

Part2: The Future of Tourism Education: Bridging Teaching, Research and Practice  
(観光教育の未来：教育、研究、実践の架け橋)

**Keynote 基調講演**

**Tourism Education for the Future: Valuable for whom and for what?**

(未来に向けた観光教育：誰にとって、何のために価値なのか”)

Abstract 要旨

Tourism, hospitality, and event (THE) education has a more than 100 year long tradition, and it will surely continue to exist also in the future. The type and form of THE education has naturally changed over this century, depending on societal needs and different external developments. A tremendous growth in the number of programs has taken place, and consequently plenty of human and physical resources have been invested in the process. In nature there are two types of growth; that of a young organism growing into its mature state, and that of parasitic growth where one organism is extracting the life power from another for its own benefit. Growth is therefore not a goal in itself, it is a means toward maturity, and in maturity we should aim to flourish. Thus, when we think today about THE education FOR the future, we will need to take in consideration for whom this education is delivered, and for what purposes it is conducted. In other words – we need to locate value and values in this endeavour. I will briefly present how THE education has developed from two different schools of thought, and how this has led to very divergent expectations of what the end results should be, with a wide range of curricular models as a consequence. This will be followed with an investigation of the metrification of society, and I will ask if we actually measure what we value, or if we settle for attaching value to what we can measure. I will also look toward the future and the challenges we all face: a climate catastrophe that is drawing nearer, increased inequality between people, and pressing demographic changes. Finally, I will end on a sweet note, as I am optimistic that we can change our courses of action. COVID-19 proved that institutions, habits, and norms can change rapidly, when humanity faces up to challenges it can jointly overcome deadly threats.

Speaker 講師



Prof. Johan R Edelheim (Hokkaido University, Japan)

エデルヘイム・ヨハン (北海道大学メディア・コミュニケーション研究院 教授)

Johan R. Edelheim (PhD), Professor of Tourism and Media at the *Research Faculty of Media and Communication & Graduate School of International Media, Communication and Tourism Studies*; at *Hokkaido University*

Professor Edelheim worked for more than a decade globally in the hospitality and tourism industries before becoming a secondary and tertiary educator in the same fields, and later also managing the largest tourism educational institute in northern Europe for five years. Japan, where he relocated in 2019, is the eighth country in which Prof. Edelheim lives and works.

Prof. Edelheim has diplomas and degrees from education, philosophy, cultural studies, hospitality, and business. Behind most of his research lies a deeply rooted aim for humanism and equality. Most of his studies focus in different ways on tourism, hospitality, leisure, education, and society – quite often using philosophical frameworks for analysis, and different popular culture sources as his data collection sites.

Prof Edelheim presents his research philosophy in the following terms:

*I look at society and events with a purpose to highlight inequality in order to bring issues to common awareness. These matters of inequality can be found in all fields of studies and a conscious use of different theoretical lenses allows me to investigate matters in novel ways.*

*My research interests focus on:*

- a) the Scholarship of Teaching and Learning (SoTL), especially connected to tourism and hospitality Higher Education;*
- b) Critical Tourism Studies (CTS) connected to climate change, equality, identity, ethnicity and care; and*
- c) the philosophy of tourism and hospitality, especially ontology and axiology.*

Prof. Edelheim chaired the Tourism Education Futures Initiative (TEFI) network from 2019 to 2021. He has, together with Prof Marion Joppe and A.Prof Joan Flaherty, co-authored and co-edited ‘*Teaching Tourism: Innovative, values-based learning experiences for transformational practices*’ published by Edward Elgar publishing in 2022.