

COMMUNICATING CONCEPTS OF HOSPITALITY IN EDUCATION: FIGHTING CRISIS THROUGH QUALITY IMPROVEMENT

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Abstract

Five years ago, VSGT Maribor introduced an annual event, called Ambassador of Hospitality, as a form of communicating hospitality concepts to current students, prospect students and other relevant stakeholders. The event was organized by students for students and other public in order to improve the overall knowledge of hospitality industry, awareness of the profession and all possibilities that the hospitality field offers to those, eager learn.

The purpose of this research was to show if a concept of combining theoretical and practical knowledge into the teaching methods can improve students' understanding of the hospitality concept, raise quality of the learning process and herewith fight potential crisis that is twofold: understanding hospitality industry and its potentials, while at the same time improve the learning process at school.

Findings show that more than 50% of respondents have changed their understanding of the term "hospitality" since the beginning of their studies.

This study should serve as a basis for additional research work, as there is still more to be researched within the topic of "hospitality concept", especially in terms of qualitative research methods.

Keywords hospitality industry, hospitality concept, communication, awareness, potential, tourism, catering

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