

INTERNATIONALISATION OF HOSPITALITY & CULINARY ARTS

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TRENDS IN FOOD INDUSTRY IN THE LAST DECADE



- Organic becoming a big business
- Celebrity chefs, from kitchen to dining area
- TV channels with Master Chef or cooking programmes
- Exotic ingredients becoming ordinary
- Rise of molecular gastronomy



- Creation of new cuisine such as new Nordic Cuisine introduced by Rene Redzepi of Noma
- Rise of innovative fermented ingredients
- Insects in menus
- Juices paired with dishes



- Foraging, use of weeds instead of importing cultivated herbs
- Collaborative dinners with chefs together
- New layout of the kitchen



- Changing concept of fine dining,
- Food more about experience and enjoyment, more young people enjoying eating out
- Art/science more visible and prominent in the food industry



- New take up for gastronomy in Germany 100.000 sqm in 2016 as opposed to just 17.900 sqm in 2006
- Consumer expenditure on restaurants/cafes over 77 billion GBP in 2015 in the UK, steady increase of the number of enterprises
- Growing interest of Italian consumers to foodservice outlets of all types, fashion brands and retailers entering food service



TRENDS IN HOTEL INDUSTRY IN THE LAST DECADE



- The growth of international demand for hotels
- The steady growth of demand in the luxury and upscale segments
Luxury scale 65 % up, while Upscale demand 60% up



TRENDS IN TOURISM INDUSTRY ITALY



- Tourism industry in Italy; the most important growth provider for the country's economy in 2016 and 2017; trend to continue in 2018
- The turnover in tourism 171 billion euros; 11.8% of the GDP. 3.1 million people, 12.8% of the Italian workforce
- Arrivals risen by 3% since 2016 and expected to grow at this rate in 2018



TRENDS IN TOURISM INDUSTRY UK



- UK hotels with record trading, boom in overseas leisure travel and weaker pound in 2017
- Despite Brexit uncertainty, strong growth forecast in 2018 in tourism
- Annual occupancy rates increasing, London with one of the highest occupancy rates in Europe



WHY INTERNATIONALISATION?



- Triumph of Gastronomy and Culinary Arts throughout the world
- Booming of International tourism and hospitality sector throughout the world, UK and Italy
- Growing importance of internationalisation at all levels: hospitality and gastronomy schools, students, teachers, employees, entrepreneurs, chefs, restaurateurs, recruitment companies etc.



WHY MORE COLLABORATION?



- Italy with a reputation for its tourism, delicious cuisine, a vast range of tourism and hospitality schools
- Italy , the best represented country in European Association of Tourism and Hospitality, AEHT
- London seen as the world's most diverse and exciting food centre and has the highest occupancy rates in Europe



- Docklands Academy London (DAL) with one foot in the education sector and the other in the food industry with 20 restaurants
- DAL opening its new boutique hotel in London with a gastronomy & culinary arts centre combining hotel and food industry under the same roof



- Cooperation between DAL and Italian schools thanks to Roberta Monti and Paolo Ciafardini
- Dialogue maintained thanks to the new national representative of AEHT, Paolo Aprile and Anna Maria Zilli at AEHT platforms
- Successful exchange programmes implemented with Italian schools



FUTURE COOPERATION



- Increase mobility between our students and teachers by joint projects
- Tap into European funding for increasing mobility between our countries
- Implement projects which are privately financed at reasonable costs
- More opportunities for staff and student mobility with the opening of our new hotel and gastronomy centre



- Organise food festivals, competitions and conferences
- Host more Italian students for work experience
- Have collaborative dinners to bring our chefs to work closely. Make “chef to chef “ initiative an international event



- We are stronger together
- We embrace cooperation
- We look forward to intensifying collaboration
- Remember us as a partner in London

THANK YOU



Oops... One Last Thing

https://www.youtube.com/watch?v=mYqiTe_2gqY