

RE: Article Proposal – Howard B. Schechter, Walden University

Target Audience

Senior personnel in the hospitality field; international and national official tourism bodies and other organizations; hospitality colleges and other higher education institutions.

Proposed title: “The Future of Training and Education in the Hospitality Field”

Abstract

The growth of the tourism industry over the past decade has yielded new market segments, geographic growth areas, and shifts in populations. Reaction to these changes has been uneven from country to country with resultant gains and losses. Management within the industry has reacted with a range of responses from proactive, analytics and data based next-generation creations to the “business as usual” investments in hotel infrastructure and “me too” offerings. In parallel, the changes in the field of education have yielded significant, startling, and often controversial differences in the delivery modalities of knowledge to those in need of the best available thinking in their field.

Introduction

In this essay the reader will gain an understanding of the latest trends in learning. Disruptive technologies such as Massively Open Online Courses (MOOCs), social media, online/mobile learning strategies, and unusual industry/educational partnerships have evolved quickly and are, once again, changing everything. Collaborative learning and research from MIT, the Khan Institute, TED, and others will be shared with an eye towards developing usable strategies for the hotel management leader in search of solutions. These will be presented along with strategies to reduce costs, improve accountability, and track the ROI of investments in learning.

The Chief Learning Officer, or their proxy, of an organization has an interesting job which affects every aspect of the hotel/tourism industry. Employees continue to need ongoing training, prospective clientele do more research than ever prior to making a decision, conference bookings are expecting ever increasing services beyond free Internet and breakfast, and management at all levels seek continuous, lifelong learning. We will continue to see a rapid pace of change making embracing, adoption and rejection of the myriad choices available a constant in the industry.