management/Hospitality/Environmental areas?
3. When noisy environment does not allow to listening to own silence:
 - Do not listen oneself affecting inner observation
 - Do not listen internal stakeholders/no observation
 - Do not listen external stakeholders/no observation
4. A Soft Skills based Management: A right brain hemisphere based earlier than left one
(The Canary Islands as a case-study to take into account as inspirational source from now on)

- *Awareness and emotional literacy: Perceive, validate, accept, classify and communicate emotions between teaching staff and audience*
- *Emotional regulation: How to manage conflicts and modify emotions*
- *Inner Creativity: Self-confidence and a favorable attitude to share it*

5. Day conclusions and recommendations. Presentation of topics for the following day

DAY 2 (3 hours + lunch + 3 hours)

Introduction: Topics discussed the previous day

Defining the Neuromanager as a model for Hospitality Education and Service Sector

1. The importance of being aware of own knowledge limitations (Own analysis):
 - *What do I not know?*
 - *What do I know partially?*
 - *What do I know transversally?*
2. The importance of being aware of the level of mastery they have on subjects to manage (*Own analysis: Personal SWOT to go through a S.O.S. Model*):
 - *Unknown: From general to specific (Broad Management to specific)*
 - *Partially known: Lack of practice or dated knowledge*
 - *Transversally unknown: Matters beyond the core-subject?*
3. Main traits of an expected personality to play the right role (Own analysis):
 - *Empathetic*
 - *Holistic and Creative*
 - *Disruptive and Deep curiosity*
 - *Open-minded and Sensitive*
 - *Entrepreneurial and Ambitious*
 - *They do as they say*
 - *Networkers and socially responsible*
 - *Determined but peaceful oriented*

Role-Play after video/story-telling: Towards a S.O.S person



How to deal with unexpected messages/situation/conflicts?

4. Day conclusions and recommendations. Presentation of topics for following day

DAY 3

(3 hours + lunch + 3 hours)

Introduction: Topics discussed the previous day

Role-Play after video/story-telling: *Towards a S.O.S. Manager*



Front/Back Office + Customer Care everywhere (Internal customers)

WORKING GROUPS

(Three per group)

1. Own observation as cornerstone to observe others
2. Talents are the fruits and the brain is the garden
3. Interiority (Inner) is like the seed to be watered.
4. Fruits only grow once the gardener is aware to take care of them
5. The brain houses the mind and education develops it.
6. A neuromanager (area + class) as a smart person: skills or techniques?
7. A neuromanager (area + class) as an open-minded person: skills or techniques?
8. A neuromanager (area + class) as a savvy man: skills, techniques or reputation?

LUNCH

Presentation of every group about Management/Teaching styles that match students/officers personality from the topics previously assigned

CONCLUSIONS AND RECOMMENDATIONS

AFTER SOME INSIGHT FROM LATEST UNWTO MISSIONS:

- Tips to take into account to manager wherever
- 12 years of expertise are not enough if...
- Authenticity is welcome in all cultures
- No external peace without inner peace
- Silent talks to get out the wisest message