

# **AEHT ACTIVITIES REPORT**

## **Academic year 2010/2011**

### **1. 23<sup>rd</sup> Annual Conference, Lisbon, Portugal, October 5<sup>th</sup>-10<sup>th</sup> 2010**

The Annual Conference is the AEHT's flagship event and is held once a year in a different country; the programme includes meetings of the Presidium, the Executive Board and the General Assembly, as well as a series of contests which enable students to compete with each other in a variety of disciplines.

The Lisbon Hotel and Tourism School hosted the 23<sup>rd</sup> AEHT Annual Conference and Competitions in Portugal, from 5<sup>th</sup> to 10<sup>th</sup> October 2010.

The Lisbon Hotel and Tourism School provides initial and further vocational training in a wide area of specializations (Restaurant Service, Bar, Culinary Arts, Pastry, Front Office). There are almost 25 non-academic staff members, 50 teachers, and 400 students.

The main objective of the 23<sup>rd</sup> AEHT Annual Conference was to promote a European outlook among hotel and tourism schools by activities such as:

- Providing a showcase for professionalism, skills and careers in Tourism;
- Enhancing the image and professionalism of hospitality education in Portugal;
- Encouraging contacts between schools throughout Europe;
- Promoting better knowledge of the Portuguese education system;
- Facilitating networks of teachers and students;
- Sharing teaching methods, materials, skills and knowledge.

A further objective was to ensure that all delegates had the opportunity to experience at first hand the very best of Portugal's cultural and social activities.

As part of its social programme the 23<sup>rd</sup> Annual Conference and Competitions focused on three of the most emblematic tourist sites in Portugal, which were visited by approx. 650 participants:

- Fátima - one of the world's most important shrines dedicated to the Virgin Mary. This Sanctuary is visited by millions of pilgrims and tourists from all over the world. The fame of Fátima is the result of the Apparitions of Our Lady of the Rosary to three shepherd children between May and October of 1917. After the visit (by around 150 participants) there was a lunch at Vale d'Algares, a new Portuguese winery in the Tejo region, where the participants had the chance to learn a little about Portuguese wines.
- Óbidos - a beautiful medieval village was visited by around 100 conference participants. The name Óbidos derives from the Latin 'Oppidum' (city). In its vicinity were found archaeological remains of the Roman town of 'Eburobrittium'. According to a first-century Roman writer, Eburobrittium was a Roman city. The visit included a lunch in the Oeste Hotel and Tourism School, where the catering was done by the students of the school.
- Most participants, around 400 people, took part in the third excursion, a visit to Évora. Évora is the main city of the district and capital of Alto Alentejo Province - a region of wide plains to the south of the Tagus River. Évora is included in UNESCO's World Heritage list. The visit included a lunch in two of the most beautiful places of the

Region, the Convento Do Espinheiro, and A Luxury Collection Hotel & Spa and M'AR De AR Muralhas - Timeless Charm Hotel; in both places the participants had the opportunity of sampling Portuguese gastronomy.

All these activities were much appreciated by the participants of the 23<sup>rd</sup> Annual Conference and Competitions, as they were organised in a context that enabled the participants to get to know each other and to familiarize themselves with the culture of Portugal, one of Europe's oldest countries.

The 23<sup>rd</sup> Annual Conference and Competitions attracted 652 delegates including 101 directors, 211 teachers and judges, 298 students and 42 other attendees from 143 schools located in 29 countries.

All the AEHT students and teachers were accommodated at the four-star Marriott Lisbon Hotel. The opening ceremony was held at the Aula Magna of Lisbon University and the closing ceremony was held in the Beato Monastery. For both ceremonies the food service was carried out by students of the host school, who also prepared the dishes for the lunch served after the opening ceremony.

The organization of this conference and its competitions was a considerable challenge for the Lisbon Hotel and Tourism School, but at the same time it was an opportunity to promote the professionalism of the hospitality and tourism industry in Portugal.

The organizers are convinced that this conference has made a great contribution to the promotion of Lisbon and Portugal as a tourist destination; it was an event of which they may be justly proud.

The Winners of the 23<sup>rd</sup> Annual Conference were:

	1st Place		2nd Place		3rd Place	
	Surname	Forename	Surname	Forename	Surname	Forename
Management	Altestam	Karl	Kostic	Eva	Kacziba	Edina Ágnes
	Goldfuß	Sebastian	Jong, de	Audrey	Grubmair	Christoph Peter
Hospitality management	Pretnar	Blaž	Inglisa	Angela	Wendt-Sørensen	Pernille
	Pulliainen	Ossi	Miettinen	Johanna	Aerts	Michiel
Tourism	Traulsen	Cecilie	Ramada	Fernando	Schranzhofer	Verena
	Curutchet Unanua	Katixa	Leskovic	Klara	Jong, de	Audrey
	Klisaric	Zeljka	Gams	Rudolf	Popinciuc	Gheorghe Petrica
Front office	Marinucci	Sofia	Amaral	Sónia	Rämmar	Katerin
	Papaoikonomou	Antigoni	Ter Beek	Dennis	Vos	Mitchell Andrew
Wine service	Majstorovic	Mina	Nitsch	Lukas	Henriksson	Jenni
	SILLER	Selina	Mišič	Janja	Lupini	Simone
Restaurant service	Silva	Marco	Gschwentner	Julia	Heinmaa	Taago
	Nulpponen	Alexandra	Wahlbäck	Fia Erika	Medeiros	Eliseu
	Osmanovic	Ahmed	Jong, de	Eline Sara-Anne	Leijtens	Daisy

	1st Place		2nd Place		3rd Place	
	Surname	Forename	Surname	Forename	Surname	Forename
Bar	Vanti	Frederica	Mršol	Maruša	Koskas	Simon
	Oliveira	Filipa	Gerardo	André	Wittmann	Magdalena
Pastry	Legrand	Thomas	Kristjánsson	Andri	Correia	Alexis
	Barbera	Jessica	Sahnova	Anda	Sjøbakk	Trude
Culinary arts	Costa	Hélio	Porcaro	Ferdinando	Santagiuliana	Andrea
	Shiwan	Kozeen	Brantz	Cedric	Lukas	Turk
	Heremans	Tina	Nobre	Milene	Callery	Mark

### **A. Statistics:**

The 23<sup>rd</sup> Annual Conference attracted 652 delegates from 143 schools located in 29 countries, as follows:

<b>- Total number of participants:</b>	<b>652</b>
• Directors	101
• Teachers and judges	211
• Students	298
• Partners and other guests (VIPs, AEHT guests, sponsors, press, etc)	42

### **Comparison with previous years:**

Year	Location	Organising Country	Schools	Participating countries	Participants
2010	Lisbon	Portugal	143	29	652
2009	Dubrovnik	Croatia	132	30	690
2008	Kuressaare	Estonia	130	32	660
2007	Jesolo Lido	Italy	137	33	650
2006	Killarney	Ireland	136	32	660
2005	Antalya	Turkey	130	31	646
2004	Bled	Slovenia	135	34	620
2003	Copenhagen	Denmark	140	28	564
2002	San Remo	Italy	139	29	705
2001	Linz	Austria	105	33	601
2000	Berlin	Germany	120	23	641
1999	Luxembourg	Luxembourg	127	24	940
1998	Faro/Vilamoura	Portugal	123	21	640
1997	Zandvoort	The Netherlands	115	23	596
1996	La Rochelle	France	101	19	814
1995	Göteborg	Sweden	107	20	620
1994	Portrush	Northern Ireland	75	16	393
1993	Sciaccia	Italy	75	15	500

- <b>Participation in the competitions:</b>	
- <b>Total number of competitors:</b>	<b>298</b>
1. Culinary arts	72
2. Pastry	28
3. Restaurant Service	48
4. Bar	36
5. Front Office	40
6. Wine service	12
7. Hospitality Management	15
8. Management	14
9. Tourism destination	33

**B. Financial Report:**

	<b>In EUROS (€)</b>
<b>Income:</b>	<b>434.320</b>
Registration fees	330.320
Contribution of the Turismo de Portugal agency	101.010
AEHT's contribution to interpreting costs	3.000
<b>Expenditure:</b>	<b>434.320</b>
Accommodation	188.898
F&B	157.109
Opening and closing ceremonies	21.306
Excursions (Évora, Fátima and Óbidos)	13.875
Audiovisual	32.990
Transport	16.320
Interpretation costs	3.822
<b>Difference:</b>	<b>0</b>

Don't miss Jo Laegny's enthusiastic report, illustrated with photographs, and published on the AEHT's website at [www.aeht.eu](http://www.aeht.eu), as well as the November 2010 newsletter.

We extend our warm thanks to the sponsors for their financial support and to the teams from the Tourism and Catering School of Lisbon and all other Portuguese schools involved as well as to the Turismo de Portugal agency for their personal commitment to the event; in particular we would like to thank to Paulo Revés, director of the school coordination and management department of the Directorate of Training.

**2. Organisational Guidelines Committee (formerly competitions committee)**

Following discussions about arrangements for the competitions which took place as part of the San Remo Annual Conference, the AEHT Presidium set up a competitions committee with the remit of revising the competitions rules, which are incorporated into the AEHT's House Rules (article 17.1.4).

The membership of this committee is as follows: Anne Dearey (Fáilte Ireland, Dublin, who has since retired), Romana Bauer (Bad Leonfelden, Austria), Helena Cvikl (Maribor, Slovenia) and

Asdis Vatnsdal (Kopavogur, Iceland); they carried out a first revision of the rules in Senigallia in December 2003, updates at the Bled Annual Conference in October 2004, the Killarney Annual Conference in November 2006 and the Dubrovnik Annual conference in November 2009 before fine tuning the regulations after the Lisbon conference in October 2010. From now on the organisers of the Annual Conference are requested to adhere to the latest version of the rules which are published at [www.aeht.eu](http://www.aeht.eu) while of course exercising their prerogative of adapting the competitions to local customs and conditions.

In order to provide the best possible guidance on competition arrangements to the organisers of The Hague (2011) Annual Conference, the Presidium took the decision to invite this committee, as in former years, to accompany the Presidium and the Executive Board in March 2011 at the future conference venues. On each occasion their attendance has proved to be most useful, allowing the organisers to avoid a certain number of recurrent problems and to obtain the answers to numerous practical questions early on in the preparatory phase. It is therefore highly desirable that in future the competitions committee should continue to take part in the visits carried out by the Executive Board to inspect the installations and facilities offered by future organisers.

Even though over recent years there has been a reduction in the number of complaints from competitors, there are nevertheless still some weaknesses, especially in the area of the preparations in the lead up to the Annual Conference. It is certainly no easy matter to manage 350 young people from the four corners of Europe; but the Committee's efforts are focussing especially on more transparent and more efficient procedures aimed at avoiding possible problematic situations as soon as registration begins. To further discuss the improvements which need to be made to the organisation and running of the AEHT's competitions, Louis Robert, Vice-president responsible for fixed events, invited the Competition Commission to a meeting at the Hotel school in Diekirch (LTHAH) from May 5<sup>th</sup> to 7<sup>th</sup>; Louis will retire from his post as school director in October 2011. One whole day was given over to a careful consideration of the appropriate evaluation criteria for student performances, with a view to applying them in the course of the various competitions taking place at the Annual Conference. In 2012 the Committee hopes to be able to provide future conference organisers with model marking sheets, making it easier for them to organise the competitions. To enable students to carry out basic preparation for the competitions, it was agreed that from next year we would publish, on the website of the conference currently being organised, the tests of previous years to provide examples to the students.

In 2007 it was decided to rename the competitions committee the 'Organisational Guidelines Committee', and to request its members not only to be responsible for the on-going up-dating of the competition rules, but also to take part in drafting organisational guidelines for seminars and other events organised by AEHT member schools. Because of the high volume of work generated by the competitions held at the Annual Conference, the Committee has not yet had the time to give its full attention to this task.

### **3. Council of Elders**

When the Council of Elders was officially created in Kuressaare on March 15<sup>th</sup> 2008, its objectives were set out as follows:

- To develop new activities, such as competitions intended for our member schools which offer Higher Education programmes;
- To prepare for specific events, such as the AEHT's 25<sup>th</sup> anniversary which will be celebrated in 2013;
- To seek financial support and to advise the Presidium about important projects;
- To make use of their contacts as retired directors or heads to identify new professional members and sponsors who could participate in the Association's activities;
- To identify any other activities which may be of benefit to the Association.

Hans Russegger having resigned after his appointment as AEHT treasurer in November 2009, the present membership of the Council is:

- Alfonso Benvenuto
- Jürgen Clausen,
- Michel Gaillot,
- Adolf Steindl
- Roy Van Sassen.

Its members are exclusively former Presidium members who have taken retirement.

In March 2009 the Presidium took the decision that this Council should become financially independent before any further members could be admitted.

On September 15<sup>th</sup> 2010, two members of the Council of Elders, including Jürgen Clausen who came in the morning to the Alexis Heck Hotel School in Diekirch for an auditing session, attended an informal meeting to continue works on the AEHT's 25<sup>th</sup> anniversary brochure. Since then another meeting has taken place in The Hague on March 12<sup>th</sup> 2011 at the same time as the Executive Board's spring meeting.

At the above-mentioned meeting the Council of Elders discussed matters relating to the AEHT Higher Education group, including the results of the Chur seminar in May 2010, the meeting of the pilot group in January 2011 in Copenhagen, the preparation of the teacher seminar in April 2011 in Athlone and the organisation and subject of the management competition in November 2011 in The Hague. The council also discussed the publication of a brochure for the AEHT's 25<sup>th</sup> anniversary (content, financing, print-run), the subjects to be prioritized for future congresses and seminars as well as some proposals for new activities.

The next official meeting is scheduled for March 2012 at the same place as the next year's Annual Conference, to coincide with the Executive Board meeting. An informal meeting to be attended by Jürgen Clausen and Roy Van Sassen will take place in Diekirch in late September 2011, following the meeting to audit the AEHT's accounts; the objective of the meeting is to take forward the work on preparing the brochure for the AEHT's 25<sup>th</sup> anniversary.

## 4. AEHT Youth parliament

### AEHT Youth Parliament in Bad Ischl (Austria)

At the 2009 General Assembly in Dubrovnik, the Executive Board of our association decided to introduce a new event entirely dedicated to the students of the AEHT member schools. Similar to the *Model United Nations*, the AEHT Youth Parliament intends to be a simulation of a parliament session that aims to educate participants about and to stimulate exchanges of views on tourism, employment, current affairs, effective communication and globalization. The young people have to take on roles as members of parliament and participate in a simulated session of an international parliament. They research a country, investigate international issues, debate, deliberate, consult, and then develop solutions to major issues.

In October 2010 the first AEHT Youth Parliament, took place in Bad Ischl, Austria, and it was a great success.

Thirty students from 15 European countries attended this event, which was organized by 5HLA, a senior class at the Tourismsschulen Bad Ischl in collaboration with their teachers and Klaus Enengl, Director of the school and president of AEHT. The organization was perfect and it was clear from the very beginning that it was a good idea to delegate the organization to students.



The four parliamentary sessions (one three-hour session a day) on the theme of “Working in tourism – today and tomorrow: visions, expectations and challenges for tourism education” took place in the council chamber of Bad Ischl town hall in the mornings and in the afternoons the Austrian students organized excursions and visits for their colleagues.

The opening ceremony took place in the presence of Klaus Enengl, president of the AEHT, and Hannes Heide, the mayor of the hosting municipality, who emphasized the significance of tourism in Austria, in Bad Ischl and in Europe; Herr Heide then officially opened the youth parliament. Next all the participants introduced themselves briefly and expressed their expectations. After a short lunch break the group visited the Bad Ischl School and then resumed their session. A president and a vice-president were elected and the topics for the next meetings were selected.

Day 2 started with a panel discussion led by three Austrian tourism experts, Ronald Felder, CEO of the Salzkammergut Tourism Marketing company, Andreas Murray, managing director



of the Lake Traunsee holiday region, and Roland Ballner, owner of the Cortisen Hotel in St. Wolfgang and vice-president of the Austrian Hotel Association (ÖHV). The three experts explained the situation of tourism in Austria and supplied the students with statistics, numbers and figures and they readily answered the various questions on trends and visions of the tourism industry. In the afternoon the students visited Hallstatt, a UNESCO world heritage site, an exceptional example of unique beauty and special scientific importance, and had a guided tour of the largest operational Austrian salt mine in Bad Aussee. The day ended with a fine dinner at the school.

The focus of the third parliamentary session was on multifaceted national education patterns, national and individual employment problems, personal visions and worries. It was an extremely lively discussion led by the two presidents and gave everybody an interesting insight into the different national conditions and circumstances.



In the afternoon the international guests visited Bad Ischl including the Imperial Villa, the summer residence of Emperor Franz-Joseph, and the Konditorei Zauner, a world-renowned pastry shop and café in Bad Ischl.

On Saturday, the last of the parliamentary sessions resulted in a press conference, the founding of a Facebook group named Youth Parliament and very positive feedback for the organizing team and the AEHT. The members of the first AEHT Youth Parliament were enthusiastic about this event and encouraged the president to hold the parliament every year. They also expressed their willingness to cooperate with the next organizers.

Many thanks to the organizing team of 5HLA, their teachers, the sponsors, the Salzkammergut Touristik Bad Ischl and VOÖS, the society of Upper Austrian school sponsors, and the members of the AEHT executive board for supporting this project.



## 5. Seminars and workshops

Preliminary remark: for the 2010-2011 academic year the AEHT had received a large number of proposals to organise events, though not all of them were granted a subsidy because of limited funds. For the events which had not obtained the AEHT's financial support, the Head Office nevertheless helped the organisers by sending out information by e-mail to all member schools as well as by publishing information on the Association's website. In the report below we have restricted ourselves to those events which received an AEHT subsidy.

### Seminar on 'Ston oysters – the Mediterranean Gastronomic Challenge', Dubrovnik (Croatia)

This seminar was organized by the Dubrovnik Tourism and Catering School from 16<sup>th</sup> to 20<sup>th</sup> March 2011 at the Valamar Lacroma Hotel in Dubrovnik. The main aim of the seminar was to promote gastronomic culture and the culture of the old Republic of Ragusa since the time of the Dubrovnik Republic. In this way the organizers wanted to present to the seminar participants, from Europe and from Croatia, the Ston oyster and oyster dishes that can be prepared by matching Ston oysters with local wines. Thus the event contributed to the promotion of the oyster as the Croatian gastronomic brand and also introduced the culture of this region and relations with its neighbours in the course of a turbulent past.



The programme of the seminar was as follows:

- 'Biology and Ecology of the Ston oyster (*Ostrea edulis* L.) - European oyster of the Bay of Mali Ston' (A. Benovic)
- 'The art of living and the gastronomic culture of Dubrovnik people from the Middle Ages to the present day' (Ivo Orešković)

There were workshops including the preparation of meals containing oysters (approximately 15 meals) with the matching of Croatian wines with these dishes. Participants actively took part in making and tasting meals during the workshops. They assessed how well Croatian wines

matched oysters - the participants showed exceptional interest in this aspect, thus creating a pleasant and convivial atmosphere.



*During cooking workshops, Josip (chef at Hotel Valamar Lacroma), Jeannot Spanier (L01), Antun Perusina (CR12), Slavenko Prizmic (CR12) took part in the preparation and tasting of delicious meals containing Ston oysters*

On Friday, all participants were guests at the Schools' Evening of Italian cuisine in Dubrovnik, which was organized in the 'Arsenal' restaurant. The meals were prepared and served by the students of Croatian schools assisted by students from Italy in an international exchange project (15 students and 2 teachers). In the evening there were approx. 150 guests and the guest of honour was the Consul General of Italy in Croatia; a concert presented by secondary school music students created a festive and convivial atmosphere, and participants took to the dance floor.

On Saturday we went to Ston and participated in the oyster festival, which is traditionally held every year on the feast of St Joseph. A rich folklore programme and oyster tasting parties are familiar, and guests can also admire the attractive walls of Ston and the salt-pans. After lunch (meals of fish, crustaceans and molluscs), participants visited the oyster farms and the Institute for the development and cultivation of oysters.



The Gala Dinner held at 8 pm at the Hotel Valamar Lacroma officially marked the end of the seminar. The organisers hope that all the participants took home unforgettable memories, and trust that they will return again to their beautiful city for a future event.

**Second seminar of the AEHT's Higher Education Group on 'Hospitality management',  
Athlone (IRE)**

At the instigation of Adolf Steindl and Jürgen Clausen, both of them members of the Council of Elders, a first AEHT seminar was held from April 29<sup>th</sup> to May 2<sup>nd</sup> 2010 at the Chur Tourism and Hospitality School, Switzerland. Given the success of the seminar, it was decided to repeat the experience.

Thus, 17 participants from 10 European countries experienced an unforgettable working session at Athlone Institute of Technology (AIT) from April 6<sup>th</sup> to 9<sup>th</sup> 2011: excellent speakers, topical themes, useful exchange of good practices, congenial team work - and an overwhelming personal attention - “pampering” even - by AIT colleagues.



*Official Seminar picture:  
Mr Tim Fenn, CEO Irish Hotels Federation surrounded by the  
seminar participants; on the left is seminar organizer John Carey  
(with AEHT folder)*

President Prof. Ciarán Ó Catháin (AEHT president from 1994 – 97) welcomed the guests warmly on behalf of his 5000 students and teachers; together with the head of Hospitality, Tourism and Leisure, John O’Hara, and colleague John Carey, a senior teacher of hospitality management himself, he demonstrated perfectly how to combine theoretical knowledge with practical skills by organizing this event.

Adolf Steindl, member of the AEHT Council of Elders and consultant in tourism, education and youth, gave an introduction to the terminology of hospitality training in English – and presented recent KPIs (key performance indicators) of Austrian and European hotels; colleagues from Bellinzona (Switzerland), Szeged (Hungary), Savonia (Finland), Riga (Latvia), Dublin (Ireland), Bled (Slovenia) and Bad Leonfelden (Austria) told their successful “teaching stories” in hospitality management.

John Carey informed the colleagues about innovations in the hospitality management competition in The Hague in November 2011. A guided tour through the immense campus of the college and a superb dinner at the department’s training restaurant nicely rounded off the first working day.



*Nuala Harding, Learning and Teaching Coordinator at the AIT*

*Tim Fenn, CEO of the IHF - Irish Hotels Federation*

Day two provided the participants with interesting insights into new pedagogical possibilities for teachers: Colleague Nuala Harding, Learning and Teaching Co-ordinator at the AIT, explained the Irish Educational system - with focus on hospitality training - and gave a practical example of “peer learning”: two of her students advised the seminar participants, assuming the role of fellow students, how to very effectively study at AIT. And the whole afternoon was most efficiently and vividly used by colleague Brian Toolan, senior lecturer in management strategy at AIT, to get the ‘mature students’ acquainted with his case study ‘The Town House Hotel’; there the emphasis lay, however, mainly on his brilliant methodological approach: ‘How to enthuse students for a (normally somewhat) ‘dry’ theoretical issue?’

These perfect pedagogical demonstrations were complemented by the hospitality management highlight of this day: the paper by Mr Tim Fenn, CEO of the Irish Hotels Federation (IHF); Mr Fenn gave the audience very informative inside views of the Irish Hotels, which are currently in a truly difficult situation: world economic recession, banking crisis, a somewhat too intensive expansion of the Irish economy during recent years etc. But the IHF is very actively tackling the present problems with a convincing strategy.

A short but very enjoyable evening cruise on Ireland’s main river took the participants to the renowned Wineport Lodge for another excellent meal – right on the banks of the Shannon, a very agreeable location for ‘final discussions’ between the workshop participants and the occasion to cordially thank their Irish friends at the Athlone Institute of Technology for these memorable days in the heart of Ireland.

All documents relating to this workshop have been uploaded onto the AEHT website (<http://www.aeht.eu/higher-education/>) - thus they are accessible for AEHT members.

## 6. Competitions and other Events

### **'Eurocup 2010' Young Barman Competition, Prešov, Slovakia**

The 18<sup>th</sup> Eurocup 2010 for Young Bartenders was held from October 5<sup>th</sup> to 10<sup>th</sup> 2010 in Prešov (Slovakia) and was attended by 43 teams, of which 14 were from AEHT member schools, almost the same number as in 2009. 14 schools came from outside Slovakia:

1. Vyšší odborná škola, Střední odborná škola a Střední odborné učiliště, Bzenec	Czech republic	
2. Střední odborná škola a Střední odborné učiliště, Polička	Czech republic	
3. Giorgio Perlasca Kereskedelmi, Vendéglátóipari Szakközépiskola és Szakiskola, Budapest	Hungary	H 01
4. KIVI Kereskedelmi Idegenforgalmi és Vendéglátóipari Alapítványi Szakközépiskola, Budapest	Hungary	H 11
5. Instituto Culinario de México, Puebla, Ville de Mexique	Mexico	MEX 01
6. Zespół Szkół Ekonomiczno - Usługowych, Gliwice	Poland	PL 10
7. Zespół Szkół Gastronomicznych nr 1, Krakow	Poland	
8. Zespół Szkół Ponadgimnazjalnych nr 1, Pionki	Poland	PL 06
9. Zespół Szkół Gospodarczych, Rzeszow	Poland	PL 05
10. Zespół Szkół Gastronomicznych, Warszawa	Poland	PL 20
11. Zespół Szkół Hotelarsko-Turystyczno-Gastronomicznych nr. 1, Warszawa	Poland	PL 01
12. Vocational College for Catering and Tourism, Bled	Slovenia	SLO 01
13. GRM - Center biotehniko in turizma, Novo mesto	Slovenia	
14. Kyiv University of Tourism, Economics and Law, Kyiv	Ukraine	

5 schools out of 29 Slovakian participating schools were AEHT members:

15. Hotelová akadémia	Humenné	SK 06
16. Hotelová akadémia Ľudovíta Wintera	Piešťany	SK 08
17. Hotelová akadémia	Prešov 1	SK 01
18. Súkromná hotelová akadémia ESO Euroškola	Prešov	SK 05
19. Hotelová akadémia	Spišská Nová Ves	SK 04



*Competitors getting ready for their performance*

The city of Prešov in Slovakia has become well known to the AEHT community thanks to its very own International Competition for Junior Bartenders – Eurocup. For the 18<sup>th</sup> time, young students could show their bartender skills and compete in an international setting. Over the years the



participants had the chance to explore the beauties of Slovakia, as well. The Prešov region is famous for its natural beauty (High Tatras Mountains and spa resorts) and cultural sights and monuments, such as the unique wooden churches, the medieval town centres of Bardejov, Kežmarok, Levoča and Prešov, St James church in Levoča with the highest wooden altar in the world, or Spiš Castle which is the largest castle in Central Europe. Some of these wonders are on the UNESCO list of world cultural heritage.

The competition was organised by Hotel Academy Prešov and it was open to two-membered teams from vocational schools and colleges. It consisted of two independent parts, classic and flair bartending. The task of participants in the classic part was to prepare three portions of a long drink and three portions of a soft drink. The competitors had to use compulsory ingredients and one of the conditions was that the recipes registered for the competition had to be unique. Basically, the rules for the competition were those of IBA-WCC, though they were adapted for this particular event.



In flair bartending the competitors were supposed to prepare within a time limit of five minutes three portions of a drink of any category using any mixing methods. They were encouraged to dress in a theme costume to enhance their routine.

The programme started on Tuesday October 26<sup>th</sup>. After arrival all participants registered for the event at the Hotel Academy followed by a meeting of team leaders with the organisers and the vice-president of the Slovak Bartender Association whose members along with members of Czech Bartender Association and Polish Bartender Association were assigned as jury.

The first day began with the opening ceremony held in the historic Black Eagle building in the centre of the city. The director of the Hotel Academy Jozef Šenko welcomed all the participants, who had come from seven different countries, namely the Czech Republic, Hungary, Poland, Slovenia, Slovakia, and Ukraine. For the second time there was even a non-European team, from Mexico. The audience applauded the music and dance performance given by students from a local school. The evening finished with a lively cocktail party.



The competition itself took place on Wednesday October 27<sup>th</sup>. For the first time it was held in the Tatran Handball Arena close to the Hotel Academy. The Hall seems to be right place as this

year's Eurocup hosted 43 teams with 95 competitors altogether and about 1500 visitors came to watch the competition that is probably the biggest event for junior bartenders in Europe.

There were 10 bars on the stage with five bartenders mixing their drinks while another group of five bartenders was getting ready for their performance. Dynamic music and support from the audience - most of them were students from Slovak hotel schools supporting their teams - was a perfect background for the show going on on the stage. The fantastic atmosphere, full of beautiful colours and fragrances, culminated at 5pm, when the award ceremony started.



One of the good things about the Eurocup competition is that all participants receive an award, as all of them are divided into one of three levels, gold, silver or bronze. The winners of the EURO CUP 2010 competition were:

**Absolute winners in the category of teams:**

1. Instituto Culinario de Mexico, Puebla, Mexico City, Mexico
2. Hotelová akadémia Kežmarok, Slovakia
3. Hotelová akadémia Košice, Slovakia

**Absolute winners in the category of individuals:**

1. Michaela Kakašová – Hotelová akadémia Košice, Slovakia
2. Gabriela Strachanová – Hotelová akadémia Kežmarok, Slovakia
3. Denis Rak – Hotelová akadémia Piešťany, Slovakia

**Long drink:**

1. Mateusz Dadal - Zespół Szkół Gastronomicznych nr. 1, Krakow, Poland
2. Jose Rosas – Instituto Culinario de Mexico, Puebla, Mexico City, Mexico
3. Denis Rák – Hotelová akadémia Piešťany, Slovakia

**Soft drink:**

1. Gabriela Strachanová – Hotelová akadémia Kežmarok, Slovakia
2. Mária Štefaničová – Hotelová akadémia Prešov 1, Slovakia
3. Patrik Kováč – Hotelová akadémia Liptovský Mikuláš, Slovakia

**Flair style:**

1. György Kovács - Giorgio Perlasca Kereskedelmi, Vendéglátóipari Szakkozépiszkola és Szakiskola, Budapest, Hungary
2. Orlando Martinez - Instituto Culinario de Mexico Puebla, Mexico City, Mexico
3. Antal Kovács - Giorgio Perlasca Kereskedelmi, Vendéglátóipari Szakkozépiszkola és Szakiskola, Budapest, Hungary

**Miss Eurocup 2010:**



Martina Grešová – Hotelová akadémia Prešov 1, Slovakia

**Nestlé prize for the best decoration:**

Ivana Kalafutová – Hotelová akadémia Spišská Nová Ves, Slovakia

**Slovak bartenders' association prize:**

Alexandra Cvanigová – Stredná odborná škola Horný Smokovec, Slovakia

**Enjoy Shaking, Bartender's Agency for the most impressive performance:**

Dominika Pružinská - Stredná odborná škola Stará Ľubovňa, Slovakia

**DEXIA Bank prize:**

Jakub Florek - Súkromná stredná odborná škola Prešov, Slovakia

**Number of medals distributed in the category of individuals:**

16 gold

29 silver

41 bronze

**Number of medals distributed in the category of teams:**

8 gold

14 silver

20 bronze

The award ceremony was followed by a reception at the Hotel Academy with a wide variety of cold and hot buffets, accompanied by excellent wines and mixed drinks.

The competition was over, everybody felt relaxed, so Thursday October 28<sup>th</sup> was just the right time to get to know the city of Prešov and the surrounding region. After an interesting walking tour with a guide presenting the history and some of the sights of Prešov, the participants had the chance to warm up in the local Wine Museum. A tour accompanied by a wine tasting was a true delight for the taste buds. After lunch the programme continued with a bus ride to Spiš castle. This castle represents an astonishing and monumental structure, unique of its kind in Europe. It covers an impressive area of four hectares and is one of the largest castle complexes in Europe. On the way back to Prešov there was a stop in a typical Slovak salaš - wooden cottage – a restaurant with typical Slovak food, local Šariš beer tasting (it is said that Šariš beer is the best Slovak beer and it has achieved many international awards) and Slovak folk music. The day was rounded off in the Cuba Libre Coffee&Cocktail Bar with music, mixing drinks and bar games which was a perfect and symbolic finish to a great event.

The organisers would like to issue an early invitation for the next Eurocup in Prešov on October 18<sup>th</sup>-20<sup>th</sup> 2011. Don't miss this prestigious contest!

### **'Flavours & Cinema – Algarve'11' festival, Faro, Portugal**

Recently the Hotel and Tourism School of the Algarve hosted the international competition entitled 'Flavours & Cinema- Algarve'11'. From 6<sup>th</sup> to 8<sup>th</sup> April 2011, the combination of cinema and cuisine brought much pleasure to trainers, students, schools, participants and visitors.



The initiative involved six schools from Turismo de Portugal, one school from the Azores (EFTH Ponta Delgada) and two from Italy (Centro di Formazione Professionale Como - Milan and Centro di Formazione Professionale Alberghiero di Casargo – Lecco). The main objective was to welcome the guests and visitors, and share good practice. The contest involved two main tests: the preparation and service of a meal for four persons and the preparation of a buffet for ten guests, both with table decorations relevant to the country of origin.

The previous editions had a different theme with the title 'International Festival of Gastronomy and Sports'. This innovation allowed partnerships with SBC International Cinemas (Vue Entertainment) and the Algarve Film Commission, which contributed a film screening, on the evening of the first day, and a photo exhibition. In the same way as the Algarve Film Commission, ALFA (Free Association of Photographers of the Algarve) exhibited its photographic coverage of 'Cooking Sessions' and Henrique Dentinho lent his paintings for an exhibition.

Visitors to the contest included pupils from local schools who took the opportunity to find out about training programmes offered by the Hotel and Tourism School of the Algarve. Arrangements for hosting more than 500 visiting students were prepared at different levels. A show organized to welcome the teams of the contest was open to some groups of visiting schools who had the opportunity to see 'show cooking' based on scenes from 'Ratatouille' and 'Chocolat', a flair bartending demo based on the film 'Cocktail', cocktails based on the films 'Sex and the City', 'James Bond' and 'Cocktail', and fruit carving based on movie character sculptures.



*Preparation of cocktails based on famous movies*

'Flavours & Cinema – Algarve'11' benefitted from coverage by photography students from the ETIC (Technical School of Image and Communication), as well as by ALFA. To complement

the pictures, six students from the University of the Algarve brought their cameras to cover the competition; the names of the winners were announced at the closing dinner.

At an evening similar to a Night of the Oscars, the guests, the regional media and the teams involved enjoyed an excellent meal, while short films and the competition coverage were projected onto the big screen. Two presenters who provided a commentary on the entire show announced the winners: the trophy for 'Cook of the Future' was won by the Hotel and Tourism School of the Azores and the trophy for 'Golden plate' was awarded to the delegation of the Hotel and Tourism School of Mirandela for its outstanding performance at the service competition. The 'Flavours & Cinema' trophy was awarded to the Hotel and Tourism School of Estoril, while the 'Turismo de Portugal' and 'Cine of Paradiso' trophies were won by the Hotel and Tourism School of Coimbra. And finally the 'Cidade de Faro' trophy was awarded to the Hotel and Tourism School of the Algarve, the hosts of the competition.



*João Fernandes (3<sup>rd</sup> from the left), Headmaster of the Algarve HTS, flanked by the team representing his school, winner of the 'City of Faro' trophy.*

Cinema, painting and photo exhibitions, 'show cooking', flair bartending demos, cocktails and fruit carving were the ingredients that attracted a very enthusiastic and good-humoured audience, and made this year's edition 'one of the best yet'.

#### **'GASTRO2011' competition, Supetar, Ile de Brač (Croatia)**

From 17<sup>th</sup> – 20<sup>th</sup> April 2011 Supetar on the island of Brač hosted the 31<sup>st</sup> national and international Gastro 2011 competition which was organized by the Split School for tourism and catering.

The competition included 366 competitors from 56 schools (197 competitors from 25 AEHT member schools from 6 countries - Austria, Finland, Macedonia, Portugal, Slovenia and Croatia).



*Supetar on the island of Brač*

Competitions were organised in the following 9 disciplines:

1. Culinary arts (menu preparation)
2. Menu Serving
3. Flambé work
4. Preparation of a cold savoury exhibit on display
5. Preparation of a cold sweet exhibit on display
6. Bar
7. Front office
8. Travel agency management
9. Presentation of tourist destination



Two video-conferences were held aimed at promoting careers in school and the catering industry as well as to present changes taking place in professional education. The competition was transmitted by web-streaming and the material (approx. 1000 minutes) is available at <http://mod.carnet.hr/index.php?=-categoried&id=144>.

The 'Easter costumes' show was organized for the locals as well as for their guests. The school competitors arranged stands presenting to the public Easter traditions as celebrated in their regions.



*The 'Easter costumes' show took on many forms*

The participants were very pleased with the organisation, the accommodation as well as the competitions and activities that took place during the event. The next edition is already in preparation. Roll up as soon as the registration period starts!

#### **'Claudio Ventimiglia' Trophy for typical regional gastronomy and wines, Alassio (Italy)**

The eighth annual '**Claudio Ventimiglia Trophy**' took place from May 6<sup>th</sup> -12<sup>th</sup> in Alassio (Italy). Competitions were held in the following three disciplines:

- During the 'art of carving' contest, the competitors in the restaurant and bar competition were asked to prepare a flambéed fruit-based dessert, with the fruit carving taking place before a judging panel within a time-limit of 30 minutes, the dish to be finished using products from the basket as set out in the competition rules.
- In the bar and wine-service/wine studies contest the competitors in the 'bar' section were asked to prepare a novelty fruit-based long-drink as well as a classic cocktail according to an IBA recipe.
- The third test, taken by all competitors, was a computer-based test in English, followed by a practical tasting test in which each competitor was asked to present a wine from his or her region or country of origin.

Since the event failed to attract the minimum number of registrations from non-Italian member schools laid down by the AEHT, the organisers were not entitled to the award of the €700 subsidy which had been earmarked for them.

### **7. Christmas in Europe in Ponta Delgada, Azores, December 2<sup>nd</sup> – 8<sup>th</sup> 2010**

The 2010 edition of the Christmas in Europe event was celebrated from December 2<sup>nd</sup>-8<sup>th</sup> in Ponta Delgada on the island of San Miguel, the largest in the Azores archipelago. Torrential rain and winds of up to 100 km/hour had not dissuaded the mythical figures of Christmas from making their way there from the four corners of Europe.

16 schools from 11 of the countries where the AEHT is present took part in this 19<sup>th</sup> Christmas in Europe: since the start, the three pillars of the event have been: a stand presenting the Christmas specialities of each country, a European buffet with the Christmas fare of each country, and finally a cultural programme in which each delegation presents an aspect of its skills, again in relation to the traditions of Christmas. This year the backdrop for this splendid event was Ponta Delgada, administrative capital of the autonomous Portuguese region of the Azores, and its hotel and tourism school.



This Christmas in Europe celebration was once again a resounding success, thanks undoubtedly to the dynamism of the Ponta Delgada hotel and tourism school, of its director Filipe Rocha and of the teams fielded by the school. The Amphitheatro and the Pavilhao do Mar, as well as the accommodation provided, were greatly appreciated by everyone, since it was possible to travel from one place to another on foot with no difficulty at all.



The following schools attended the event: Znojmo (Czech Republic), Bonneville (France), Reggio Emilia (Italy), Maribor (Slovenia), Lund (Sweden), Diekirch (Luxembourg), Senigallia (Italy), Semmering (Austria), Ponta Delgada (Portugal), Azorean Tasting (Portugal), Zagreb (Croatia), Rhodes (Greece), Riga (Latvia), Orebro (Sweden), Bled (Slovenia), Algarve-Lamego (Portugal).

The opening ceremony took place on the afternoon of December 3<sup>rd</sup>, presided over by Lina Mendès, Regional Secretary for Education and Training, who was accompanied by many local personalities as well as by AEHT President Klaus Enengl and by Christiane Keller, founder and inventor of Christmas in Europe. A prelude to the ceremony was provided by a rendering of the European anthem from the children's choir of the Regional Music Conservatory.

As usual the exhibition, set out on 16 stands, was richly laid out to illustrate certain aspects of Christmas celebrations that are traditional in the different countries. And of course these included specialities of Christmas fare which were always much appreciated by the public who attended in large numbers, especially on Sunday after the inaugural parade in the old town which had followed Mass celebrated in the nearby church of San Pedro. We should also mention that on the previous day around 200 young children from the town's primary schools visited the exhibition; and that there was excellent media coverage of the event through television, radio and press reports.

The European buffet – deserving five stars according to one participant – once again excelled itself thanks to the contributions of each delegation, which had made it a point of honour to offer to the many visitors a range of flavours that many of them had not encountered before. Guests of honour at this evening celebration included Rodrigo Oliveira, Regional Secretary for European Affairs, and Luisa Schanderl representing the Vice-President of SATA, the airline based in Ponta Delgada and one of the event's sponsors. Louis Robert, an AEHT Vice-President and former President, had also travelled from Luxembourg for this occasion. Filipe Rocha had also invited to this European feast around 30 young people from various charity organisations, in order to emphasise the spirit of sharing which characterises Christmastide.



The cultural part of the event, held in front of a large audience in addition to the other participants, also lived up to its promises: there was a succession of sketches, singing and dancing, with the usual last-minute improvisations, laughter and thunderous applause. It all took place in an informal atmosphere, just for the pleasure of showing yet again the diversity of European customs relating to Christmastide.

And finally Filipe Rocha and his team had also organised a tour of the island, enabling all the participants to gain an impression of its natural riches – such as the lakes, the geysers, the gastronomy - ah the delights of this dish cooked directly in the heat of a ‘caldeira à Furnace’ – and the tea plantation! The crowning glory of the event was the gala evening, superbly organised by the teachers and students of the Ponta Delgada school, with the traditional highly solemn handing over of the European flag from Ponta Delgada to the team from Rhodes headed by Loizos N. Soroniatis, president of the General Secretariat for Tourism which should have hosted the 20<sup>th</sup> Christmas in Europe in Rhodes in early December 2011.

Since Greece is currently facing serious economic problems which have led to severe budget cuts, the OTEK Board at its meeting of July 6<sup>th</sup> this year was reluctantly obliged to take the painful decision to cancel its plans to host this year’s Christmas in Europe in Rhodes. The AEHT Presidium is currently seeking an alternative venue for the event.

Don’t miss Jo Laengy’s detailed reports on Christmas in Europe in Ponta Delgada, which you can read at [www.aeht.eu](http://www.aeht.eu)!

Comparison with previous years:

Year	Venue	Participants	Countries	Schools
2010	Ponta Delgada	76	11	16
2009	Poznan	115	18	25
2008	Château Chinon	90 **	13	17*
2007	Semmering	69	12	15*
2006	Orebrö	81	13	16
2005	Fundaõ	74	11	15
2004	Bad Ischl	86	16	18
2003	Senigallia	135	16	22
2002	Kuressaare	70	12	14
2001	Poznan	150	19	20
2000	Rhodes	300	17	18



Year	Venue	Participants	Countries	Schools
1999	Bonneville	72	10	12
1998	Podebrady	70	12	13
1997	Espoo	92	14	15
1996	Budapest	90	11	13
1995	Barcelona	70	10	13
1994	Copenhagen	88	13	19

\* organizing school not included

\*\* figure still needs to be confirmed by the organizers

## 8. Teacher Placements

In 2010-2011, the Human Resources Directorate of ACCOR Hotels temporarily suspended the organisation of teacher placements in the Group's units, because of a decline in take-up by our teachers of the placements on offer. This decline is partly explained by the fact that almost all of these placements were in French-speaking and not English-speaking countries.

In order to fill the gap left by ACCOR's withdrawal from the scheme, the AEHT Presidium has made every effort to find alternative hotel groups. Several meetings have been arranged in Brussels between representatives of the STARWOOD Group and members of the AEHT Presidium. The STARWOOD Group includes the following hotel chains, and has very few franchised hotels: Le Meridien, Four Points, Westin, Luxury Collection, Bliss, aLoft, Sheraton, Element, W Hotels and St Regis. The main participants in these meetings were Ingrid ERAS, STARWOOD's Vice-President of their 'People Development and Staffing EAME' (Europe, Africa and Middle East) department and the AEHT's Herman Siebens and Klaus Enengl. The negotiations are still ongoing, and focus mostly on the conditions on which our teachers would participate in placements. There is one matter on which the two sides are not yet in agreement – the question of accommodation. STARWOOD is proposing paid accommodation at the same rate as that paid by STARWOOD employees, but the AEHT believes that this would still be beyond the means of most of the participants, and suggests leaving the choice of accommodation up to the teachers themselves. Ingrid Eras has expressed her wish to present the STARWOOD Group to the General Assembly at the forthcoming Annual Conference in The Hague, and we hope to be able to announce on that occasion the arrangements for teachers taking part in the STARWOOD placements in 2012.

On June 16<sup>th</sup> Louis Robert also met representatives of the MARITIM Group, in particular the Group's Regional Director Bernard Dohne as well the HR Director Stefan Kersten.

MARITIM is a family-owned hotel chain which owns hotels in the following countries:

- Germany: 37 hôtels
- China: 3
- Egypt: 5
- Spain: 2
- Mauritius: 1
- Turkey: 3
- Latvia: 1
- Malta: 1

At the meeting on June 16<sup>th</sup> Louis Robert emphasized all the advantages of a cooperative arrangement between MARITIM and the AEHT, and Louis invited the MARITIM representatives to attend the next meeting of the Presidium to be held at the LTHAH in Diekirch, Luxembourg, in order to take the negotiations forward.

## 9. Meetings

- **Meetings of the Presidium**

October 6 <sup>th</sup> 2010	Lisbon, Portugal
March 11 <sup>th</sup> 2011	The Hague, The Netherlands
June 4 <sup>th</sup> 2011	Faro, Portugal

- **Meetings of the Executive Board**

October 7 <sup>th</sup> 2010	Lisbon, Portugal
March 12 <sup>th</sup> 2011	The Hague, The Netherlands

Reports covering these meetings may be consulted under the ‘Meetings and reports’ rubric at [www.aeht.eu](http://www.aeht.eu).

- **General Assembly**

October 8 <sup>th</sup> 2010	Lisbon, Portugal
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Reports covering the General Assemblies may be consulted under the ‘Meetings and reports’ rubric at [www.aeht.eu](http://www.aeht.eu).

Several illustrated reports covering the Executive Board and Presidium meetings in various countries have been published in the AEHT newsletters and may be consulted at the same Internet site.

## 10. Representation

As far as possible the Presidium asks one of its members or a member of the Council of Elders to attend the various events organised by its member schools in order to represent the AEHT.

	<b>Event</b>	<b>AEHT Representative</b>
<b>OCTOBER 2010</b>		
October 5 <sup>th</sup> – 10 <sup>th</sup>	AEHT Annual Conference, Lisbon (P)	All Presidium members
October 26 <sup>th</sup> – 31 <sup>st</sup>	AEHT Youth Parliament, Bad Ischl (A)	Klaus Enengl
October 26 <sup>th</sup> – 29 <sup>th</sup>	Eurocup 2010 - Junior bartenders competition (18 <sup>th</sup> ed.), Prešov (SLO)	Natalia Komanicka
<b>DECEMBER 2010</b>		
December 2 <sup>nd</sup> – 8 <sup>th</sup>	19 <sup>th</sup> Christmas in Europe, Ponta Delgada, São Miguel Island, Azores (P)	Klaus Enengl, Louis Robert, Christiane Keller
<b>JANUARY 2011</b>		
January 14 <sup>th</sup> – 15 <sup>th</sup>	HEG working group meeting, Copenhagen (DK)	Adolf Steindl
<b>MARCH 2011</b>		
March 16 <sup>th</sup> – 20 <sup>th</sup>	Seminar on ‘Ston oyster – the mediterranean gastronomic challenge’, Dubrovnik-Ston (HR)	Louis Robert delegated his vice-director

	<b>Event</b>	<b>AEHT Representative</b>
March 25 <sup>th</sup> – 26 <sup>th</sup>	Competition ‘Il piatto verde-Witches’ herbs’, Riolo Terme (IT)	-
<b>APRIL 2011</b>		
April	Seminar on ‘Dining with the Nuragic population - their gastronomy, culture, history, art and music, Oristano-Cabras, Sardinia (IT)	-
April 1 <sup>st</sup>	Junior bartenders competition, Bled (SLO)	-
April 4 <sup>th</sup> – 7 <sup>th</sup>	13 <sup>th</sup> edition of the Bartolomeo Scappi Competitions, Castel San Pietro Terme (IT)	-
April 6 <sup>th</sup> – 8 <sup>th</sup>	Flavours & Cinema - Algarve’11, Faro (PT)	-
April 6 <sup>th</sup> – 9 <sup>th</sup>	Seminar for teachers of Hospitality Management (5-7 EQF) on ‘a practical example for a business plan of the hotel industry’, Athlone (IRL)	Adolf Steindl
April 17 <sup>th</sup> – 20 <sup>th</sup>	Gastro2011, Supetar on the Island of Brač (HR)	-
<b>MAY 2011</b>		
May 3 <sup>rd</sup> – 6 <sup>th</sup>	Claudio Ventimiglia Trophy on the typical regional gastronomy and wines, Alassio (IT)	-
May 5 <sup>th</sup> – 8 <sup>th</sup>	6 <sup>th</sup> competition for Hotel Receptionists and 4 <sup>th</sup> competition in City tourism (Topic: Celebrating the Unification of Italy), Giulianova (IT)	-

In 2010 – 2011 the Vice-Presidents have been involved in organising a number of large-scale AEHT events, or in running projects relating to the schools of which they are directors – thus preventing them from undertaking any other trips abroad to represent the AEHT. Furthermore, because of the economic crisis the AEHT’s budget has been more modest than usual and has meant that all members of the Presidium have been obliged to make savings, in particular as regards travel costs.

Klaus Enengl had taken the initiative of organising the first AEHT Youth Parliament in Bad Ischl, together with one of his classes of students (see item 4 above), while Ana Paula Pais, Vice-President responsible for occasional events, contributed to the organisation of the Lisbon Annual Conference with several groups of students and teachers. The first time an event is organised there is always the need to be more closely involved and thus for a greater investment in time, and this greater involvement is often to the detriment of some of the tasks relating to the day-to-day running of the school; these tasks need to be carried out once the event is over, thus making it temporarily impossible to find the time to travel abroad. For this reason Ana Paula Pais has been unable to undertake any AEHT representative duties during this academic year, and Klaus Enengl has limited his representative duties to attending the traditional Christmas in Europe in the Azores.

Louis Robert also attended Christmas in Europe in the Azores in December 2010, and held a meeting with representatives of the MARITIM hotel group in June 2011 (see details above under 8: Teacher Placements). He also organised a working meeting of the Competitions Committee in Diekirch in April 2011 (see above).

From September 9<sup>th</sup>-12<sup>th</sup> 2010 our interpreter Natalia Komanicka represented the AEHT at the final partners meeting in Zaragoza of the ‘Virtex4all’ Leonardo da Vinci-funded project (see details under rubric 13, ‘Leonardo da Vinci projects’); she also represented the Association at the 2010 EURO CUP international contest in Prešov (for details see section 6, ‘Competitions and other events’)

In 2010-2011 Nadine Schintgen met and/or contacted a number of key figures, including Nuno Santos (a former board member of Turismo de Portugal), Armand Steinmetz (President of the Club Vatel and co-organiser of the Villeroy & Boch Chefs World Cup in Luxembourg), Rannveig Snorradóttir (Sales Manager for Tumlare Corporation) as well as Antonio Turino (CEO of Oris International, the first network for the promotion, marketing and distribution of Italian excellence in wine and food) – to arrange interviews to be published in the AEHT Newsletter which may be accessed at [www.aeht.eu](http://www.aeht.eu).

Together with AEHT Honorary President Alfonso Benvenuto, she attended the Oris International press conference on Saturday April 16<sup>th</sup> at the Frederico II hotel in Jesi (in the Marche region of Italy); Oris International has since become an AEHT Privileged Professional Partner.



During a private visit to Senigallia in April 2011, she also held a meeting with AEHT Privileged Professional Partner Marco Esposto of the Casa della Divisa relating to the company's future collaboration with the AEHT.

## 11. Publications

- **Newsletters**

In 2007 we adopted a new form of communication – the internal newsletter. Two numbers appeared in 2010/2011: one in November, one in December 2010, another in May and the last one in June 2011. The newsletters to a large extent replace the information sheets which members used to receive, and we recommend that you at least glance through so as not to miss important announcements and deadlines as well as other information about the activities organised in collaboration with the AEHT.

- **Website:** [www.aeht.eu](http://www.aeht.eu)

The new website [www.aeht.eu](http://www.aeht.eu) which can now accept, among other things, advertising from our professional partners, has been up and running since 2006. It was set up by our webmaster, Ahti Paju, who is in charge of IT at the Kuressaare Ametikool in Kuressaare, and the site is periodically updated by the General Secretary and by the webmaster who both add information about the AEHT's activities. The software enabling the administrative staff to update

(periodically) online members' data has been in operation and is running perfectly. Since 2008 the website has also been used to manage registrations for the Annual Conferences.

In 2004 we began updating information on national education systems in general and on training for the hotel, restaurant and tourism professions in particular, using data provided by our national representatives. The Presidium requests that they continue to review periodically the published information and inform the Head Office of any changes needed.

Articles written by the AEHT's official journalist, Jo Laengy, on a variety of subjects, particularly the Annual Conferences and Christmas in Europe may be consulted on the website. We should also like to express our thanks to Christiane Keller, Jürgen Clausen, Klaus Enengl, Natalia Komanicka, Louis Robert, Marek Sotak, Adolf Steindl, John Rees Smith Nadine Schintgen and several AEHT event organizers, who have helped make the website more attractive by writing or translating articles.

We invite all members to visit the website regularly to keep themselves informed about the AEHT's activities and about announcements of any changes. The rubric entitled 'News from our Members' allows any member to announce and describe activities which may be of interest to the entire membership. Comments and suggestions about the form and content of the website are welcome and should be sent to the AEHT Head Office.

- **AEHT Yearbook on DVD**

Since the latest version of the AEHT Yearbook on DVD was published as recently as July 2010, and since the number of changes in information since then has been minimal, the AEHT Presidium had decided, for reasons of economy, not to publish a new version for the 2010-2011 session.

Please inform the Head Office ([secretariat@aeht.lu](mailto:secretariat@aeht.lu)) as soon as possible of any changes to be made to the contact details contained in the DVD.

- **Mail sent out to AEHT members in English and French**

Following the financial cuts imposed by the Presidium at the end of 2005, distribution by mail has been replaced by electronic communication (see next paragraph).

On April 1<sup>st</sup> 2011, only the new edition of the AEHT presentation leaflet was sent out by post to the AEHT membership.

## **12. Electronic Communication**

The use of electronic communication has become indispensable because of budget cuts and because of the urgency of some announcements. It is therefore vitally important that the AEHT is in possession of a working e-mail address pour each and every member of the AEHT. Anyone who has not received one or more of the communications listed below is requested to ensure that the AEHT has an up-to-date e-mail address for them, and to check that their server does not treat grouped e-mails from the AEHT as SPAM. If this is the case, please ensure that your system recognises [secretariat@aeht.lu](mailto:secretariat@aeht.lu) as a reliable source.

During the 2010-2011 academic year, the following electronic communications have been sent to AEHT members:

<b>Date</b>	<b>Sent to</b>	<b>Content</b>
<b>2010</b>		
September 16 <sup>th</sup>	To all Executive Board members	Names of candidates in the elections for AEHT Vice-Presidents
September 23 <sup>rd</sup>	To all the delegations attending the Dubrovnik Annual Conference and to all AEHT members	Important communication regarding the Lisbon Annual Conference (registration deadline, competition places still available, compulsory uniforms, etc.)
September 27 <sup>th</sup>	To all AEHT members	Additional information regarding the Lisbon Annual Conference (late registrations and payment for extra nights)
October 1 <sup>st</sup>	To all AEHT members	Additional information regarding the Lisbon Annual Conference (airport welcome desk)
November 10 <sup>th</sup>	To all AEHT members	Minutes of the Executive Board and General Assembly meetings held in Lisbon on October 7 <sup>th</sup> and 8 <sup>th</sup> . Announcement of uploading of Jo Laengy's illustrated report of the 2010 Annual Conference
November 21 <sup>st</sup>	To all AEHT members	Information in English and French about the 2010 Chefs World Cup taking place in Luxembourg between November 20 <sup>th</sup> and 23 <sup>rd</sup>
November 22 <sup>nd</sup>	To all AEHT members	French version of Newsletter N°3/2010 (13 <sup>th</sup> edition)
November 29 <sup>th</sup>	To all AEHT members	English version of Newsletter N°3/2010 (13 <sup>th</sup> edition)
November 30 <sup>th</sup>	To all AEHT members	Dispatch of documents in English and French relating to the G&T Cup to be held in Bled, Slovenia on April 1 <sup>st</sup> 2011
November 30 <sup>th</sup>	To all AEHT members	Partner search for an LdV project by the IPSAR 'Ancel Keys' in Castelnuovo Cilento (Italy)
December 14 <sup>th</sup>	To all AEHT members	Distribution of documents in English and French regarding the 13 <sup>th</sup> 'Bartolomeo Scappi' International Competition to be held in Castel San Pietro Terme (Italy) from April 4 <sup>th</sup> - 7 <sup>th</sup> 2011
December 15 <sup>th</sup>	To all AEHT members	Distribution of documents in English and French regarding the 8 <sup>th</sup> 'Claudio Ventimiglia' Trophy to be held in Alassio (Italy) from May 3 <sup>rd</sup> -6 <sup>th</sup> 2011
December 17 <sup>th</sup>	To all AEHT members	French and English versions of Newsletter N°4/2010 (14 <sup>th</sup> edition)
<b>2011</b>		
January 6 <sup>th</sup>	To all AEHT members	Forwarding of a partner search for a LdV project from Perşembe Vocational High School - Hotel Management and Tourism, in Ordu (Turkey)
January 9 <sup>th</sup>	To all AEHT members	Publication on the website of Jo Laengy's report on Christmas in Europe 2010
January 10 <sup>th</sup>	To all AEHT members	Forwarding of documentation in English and French about the International Competition of 'Food and Wine – tastes and knowledge of food and wine in the gastronomy of the Valdarno'
January 12 <sup>th</sup>	To all AEHT members	Documents in French and English regarding the 19 <sup>th</sup> competition entitled 'Il piatto verde (the green dish) - the witches' herbs', to be held in Riolo Terme (Italy) on March 25 <sup>th</sup> and 26 <sup>th</sup> 2011
January 12 <sup>th</sup>	To all Executive Board members, members of the Competitions Committee and members of the Council of Elders	Invitation and agendas for the various meetings to be held on March 12 <sup>th</sup> 2011 in The Hague (The Netherlands) as part of the preparations for the forthcoming AEHT Annual Conference
January 27 <sup>th</sup>	To all AEHT members	Documents relating to the 'Flavours and Cinema - Algarve 11' festival to be held in Faro (Portugal) on April 6 <sup>th</sup> -8 <sup>th</sup> 2011
January 28 <sup>th</sup>	To all AEHT members	Forwarding of documentation about the Competition entitled 'Food and Wine – tastes and knowledge of food and wine in the gastronomy of the Valdarno' to be held on April 13 <sup>th</sup> -16 <sup>th</sup> and information about the extended registration deadline
February 2 <sup>nd</sup>	To all AEHT members	Invitation, programme and registration form for the seminar on 'Ston Oysters – a Mediterranean Gastronomic Challenge' to be held in Dubrovnik (Croatia) on March 16 <sup>h</sup> -20 <sup>th</sup>
February 10 <sup>th</sup>	To all AEHT members	Documents in English and French about the 31 <sup>st</sup> Gastro2011 international competition to be held in Supetar on the Island of Brač in April 2011

<b>Date</b>	<b>Sent to</b>	<b>Content</b>
<b>2011</b>		
February 11 <sup>th</sup>	To all AEHT members	Announcement of the dates of the AEHT Annual Conference in The Hague (The Netherlands)
February 14 <sup>th</sup>	To all AEHT members	Documents in English and French about the 6 <sup>th</sup> Reception competition, the 4 <sup>th</sup> Tourism in the City competition and the conference entitled 'Tourism and Historical Events' in celebration of the 150 <sup>th</sup> anniversary of the Unification of Italy
February 16 <sup>th</sup>	To all Executive Board members, members of the Competitions Committee and members of the Council of Elders	Confirmation of registration for the meetings to be held in The Hague (The Netherlands) on March 12 <sup>th</sup> 2011
February 21 <sup>st</sup>	To all AEHT members	Information about the placement programmes organised and supervised by P.A.P Corp. management and the HOTELIA school of hotel and restaurant management
February 22 <sup>nd</sup>	To all AEHT members	Programme and registration form for the seminar on Higher Education to be held in Athlone (Ireland) on April 6 <sup>th</sup> -9 <sup>th</sup> 2011
March 7 <sup>th</sup>	To all AEHT members	Invitation, regulations and registration form for the G&T bar competition to be held in Bled (Slovenia) on April 1 <sup>st</sup>
March 9 <sup>th</sup>	To all AEHT members	Forwarding of a partner search for a LdV innovation transfer project from the Jesolo Lido hotel school
March 14 <sup>th</sup>	To all AEHT members	Extension of the registration deadline for the seminar on HE in Athlone (Ireland)
March 16 <sup>th</sup>	To all AEHT members	Information on the availability of places at the Faro seminar, 'Flavours and Cinema - Algarve 11' (Portugal)
March 23 <sup>rd</sup>	To all AEHT members	Minutes of the Executive Board meeting held in The Hague (The Netherlands) on March 12 <sup>th</sup> 2011
March 23 <sup>rd</sup>	To all AEHT members	Invitation, programme, competition rules and registration forms in French and English for the seminar and competition entitled 'Time Devoted to Ecology' to be held in Maribor (Slovenia) on October 6 <sup>th</sup> -9 <sup>th</sup> 2011
March 28 <sup>th</sup>	To all AEHT members	Information updating form for member schools, to be completed in case of changes
March 30 <sup>th</sup>	To all AEHT members	Information on the summer programme with the participation of famous chefs at the 'Fernando Pérez' International School of Culinary Arts in Valladolid (Spain)
March 30 <sup>th</sup>	To all AEHT members	Search for a lecturer on the subject of 'alternative hospitality/tourism' for the 'International Hospitality Week' to be held in Bruges (Belgium) on May 2 <sup>nd</sup> -6 <sup>th</sup>
May 4 <sup>th</sup>	To all AEHT members	Newsletter about the seminar on 'Time Devoted to Ecology' to be held in Maribor in October 2011
May 4 <sup>th</sup>	To all AEHT members	Partner school search for a Comenius project from the IPSSARCT 'Gaspare Ambrosini in Favara (I22)
May 11 <sup>th</sup>	To all AEHT members	French version of the May 2011 AEHT Newsletter, instructions for the website, and announcement of the opening of registrations for the AEHT Annual Conference
May 13 <sup>th</sup>	To all AEHT members	English version of the May 2011 edition of the AEHT Newsletter
May 23 <sup>rd</sup>	To all AEHT members	Reminder of the deadline for registration for the competition to be run as part of the seminar entitled 'Time Devoted to Ecology' to be held in Maribor (Slovenia) on October 6 <sup>th</sup> -11 <sup>th</sup> 2011
June 15 <sup>th</sup>	To all AEHT members	Information about the International Tapas Competition to be held in Valladolid (Spain) on November 6 <sup>th</sup> -11 <sup>th</sup>
June 15 <sup>th</sup>	To all AEHT members	Reminder of the deadline for registration for the competition to be run as part of the seminar entitled 'Time Devoted to Ecology' to be held in Maribor (Slovenia) on October 6 <sup>th</sup> -11 <sup>th</sup> 2011
June 24 <sup>th</sup>	To all AEHT members	French and English versions of the June 2011 edition of the AEHT Newsletter
July 8 <sup>th</sup>	To all AEHT members	Information about the culinary arts courses held in English at the Lisbon Hotel School (Portugal) which include numerous placements in the world's best restaurants



Date	Sent to	Content
<b>2011</b>		
July 8 <sup>th</sup>	To all Executive Board Members	Search for an organising school for the next Christmas in Europe
July 14 <sup>th</sup>	To all Executive Board Members	Request to accept Luxembourg's offer to organize the next Christmas in Europe
July 22 <sup>nd</sup>	To all AEHT members	Documents relating to the 19 <sup>th</sup> edition of the International Young Barmen Competition – Eurocup 2011 held in October 2011 in Presov (SK)
July 25 <sup>th</sup>	To all AEHT members	2010/2011 AEHT Activities report in French and English

### 13. Leonardo da Vinci Projects

- **‘VIRTEX4ALL’ project – accepted in 2008 and finalised in 2010**

The AEHT was already a partner in the VIRTEX pilot project submitted in 2004 by Horizon College, Alkmaar (NL), and has extended its collaboration as a partner in a new project, ‘VIRTEX4ALL – using foreign languages during placements in the hotel and restaurant industry’, submitted by a Dutch school, ROC van Amsterdam and started officially on October 1<sup>st</sup> 2008.

Virtex4All is a ‘transfer of innovation’ programme intended to ensure that full use is made of the materials which were awarded the first prize (in competition with a host of other innovative practical language projects) by an Association of all language teachers in the Netherlands (Levende Talen) in 2007 and devised as part of the original Virtex project coordinated by Elzemien Warnink of the Netherlands. Furthermore the Virtex project was also cited in the catalogue of European examples of good practice published at [http://ec.europa.eu/dgs/education\\_culture/publ/educ-training\\_en.html#LLP-creativity](http://ec.europa.eu/dgs/education_culture/publ/educ-training_en.html#LLP-creativity) as part of a conference held from May 6<sup>th</sup> to May 7<sup>th</sup> 2009 in Prague in the Czech Republic, entitled ‘Innovation and Creativity in the field of Schooling and Lifelong Education’.

The materials are used for language learning – both in class and for independent learning - for students of the hospitality and tourism professions; the task of the Virtex4All team was to refine and supplement the materials, and above all to clarify the levels of the tasks in each of the six units using the Common European Framework of Reference (CEF). The AEHT has an important role to play in disseminating the project’s materials through its large network of member schools and in testing out the programme thanks to the large number of experienced language teachers working in our member schools in over 40 European countries. The project partners are from the Czech Republic, Estonia, Luxembourg, the Netherlands, Spain and Turkey.

This latest project aims to make available to teachers in hotel and tourism schools a method for teaching English and German including a series of examples of good practice used in the partner countries. The method will include, *inter alia*, guidelines for the use of the prize-winning Virtex materials.

The AEHT was represented by John Rees Smith, who passed on the torch in early 2010 to Natalia Komanicka, teacher at the Prešov Hotel Academy (SK). After the first meetings in January 2009 in Amsterdam (NL), in June 2009 in the Bornova Technical and Vocational High School, Izmir (TR) and in June 2010 in the Regional Training Centre (EE) in Kuressaare, the partners met for the last time from September 9<sup>th</sup> to 12<sup>th</sup> 2010 at Zaragoza University and on the new premises of FASE (see articles published at [www.aeht.eu](http://www.aeht.eu)). The articles on these meetings

are published under <http://www.aeht.eu/en/european-projects/virtex4all> and parts of them are also reproduced in the AEHT newsletters.

During the last Virtex4all partners` meeting, final adjustments to the competence tests were made followed by 15 minute presentations by each partner on how to use Virtex4all as an intercultural communication tool in preparing students for their placement abroad. This session was followed by a lecture and workshop led by Carmen Boogaard from the University of Amsterdam on marketing strategies - an inevitable step in going beyond the walls of the meeting rooms and spreading Virtex4all to the whole world. Marketing strategies were explained and the partners from each country were asked to fill in the form on how to approach the matter in their own country.

Afterwards Natalia Komanicka presented a movie on intercultural incidents, “The Tourist Trap”, a British reality show from 1998, where four different nationalities (the British, the Americans, the Germans and the Japanese) find themselves exposed to identical incidents; the purpose is to analyse the reaction of each nationality and to see if they behave in an identical way. Obviously, this was not the case.

On Saturday morning the meeting was continued on the new premises of FASE. Financial tasks were finalized as well as all the tests which were now ready to be posted on the website both in English and in German. The tasks were completed and the project could be finalized with the partners feeling the satisfaction of a job well done.

For further information on the project, please visit the project’s website which you can access via the AEHT website.

▪ Leonardo da Vinci Projects submitted in February 2010 and February 2011

Project N°	Project title	Promoter and Partners	Object	Results/Products	Grant requested	EC experts' evaluation	
2010- Submitted on February 26 <sup>th</sup> 2010	The Culture Academy (TCA)	<ul style="list-style-type: none"> <li>- <b>HRC International Holding BV</b> (a training &amp; career development company for 15 years with a focus on internat. Hospitality industry)</li> <li>- Colorez VOF</li> <li>- Hotelschool ter Duinen</li> <li>- Tourismsschulen Bad Gleichenberg (private institute)</li> <li>- HRC Culinary Academy</li> <li>- Zaragoza Hotel Management School</li> <li>- Cankaya Imkb Anadolu Otelcilik ve Turizm Meslek Lisesi</li> <li>- Association Européenne des Ecoles d'Hôtellerie et de Tourisme – AEHT</li> </ul>	NL NL BE AT BG ES TR LU	<p>■ <b>Development of <i>explicitly</i></b> educational tools in intercultural communication to better prepare and monitor students on their international work placement with the objective to maximize the international work placement experience on all fronts.</p> <p>TCA may be easily transferred to other branches in vocational education.</p> <p><b>TASKS of the AEHT:</b></p> <ul style="list-style-type: none"> <li>- monitor the quality and assess the material produced (output must suit actual requirements and modern-day standards)</li> <li>- assist in the dissemination of the interim and final products to its member schools all over Europe (information on its website and in its newsletters, workshops at AEHT conferences, ...)</li> </ul> <p>NB. : <b>CEF</b> = Common European Framework of Reference for Languages</p>	<ul style="list-style-type: none"> <li>■ an active <b>platform</b> on the Internet (TCA) full of video clips &amp; other digital content building on Picture project and Language Experience Route explicitly geared towards the <b>intercultural communication themes</b>. The platform will provide links to the best language learning sites in Hotel &amp; Catering Education (Virtex4all, Becult, Eurocatering, ReadyStudy...) and to CEF assessment tools (to assess spoken interaction, spoken production and some written skills).</li> <li>■ trained teachers in the field of intercultural communication,</li> <li>■ &gt;10 additional hotel &amp; catering schools participating on TCA</li> <li>■ an instrument to assess students on intercultural communication skills and their knowledge on the hosting country's culture, tradition, customs, history, religion, etc.</li> <li>■ an explicit practical training tool with respect to intercultural communication is created for VET teachers. It will better prepare students for their work placements, and at the same time support better European citizenship.</li> <li>■ a model to include students' intercultural competences in their curriculum</li> </ul>	Total costs 400.876 Eur Total AEHT costs 13.963 Eur Total grant requested : 300.000 Eur Grant requested for AEHT: 10.000 Eur	Project rejected

Project N°	Project title	Promoter and Partners	Object	Results/Products	Grant requested	EC experts' evaluation
2009-1-NL1-LEO04-01618 3 Improved and submitted again in Feb. 2010 and 2011 under 2011-1-NL1-LEO04-049691	Healthy Menu	<p><b>In 2011:</b></p> <p><b>- Colorez V.O.F.</b></p> <ul style="list-style-type: none"> <li>- Regionaal Opleidingcentrum van Amsterdam</li> <li>- Association Européenne des Ecoles d'Hôtellerie et de Tourisme (AEHT)</li> <li>- HRC Culinary Academy</li> <li>- Cankaya IMKB Otelcilik ve Turizm Meslek Lisesi</li> <li>- Kuki Plus,</li> <li>- Fase Net</li> <li>- T' Nieuwe Kafé'</li> <li>- P92 IT Solutions kft.</li> <li>- KELTA Vocational Secondary School for Hotel and Catering</li> </ul>	<p>NL NL LU BG TR TR ES NL HU HU</p> <p>■ Investigation by students of economical and local agricultural aspects with a nexus to <b>healthy food and eating habits</b>,</p> <p>■ Better understanding by students of the <b>diversity of cultures</b> in Europe through an exchange of knowledge and of research results on this theme between partner schools.</p> <p>■ Awareness by students of healthy food and lifestyle, on their own eating habits and issues related to obesity. Integration of these topics into school curricula in connection with work placements (restaurant).</p> <p><b>TASKS of the AEHT:</b></p> <ul style="list-style-type: none"> <li>- attend at max. 6 meetings (launching, assessment and closing meetings)</li> <li>- assume the dissemination of information related to the project, i.e. at the AEHT Annual conference and on its Internet site</li> <li>- exchange of information on healthy food, aspects of economics and local agriculture, marketing strategies, assessment criteria of English in planned competitions, .....</li> <li>- .....</li> </ul>	<p>■ Creation by students of a <b>digital module</b> including:</p> <ul style="list-style-type: none"> <li>- a digital cookery book,</li> <li>- <u>interviews and videos</u> produced by students on the preparation of healthy menus acceptable and eatable for all participating countries,</li> <li>- info. about science of nutrition,</li> <li>- aspects of economics and local agriculture,</li> <li>- marketing strategies. An industry partner will collaborate in this last part of the module.</li> </ul> <p>■ Elaboration of healthy menus likely to be tested in the participating restaurants and presented in English to a partner school and at the AEHT Annual Conference. After assessment, a selection of healthy menus will be placed in the European digital Cookery book (This will motivate students to obtain theoretical knowledge and to use English in everyday professional practice).</p> <p>■ The presentations will be filmed and placed on the <i>Learning Community</i> web page.</p> <p>■ Improved curricula on healthy food &amp; eating habits, nutrition value and dietetics.</p> <p>■ Organization of a competition of the <b>best digital European Healthy Cookery Book</b> of each participating country. The students who prepare the best European dishes together with the best presentation in English on the economic background of food and its nutritional value are the winners of the European award of the healthiest European menu. <u>Assessment</u> of students will be done as stated in the Common European Framework of Reference for Languages &amp; European Language Portfolio.</p> <p>■ Creation of an extensive and durable network of European hotel and catering schools collaborating on this new subject of healthy food and healthy eating habits connected to fight against obesity.</p> <p>■ Creation of a <i>Learning Community</i> platform for information exchanges and communication, reflection &amp; evaluation matters.</p>	Total: 133.500 Eur AEHT: 8.000 Eur	Project rejected

Project N°	Project title	Promoter and partners	Object	Results/Products	Grant requested	EC experts' evaluation
Prov. Code: <b>17159D F69618 78A4</b>  Submitted again on Feb. 26 <sup>th</sup> , 2010	PlayHostTOI - The Hospitality Entrepreneurs Game	<ul style="list-style-type: none"> <li>- <b>ASOCIACION PROFESIONAL DE CAFES BARES Y SIMILARES</b></li> <li>- FASE.net</li> <li>▪ Deutsche Angestellten-Akademie Berlin</li> <li>▪ International University College-IUC</li> <li>▪ Çankaya IMKB Otelcelik ve Turizm Meslek Lisesi</li> <li>▪ AEHT asbl</li> <li>▪ Agenzia per la Formazione e il Lavoro srl</li> </ul>	<p>ES The project will build on an existing general 'entrepreneur's game' software (<a href="http://www.emia.es/creij">http://www.emia.es/creij</a>) created by a LdV project in 2004 and aimed at training students to create their own business; this software will be up-graded (as to its technology) and adapted to the hospitality and restaurant management sector to help young VET students (18-25 years old), migrants and the unemployed to set up hotel and catering businesses.</p> <p>ES DE BG TR LU IT The game will be designed to analyze the successful aspects of a new company and the more common mistakes that might be committed. Simulations will show actual cases that encourage students to participate in an active way and interact with the didactic media. Several years of activity may be simulated in hours or minutes and students may get immediate feedback on their decisions/actions and assess their consequences in a limited risk environment.</p> <p><b>The tasks of the AEHT:</b></p> <ul style="list-style-type: none"> <li>- provide a large test bed for the project products</li> <li>- coordinate dissemination activities</li> <li>- animate the partners in promotional activities</li> <li>- contact the trade unions and other association of hospitality in Europe</li> <li>- present the project in congresses (and fairs)</li> </ul>	<p>■ Business software tailored to the hospitality and restaurant management sector improving young potential <b>entrepreneurs' abilities to make decisions</b> in simulated situations of setting up a company. Several years of business activity may be simulated in a few hours or minutes. It helps the potential entrepreneurs to reduce the failure risk of a new company by analyzing the success points and the more common risks.</p>	<p>Total costs: 397.543 EUR</p> <p>Total grant requested : 298.157</p> <p>Total costs for the AEHT: 81.102 EUR</p> <p>Total grant requested by the AEHT : 60.827 EUR</p>	<p>The project was initially placed on a waiting list because of lack of funding; it was subsequently accepted by the European Commission following the withdrawal of other promoters.</p> <p>However the AEHT was obliged to forego participating in the project, given that the expenses incurred by AEHT representatives involved in the project but not paid by the AEHT, could not be subsidized by the European Commission.</p>

## 14. 'Youth in action' projects

In the summer of 2009, working with Klaus Enengl and Louis Robert, Adolf Steindl had prepared a project proposal, submitted on December 9<sup>th</sup> 2009, under the Youth in Action programme, with a view to obtaining an EU grant for our activities and especially for the new 'AEHT Youth parliament' event aimed at students aged between 18 and 22 and organised in late October in Bad Ischl (AT). At that time, the European Commission had rejected our application (the rejection notification reached the AEHT Head Office on March 31<sup>st</sup>). Our application obtained only 58.9 marks out of 100, whereas only those awarded 73.5 and above could expect to receive any subsidy from the European Union. The applications for project funding were assessed against qualitative criteria (objectives of the programme, geographic impact, quality, impact and cascading potential of the proposed activities, involvement of young people in organising the activities) as well as against quantitative criteria (scheduled activities, groups of activities involved, subjects covered, groups of young people – especially those with limited resources – and the number of countries involved). The Executive Agency for Education, Media and Culture could only select a third of the applications (48 out of 148) because of a limited budget. The Presidium decided to divide its initial application up into three separate projects, the first relating to the Youth Parliament, the second to the Annual Conference in The Hague and the third to the Christmas in Europe event 2011 and to refine each part. The application relating to Christmas in Europe was resubmitted by Louis Robert to the Luxembourg agency in January 2011 and was approved by the Commission at the end of March 2011. The EU grant thus allocated to the AEHT will enable us to cover a part of the organizational costs, travelling expenses and administrative costs. However, co-financing by the EU is subject to the following conditions, among others:

1. The event must from now on last at least six days, excluding the day of arrival and the day of departure (if no activities are arranged on these two days). Therefor at least one extra day must be added to the usual Christmas in Europe programme – the additional cost of this will be entirely covered by the project.
2. The event will host up to 60 students and 18 accompanying teachers. This number is more or less the same as the usual number of participants at present. In addition to the extra cost of the additional day reimbursed to the organisers, the AEHT will pay €100 per participant for travel costs. This payment will be for all participants irrespective of nationality.

Following the withdrawal by the Rhodes Hotel School of its offer to run Christmas in Europe because of the financial crisis currently affecting Greece and the austerity measures adopted by the Greek government, the venue for Christmas in Europe 2011 has yet to be fixed.

## 15. Promotional material

Following new elections to the Executive Board and the Presidium in late 2009 as well as in 2010 (to fill the vacancy left by Annie Collinet's retirement), the AEHT was obliged to revise the AEHT presentation brochure, which was sent out to all members by post on April 1st 2011. May we remind you that very fashionable ties, scarves and other articles bearing the AEHT logo may be purchased via our website: you can download an order form and send it to the AEHT secretariat ([secretariat@aeht.lu](mailto:secretariat@aeht.lu)). Certain articles will also be on sale during the 2010 Annual Conference in The Hague.

Diekirch, July 25<sup>th</sup> 2011



**Klaus ENENGL**  
AEHT President



**Nadine SCHINTGEN**  
AEHT Secretary General

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