

ot get through a single day without having an impact on the world around you.

What you do makes a difference,

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# 'Sustainable hospitality: de kansen en uitdagingen'

Bjarnhof

Lieke Sauer

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GANT/ Morten Bjarnhof

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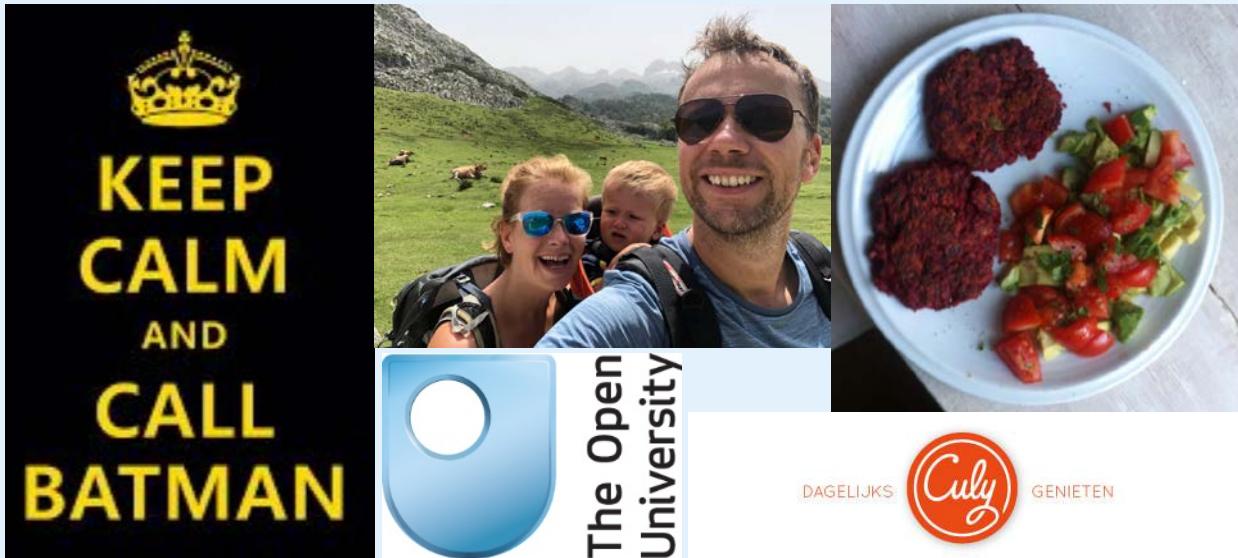
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DISCOVER YOUR WORLD

# Lieke Sauer

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Hotel Management | Foodie | OU – MSc Environmental Management |  
Vegetarian | Batman | Ethics | Research | Smart Cookie



# Duurzaamheid in curriculum

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- Course Business Law & Ethics in jaar 1 & 2
- Course Strategic Sustainable Business Development in jaar 3
- Minor Sustainability, Social Responsibility & Professional Identity in jaar 4 (BUas breed)
- Toenemend aantal scripties gerelateerd aan duurzaamheid

# Voorbeelden Final Assignment Minor



Gender equality



Blogs



Report

City patterns



Autism

Zero-waste

Game

Booklet

# Project week blooming

- November 2018
- 23 students
- Hotel
- Sustainability
- Presentations



# Voorbeelden scriptie onderwerpen

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- Social entrepreneurship in hospitality industry in The Netherlands
- Perceptie van duurzame activiteiten in hotels op basis van cultuurverschillen
- Awareness of Dutch consumers towards the impact of animal products
- Food waste in catering environment
- Female leadership
- Business Plan for flexitarian food blog
- Developing a health concept for a catering company

# Duurzaamheid in onderzoek

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- Lectoraat Sustainable Experience Design
- Onderzoek voor onderwijsverbetering -  
Publicaties boeken, artikelen, blogs etc.
  - Improving sustainability in the hospitality industry (Melissen & Sauer, 2018)
- Toegepast onderzoek
  - Project blooming hotel in Bergen
  - Accessible tourism – hospitality/customer journey  
(opdracht vanuit brancheverenigingen ANVR/NBAV)

# Ontwikkelingen, kansen en uitdagingen

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- Shift environmental naar social - circulair
- Toenemend aantal scripties over (duurzame) voeding/circulariteit
- Bewustzijn eerstejaars studenten verandert
- Communicatie naar gasten
- Traagheid/weerstand in de industrie

# Vragen/Get in touch!

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Let's connect @LinkedIn 