

## TEFI7 Oxford Brookes University

**13-16 April, 2013**

Oxford, the City of Dreaming Spires, provided the inspiration for TEFI7. Our meeting, hosted by Oxford Brookes University, was held in Worcester College one of the oldest Oxford colleges. The College's glorious parkland and lake provided the inspiration for two and a half days of discussions about the future of tourism education and what we, as tourism educators, can do about it. Over 50 delegates from 15 countries attended this year's conference, with the theme Tourism Education for Global Citizenship: Educating for Lives of Consequence. In the opening session, delegates were challenged to be the change that we want to see in the world, and to dance to the beat of positive disruption. It was a challenge embraced with passion and gusto over the two and a half day conference. The conference was a fantastic success with much enthusiasm and commitment to moving beyond our comfort zones, and to explore the in-between spaces where we can make change start to happen.

The conference organisers would like to thank our TEFI7 sponsors, [Oxford Brookes University](#), University of Queensland, Temple University and Bocconi University. A special thank you goes to our invigorating keynote speakers, Anna Pollock (Tourism Concern), Alain Dupeyras (OECD) and Professor Nigel Morgan (University of Surrey).

We would also like to thank the members of the Scientific Papers Review Committee:

- Dr. Christian Schott, Victoria University of Wellington, New Zealand (Co-Chair)
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- Professor Karl Wöber, Modul University - Vienna

**Papers:** Please submit a 500 word abstract addressing one of the topics above. Please state clearly that the abstract is for a full paper and include contact details and a 100 word biosketch. If selected, the abstract should be formulated into a full paper which will be double blind reviewed.



**Tourism Education Futures Initiative  
7<sup>th</sup> Annual Conference**

**Tourism Education for Global Citizenship:  
Educating for Lives of Consequence**

**Conference Proceedings**

**Editors:**

**Christian Schott, Chen Feng and Daniel R. Fesenmaier**

**Oxford Brookes University  
Oxford, England**

**April 13-16, 2013**

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## PREFACE

The conference and proceedings would not have been possible without the support of Dr. Chris Cooper, Mr. Roberto Daniele and the team at Oxford Brookes. We send them special thanks for their hard work.

The material in this volume represents the papers and thought bubbles presented at the 7th Annual Tourism Education Futures Institute (TEFI) conference held at Oxford Brookes University in Oxford, England. The theme of the conference, which was attended by over 50 international tourism educators and scholars, and of this set of proceedings is "Tourism Education for Global Citizenship: Educating for Lives of Consequence". The vision for this year's conference was to share knowledge and inspire action in tourism education programs on graduates becoming global citizens and make a real and meaningful change in the global arena. It was inspired by Roberto Daniele's substantial work in the area of social entrepreneurship and tourism at Oxford Brookes. The timing of the conference was planned so that delegates who chose to could also attend the SKOLL World Forum on Social Entrepreneurship held at the Said Business School and Oxford Jam – a grass roots conference on the same theme. TEFI will participate in both of those conferences, with a special session at Oxford Jam on Social Entrepreneurship in Tourism and Hospitality.

TEFI has been working for six years to transform tourism education on a global scale such that graduates and future leaders of the industry are grounded in values (ethics, mutuality, knowledge, professionalism and stewardship) preparing them to be true stewards of destinations and their resources. TEFI seeks to be the leading, forward-looking network that inspires, informs and supports tourism educators and students to passionately and courageously transform the world for the better.

Tourism has great potential as a tool for social change. TEFI is a global network of tourism academics and industry practitioners who find a common platform in values-based education. The working environments, opportunities and policy contexts in which network members work are quite varied, but progressing TEFI values in teaching, research and industry engagement is a resonating force that keeps dialogue passionate and optimistic. In working towards the TEFI mission, four key areas of contribution are identified:



1. Facilitation of innovative, values-based learning experiences for students at all levels.
2. Advocacy for tourism as a field of study and employment
3. Re-shaping Tourism Scholarship: relevancy, meaning and metrics
4. A forum for creative, innovative debate about the impact of future socio-economic trends on tourism education

As part of the work to meet these areas of contribution, TEFI has offered a series of online courses that teach these values, developed a values inventory assessment tool, and has produced numerous publications including White Papers and journal articles describing TEFI-related projects.

More information can be found on the website [www.tourismeducationfutures.org](http://www.tourismeducationfutures.org)

This volume focuses on Tourism Education for “Global Citizenship: Educating for Lives of Consequence”. Contributions present critical perspectives and insights from five continents with topics spanning the meaning and place of global citizenship in today’s society, how key concepts can be meaningfully woven into curriculum design, and discussions of future-oriented competencies, to name a few. We wish to thank all the reviewers whose constructive and rigorous comments contributed to the quality of the papers.

Roberto Daniele   Christian Schott   Dianne Dredge   Pauline Sheldon   Daniel Fesenmaier