

ETHICS & VALUES IN HOSPITALITY AND TOURISM MANAGEMENT 2. EDITION

3-29.APRIL.2024

SAP OVERVIEW

This Short-Advanced Programme (SAP), offered through the RUN-EU network in collaboration with TUS: Midlands-Midwest and NHL Stenden, provides students with a critical understanding of ethical issues in hospitality, framed by the UN Sustainable Development Goals.

Central to the module is international mobility, including a field trip to a partner institution. The current focus is on sex tourism and trafficking, offering students a comprehensive examination of global dynamics, legal contexts, and socio-economic factors. Participants will engage with case studies and strategies for addressing these challenges, enhancing their ability to critically assess and influence ethical practices in the hospitality and tourism industry.

LEARNING OUTCOMES

At the end of this RUN-EU SAP, you will be able to:

- Identify and critically evaluate ethical and value related issues in tourism and hospitality management;
- Analyse key ethical issues in tourism and hospitality management and propose appropriate managerial solutions to the situation;
- Evaluate relevant academic and policy studies and write a focussed reflective review;
- Explain the role of legislation and regulation in shaping the sustainability of EU tourism industries;

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Organised by: NHL Stenden
TUS Athlone

DATE From **3 to 29 April 2024**

Face-to-Face Week: 22-26 April at NHL Stenden, Leeuwarden, The Netherlands

MODE OF DELIVERY Blended

LANGUAGE OF INSTRUCTION English

ECTS CREDITS 4

ACADEMIC RECOGNITION

To be defined by each higher education institution.

ELIGIBLE PARTICIPANTS

Tourism / Hospitality / Sport / Leisure / Well-being / Business & Economics students on undergraduate and Masters degrees in RUN-EU

HOW TO APPLY

Fill in the application form ([QR](#) or [website](#))



DEADLINE FOR APPLICATIONS

15 March 2024

CONTACT DETAILS

run-eu@nhlstenden.com

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SELECTION CRITERIA

Maximum number of mobile students: 30

Joint Selection Procedure and Criteria: Priority is given to students at an advanced staged of their Bachelor studies and Master students within the field of Hospitality Tourism or Leisure.

LEARNING AND TEACHING STRATEGY

This SAP is delivered through the principles of deep, active learning and collaborative learning through learning in projects where they will apply the knowledge gained to address complex cases.

PREREQUISITES

None.

COURSES LEADERS | LECTURERS

Courses leaders

Rainer Prasetya, rainer.prasetya@nhlstenden.com (NHL Stenden), Seán Connell, sean.connell@tus.ie (TUS Athlone)

Courses lecturers

Macmillian Fernandes (NHL Stenden)
Yevgeniya Tromp (NHL Stenden)
Noelle O'Connor (TUS Athlone)
Nicola Ryan (TUS Athlone)

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PHYSICAL MOBILITY | SCHOLARSHIPS AVAILABLE

Values for students' grants for a face-to-face week, travel grant for students coming from: Portugal: 330€, Austria: 240€, Finland:270€, Hungary: 260€, Ireland: 260€, Burgos: 270€, Howest: 50€, The Netherlands: 0€

Subsistence grant for face-to-face week: 680€ for all Students, except for those who are already from The Netherlands.

To be managed by Home Institution.

MEANS AND CRITERIA FOR ASSESSMENT

Pre-departure assessment (30%), In-field assessment (40%), Personal & Professional Reflection (30%).

CERTIFICATION

Certificate of participation and Transcript of Records
To be eligible for a certificate, students must attend 80% of all classroom sessions and complete the assessment with approval.

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PROGRAMME AT A GLANCE

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GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	
WEDNESDAY 3/04							KICK OFF	INTRO TO SEX TOURISM & SEX TRAFFICKING				
THURSDAY 4/04	GROUP / INDIVIDUAL WORK											
FRIDAY 5/04	GROUP / INDIVIDUAL WORK					PPD	GROUP / INDIVIDUAL WORK					
MON-TUE 8-9/04	GROUP / INDIVIDUAL WORK											
WEDNESDAY 10/04	GROUP / INDIVIDUAL WORK					INTRO TO THE UN SDG'S IN TOURISM & HOSPITALITY		GROUP / INDIVIDUAL WORK				
THU-TUE 11-16/04	GROUP / INDIVIDUAL WORK											
WEDNESDAY 17/04	GROUP / INDIVIDUAL WORK		EMPLOYER ENGAGEMENT WITH HUMAN TRAFFICKING			GROUP / INDIVIDUAL WORK						
THU-FRI 18-19/04	GROUP / INDIVIDUAL WORK											

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3-29.APRIL.2024

PROGRAMME AT A GLANCE

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	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+2											
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MONDAY 22/04		WELCOME & KICK-OFF	INTRODUCTION TO SEX TOURISM	LUNCH BREAK	PPD	CITY TOUR					
TUESDAY 23/04		THE UNSEEN "RED FLAGS" AROUND HOSPITALITY	HUMAN EXPLOITATION WITHIN WELLNESS SERVICES	LUNCH BREAK	LUNCH BREAK	LOREM IPSUM	LOREM IPSUM				
WEDNESDAY 24/04	FIELD TRIP TO AMSTERDAM										
THURSDAY 25/04		THE BUSINESS MODELS OF SEX TRAFFICKING	GROUP WORK	LUNCH BREAK	TRAINING STAFF MEMBERS AGAINST SEX TRAFFICKING	INDIVIDUAL / GROUP WORK					
FRIDAY 26/04		PERSONAL TESTIMONY	PREPARE FOR LED SEMINAR	LUNCH BREAK	GROUP PRESENTATIONS & DESIGN CHALLENGES	FEEDBACK & CELEBRATION					
MONDAY 29/04	GROUP WORK / INDIVIDUAL										

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3 APRIL WEDNESDAY 13H00-15H00 GMT+1 • ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
WEDNESDAY 3/04							KICK OFF	INTRO TO SEX TOURISM & SEX TRAFFICKING			

Welcoming and Introduction

- 🕒 13h00-14h00
- 📺 Kick-Off, Online
- 👤 Rainer Prasetya (NHL Stenden)
Sean Connell (TUS)
- 📄 An introductory session to the SAP and to the general set-up of the SAP. Assessment, scheduling, on-site visit details and other details will be discussed during this opening lecture. Besides that, the teaching staff involved will be introduced to the students. Will end with a Q&A.

Intro To Sex Tourism & Trafficking

- 🕒 14h00-16h00
- 📺 Online Lecture
- 👤 Rodney Westerlaken (NHL Stenden)
- 📄 Introductory lecture on the topic of Sex Tourism and Sex Trafficking, looking at the general global picture, while zooming in on some research in area specific cases.

4 APRIL THURSDAY 9H00-19H00 GMT+1 • ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
THURSDAY 4/04	GROUP / INDIVIDUAL WORK										

Group / Individual Work

- 🕒 Decided by students
- 📺 Group work or individual study
- 👤 Students
- 📄 Self-study time, no supervision

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5 APRIL

FRIDAY 14H00-15H00 GMT+1 - ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

FRIDAY 5/04	GROUP / INDIVIDUAL WORK	PPD	GROUP / INDIVIDUAL WORK
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Personal & Professional Development

- 🕒 14h00-15h00
- 👥 Group Activity
- 👤 TBD

📄 Introduction to Personal & Professional Development

Group / Individual Work

- 🕒 Decided by students
- 👥 Group work or individual study
- 👤 Students

📄 Self-study time, no supervision

8-9 APRIL

MON-TUE 9H00-19H00 GMT+1 - ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

MON-TUE 8-9/04	GROUP / INDIVIDUAL WORK
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Group / Individual Work

- 🕒 Decided by students
- 👥 Group work or individual study
- 👤 Students

📄 Self-study time, no supervision



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10 APRIL

WEDNESDAY 14H00-16H00 GMT+1 • ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

WEDNESDAY
10/04

GROUP / INDIVIDUAL WORK

INTRO TO THE UN
SDG'S IN TOURISM &
HOSPITALITY

GROUP / INDIVIDUAL WORK

Introduction to the UN SDG's in Tourism & Hospitality

- 🕒 14h00-16h00
- 👥 Group Activity
- 👤 Nicola Ryan (TUS)

📄 This workshop will introduce the students to the UN SDG's and discuss their relationship to the hospitality and tourism industry.

Group / Individual Work

- 🕒 Decided by students
- 👥 Group work or individual study
- 👤 Students
- 📄 Self-study time, no supervision

11-12 APRIL

THU-FRI 9H00-19H00 GMT+1 • ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

THU-FRI
11-12/04

GROUP / INDIVIDUAL WORK

Group / Individual Work

- 🕒 Decided by students
- 👥 Group work or individual study
- 👤 Students
- 📄 Self-study time, no supervision



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15-19 APRIL

MON - FRI 9H00-19H00 GMT+1 - ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

MON-TUE
15-16/04

GROUP / INDIVIDUAL WORK

THU-FRI
18-19/04

GROUP / INDIVIDUAL WORK

Group / Individual Work

- Decided by students
- Group work or individual study
- Students
- Self-study time, no supervision

17 APRIL

WEDNESDAY 9H00-19H00 GMT+1 - ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

WEDNESDAY
17/04

GROUP / INDIVIDUAL
WORK

EMPLOYER
ENGAGEMENT WITH
HUMAN TRAFFICKING

GROUP / INDIVIDUAL WORK

Group / Individual Work

- Decided by students
- Group work or individual study
- Students
- Self-study time, no supervision

Employer Engagement with Sex Trafficking

- 14h00-16h00
- Group Activity
- Rodney Westerlaken (NHL Stenden)
- The Impact of the Hotel Industry on Human Trafficking/Sex Trafficking. Training to Identify Indicators of Human Trafficking/Sex Trafficking. COVID-19 influence.

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22 APRIL

MONDAY 9H30-17H00 - NHL STENDEN

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MONDAY 22/04		WELCOME & KICK-OFF	INTRODUCTION TO SEX TOURISM	LUNCH BREAK	PPD	CITY TOUR					

Welcoming & Kick-Off

Welcome & School Tour by ISA

- 🕒 9h30-10h45
- 👥 Group Activity
- 👤 Everyone

The ethics of sex tourism

Introduction

- 🕒 11h00-12h45
- 👥 Everyone
- 📄 Live Workshop
- 👤 Dr Noëlle O'Connor (TUS)

📄 This workshop will review the key elements of the sex tourism industry using key case studies.

Personal & Professional Development

- 🕒 13h30-14h30
- 👥 Group Activity
- 📄 Live Workshop
- 👤 Rainer Prasetya, Yevgeniya Tromp (NHL Stenden)

Leeuwarden City Tour

- 🕒 15h00-17h00
- 👥 Group Activity

👤 Students & Lecturers

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23 APRIL

TUESDAY 9H00-17H00 - NHL STENDEN

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	
TUESDAY 23/04	THE UNSEEN "RED FLAGS" AROUND HOSPITALITY		SEXUAL EXPLOITATION WITHIN WELLNESS SERVICES			LUNCH BREAK	FACILITATED GROUP WORK		THE NETHERLANDS AND SEX TOURISM / TRAFFICKING			

The Unseen "Red Flags" around hospitality

- 🕒 9h00-10h45
- 👤 Individual
- 📖 Live Lecture / Workshop
- 👤 Macmillion Fernandes (TUS)

📄 Overview Human Trafficking, Hospitality Context, Identifying and Spotting Red Flags, Role of Hospitality professionals - Reporting Measures.

Sexual exploitation within wellness services

- 🕒 11h00-12h45
- 👤 Individual
- 📖 Live Workshop / Lecture
- 👤 Nicola Ryan (TUS)

📄 This workshop will examine the extent of sexual exploitation within wellness arena as an unethical aspect of the hospitality and tourism industry.

Facilitated Group Work

- 🕒 13h30-15h00
- 👤 Group Work
- 👤 Students and Lecturers

The Netherlands and Sex Tourism

- 🕒 11h00-12h45
- 👤 Individual
- 📖 Live Workshop / Lecture
- 👤 Yevgeniya Tromp (NHL Stenden)

📄 A closer look into the Dutch culture and society, zooming in on case study in Amsterdam and surrounding, looking back into its history and current regulations and state of affairs. An intercultural approach into the topic of Sex Tourism and its relationship with the country.

SHORT
ADVANCED
PROGRAMME

**RT
UN** REGIONAL
UNIVERSITY
NETWORK
EUROPEAN UNIVERSITY

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24 APRIL

WEDNESDAY 9H00-19H00 - NHL STENDEN

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

WEDNESDAY
24/04

FIELD TRIP TO AMSTERDAM

Field Trip to Amsterdam

🕒 9h00-19h00

👥 Group Activity

👤 Students & Lecturers



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. Grant Agreement Number: 101124674.

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25 APRIL

THURSDAY 9H00-19H00 - NHL STENDEN

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

THURSDAY 25/04	THE BUSINESS MODELS OF SEX TRAFFICKING	GROUP WORK	LUNCH BREAK	TRAINING STAFF MEMBERS AGAINST SEX TRAFFICKING	INDIVIDUAL / GROUP WORK
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The Business Models of Sex Trafficking

- 🕒 9h00-10h45
- 👤 Individual
- 📖 Live Lecture / Workshop
- 👤 Macmillion Fernandes (TUS)

- 📖 Economics of sex trafficking, The common business models - Identifying real world incidences and practices, The roles of stakeholders

Facilitated Group Work

- 🕒 11h00-12h45
- 👥 Group Work
- 👤 Students

The Business Models of Sex Trafficking

- 🕒 13h30-15h00
- 👤 Individual
- 📖 Live Lecture / Workshop
- 👤 Guest Lecture

- 📖 A real world case from the stakeholder next door. How to prevent human and sex trafficking, with insights on staff training and preparation to aid prevention.

Individual / Group Work

- 🕒 15h30-17h00
- 👤 Individual/ Group
- 👤 Students

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26 APRIL

FRIDAY 9H00-19H00 - NHL STENDEN

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	
FRIDAY 26/04	PERSONAL TESTIMONY		PREPARE FOR LED SEMINAR			LUNCH BREAK	GROUP PRESENTATIONS OF DESIGN CHALLENGES		FEEDBACK & CELEBRATION			

Personal Testimony

- 🕒 9h00-10h45
- 📚 Live Lecture / Workshop
Guest Lecture
- 👤 TBD

Prepare for led Seminar

- 🕒 11h00-12h45
- 📚 Group Work
- 👤 Students

Group Presentations of Design Challenges

- 🕒 13h30-16h00
- 📚 Group Work
Presentations
- 👤 All
- 📄 Final presentations of Design Challenges.

Feedback & Celebration

- 🕒 16h00-17h00
- 📚 Group Work
- 👤 All
- 📄 Lessons learnt, overview of assessments, reflection

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29 APRIL





MONDAY 9H00-19H00 GMT+1 · ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

MONDAY
29/04

GROUP WORK / INDIVIDUAL

Group / Individual Work

-  Decided by students
-  Group work or individual study
-  Students
-  Self-study time, no supervision