

Poland Bulgaria Greece Italy Ireland France

1 December 2022 – Open Forum

Education & Training for Sustainable Tourism in Europe



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ESTET: Embedding Sustainability Skills in Tourism Education and Training
PROJECT NO.: 2020-1-PL01-KA202-081845

www.estet-project.com



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SPEAKERS BIOGRAPHIES



dr hab. Hanna Górska-Warsewicz Associate Professor Warsaw University of Life Sciences

She leads the Department of Food Market and Consumer Research in Warsaw University of Life Sciences-SGGW. Main areas of her didactic activity are management of intangible resources in enterprise, finance management and accountancy, brand management, organization and management, enterprise management and management in gastronomy and hospitality. Her current publishing and scientific activities focus on brand management and management in gastronomy and hospitality.

dr hab. Ewa Dziedzic Associate Professor SGH Warsaw School of Economics

She graduated SGH Warsaw School of Economics in the field of economics and management in tourism. In research and teaching, she focuses on the problems of the impact of tourism on reception areas, the development of the tourism market in relation to various trends in tourism, the competitiveness of the tourism economy and marketing research in tourism. She participates in many national and international research projects in the field of tourism and cooperates with institutions responsible for the development of tourism at the national and regional level.



dr Robert Andrzejczyk Director of Józef Piłsudski Museum in Sulejówiek

Graduated University of Adam Mickiewicz in Poznań and the National School of Public Administration. In 2017, he obtained a doctoral degree in humanities in the field of history. Initially associated with the public relations industry as well as market analysis and research. He has experience in working in the civil service. He worked in Ministry of Sport and Tourism as a director of General Director's Office. In 2017-2020, he was the president of Polish Tourist Organization, in parallel (2018-2020), holding the position of vice-president of European Travel Commission (ETC), where he supervised the promotion area. Nowadays he is a Director of Józef Piłsudski Museum in Sulejówiek.



dr Agnieszka Puszczewicz Director of Croatian National Tourist Board Representative Office Poland

Graduate of Faculty of Management and Social Communication at Jagiellonian University in Kraków and Faculty of Foreign Trade at University of Economics in Kraków. Her great passion are the countries of the former Yugoslavia - their history, culture and the present. She has many years of experience in tourism acquired in the private sector, both in Poland and in Croatia. Nowadays she is a Director of Croatian National Tourist Board Representative Office in Poland.



dr Piotr Kociszewski University of Warsaw

He is a geographer, a graduate of Faculty of Geography and Regional Studies at University of Warsaw, and currently an employee of his home faculty. In addition, he is associated with Vistula School of Hospitality, working as vice-dean of Faculty of Tourism and Recreation, as well as lecturer. An active tour leader, city guide in Warsaw, national trainer of WFTGA (World Federation of Tourist Guide Associations), founder and owner of a travel agency. In his work, he combines theoretical and practical knowledge, experience gained so far in the tourism market with his personal passion.



dr Michał Koskowski SGH Warsaw School of Economics

Lecturer, researcher and consultant specializing in areas of tourism and cultural heritage. Graduate in the field of International Economic and Political Relations and specialty of Tourist Economy at Warsaw School of Economics, PhD in cultural heritage management in International Centre for Cultural and Heritage Studies, Newcastle University in Great Britain. Member of Forum of UNESCO University and Heritage, member of REMIT (Research Group on Economics, Management and Information Technologies) at Universidade Portucalense (Portugal), reviewer for the journals 'International Journal of Tourism Anthropology' and 'Turystyka Kulturowa', instructor and consultant for cultural heritage management in nongovernmental organizations. Runs a company Michał Koskowski Heritage Management.



AGENDA

Education & Training for Sustainable Tourism in Europe

10:00 –
10:15 CET

Official welcome and introduction to the conference theme

Aleksandra Zajęc: Project Coordinator, Społeczna Akademia Nauk (Poland)

10:15 –
10:50 CET

Partners presentation

Społeczna Akademia Nauk - Poland (5 min)
Eastern Macedonia - Thrace Regional Directorate for Primary and Secondary Education - Greece (5 min)
EUROPEAN CENTER FOR QUALITY OOD - Bulgaria (5 min)
PROMIMPRESA SRL - Italy (5 min)
FUTURE IN PERSPECTIVE LIMITED - Ireland (5 min)
ALBEA ETUDES ET CONSEILS - France (5 min)
Mazovian Regional Tourism Organisation - Poland (5 min)

10:50 –
12:00 CET

ESTET project presentation:

IO1: Conceptual Framework for embedding sustainability skills in tourism VET curricula - Społeczna Akademia Nauk
IO2: Portfolio of learning resources for tourism sustainability skills - FUTURE IN PERSPECTIVE LIMITED
IO3: In-service training programme - EUROPEAN CENTER FOR QUALITY OOD
IO4: Compendium of Success Stories - Eastern Macedonia - Thrace Regional Directorate for Primary and Secondary Education

12:00 –
12:15 CET

Coffee break

12:15 –
13:00 CET

Discussion panel: How to integrate sustainable tourism in VET institutes and tourism enterprises?

dr hab. Hanna Górska-Warsewicz (The Warsaw University of Life Sciences)
dr hab. Ewa Dziedzic (SGH Warsaw School of Economics)
dr Robert Andrzejczyk (Director of Józef Piłsudski Museum in Sulejówiek)
dr Agnieszka Puszczewicz (Director of Croatian National Tourist Board in Poland)

13:00 –
14:00 CET

Workshop 1: Best Practices and Challenges of Sustainable Tourism

dr Piotr Kociszewski, University of Warsaw

14:00 –
14:30 CET

Lunch break

14:30 –
15:30 CET

Workshop 2: Return to the future: what I would like to know about sustainability in tourism in my line of work and why?

- dr Michał Koskowski, Heritage Management Company

15:30 –
16:00 CET

Questions and Conclusions - Conference summary and evaluation.

Aleksandra Zajęc: Project Coordinator, Społeczna Akademia Nauk (Poland)