



fundament

Jaarlijks magazine voor alumni van Hotel Management School Maastricht | 2020

www.alumni-hotelschoolmaastricht.nl



Foundation
HMMSM

Supporting our
hospitality
community

10 jaar Teaching Hotel

Bastiaan Klomp en Bart Bloothoofd
over hun reünie

Interviews

with alumni about
social responsibility

Welcome

Our lives, our companies, our jobs, our school have changed drastically since the last Fundament. We hear the stories of many of you who need to deal with the effects of the corona crisis and feel for those who are affected. But then... at the same time we are so unbelievably proud to see that there is a lot of firm entrepreneurship amongst you and that many new initiatives are taken. These positive successes are something we all need in this time and can learn from. We are happy that we can reach out to you with the 2020 edition of Fundament and share news of the institute and our community.

Blended learning

Covid-19 has changed our way of teaching too. We needed to make a rapid switch from in-person to online teaching and had to call students back from their internships. It was quite a challenge to find new internships for almost two hundred students before September. But they all managed to find one, not least due to the proactive support and advice from our alumni. Many thanks for this!

Foundation HMSM

We have regularly received ideas and suggestions of alumni for financial support over the years and our response to this was to establish our own foundation. We are extremely proud and grateful that this initiative arose from our community and hope that we can rely on your support.

Student Residence

The first students have moved into the new Student Residence. We held a competition to get interesting names for the communities. They now have names after the big rivers in the world such as Rio Grande, Tagus and Wolga.



New research centres

Our curriculum is another area in which we continue to develop and make ourselves distinct. Three research centres are being established, which will ensure knowledge growth and intensified partnerships in the coming years.

Anniversaries: 10 years THCB and 70 years HMSM
Unfortunately, we had to place restrictions on our 70th anniversary celebrations and cancel the announced Knowledge Event. Teaching Hotel Château Bethlehem was established ten years ago and we are celebrating this with our guests throughout the year by offering a fun news item or special on the 10th of each month. Keep an eye on the THCB Facebook page or Instagram for this.

We are sure the world at one point will change in a direction where we once again can enjoy our freedom. Stay strong!

Ad Smits
Dean Hotel Management
School Maastricht

Contents



Colophon

Fundament is een uitgave van het Alumni Netwerk van de Hotel Management School Maastricht en wordt jaarlijks toegestuurd naar alle alumni en is digitaal beschikbaar op www.hotelschoolmaastricht.nl.

Afkortingen

HMSM: Hotel Management School Maastricht

THCB: Teaching Hotel Château Bethlehem

Eindredactie Binie Hermans, Carola van Roermund

Redactie Vera Dühring, Binie Hermans, Ankie Hoefnagels, Karin Kleijnen, Bertine Kleijnjan [F 1990], Annelies Putman Cramer [F 1987], Carola van Roermund, Nicoline Wisse Smit [F 1994], Lewick Kalembe [F 2013]

Vertaling DUO Vertaalburo BV

Vormgeving Frank de Both, Twin Media bv

Coverbeeld Maartje van Berkel

Druk OBT, bv Den Haag

Oplage 7.800

Redactieadres

Hotel Management School Maastricht Alumni Netwerk

Postbus 3900

6202 NX Maastricht

+31 (0)43 - 3528282

alumnihmsm@zuud.nl

www.alumni-hotelschoolmaastricht.nl

Druk

De redactie behoudt zich het recht voor om ingezonden stukken te herzien voor publicatie. De meningen en ideeën weergegeven in Fundament komen

niet noodzakelijkerwijs overeen met die van de redactie. Copyright is in handen van Fundament en van de individuele auteurs. Niets uit deze uitgave mag worden gekopieerd zonder goedkeuring van de redactie.
ISSN: 1876-4088

Tip de redactie

Mail de redactie met tips voor Fundament of het online platform alumnihmsm@zuud.nl

Gegevens wijzigen

Het is belangrijk dat je postadres en e-mailadres bij ons bekend zijn. Wijzig zo nodig je contactgegevens.

www.alumni-hotelschoolmaastricht.nl

Features

- 06 Follow your heart
- 08 It runs in the family
- 18 Terug naar de vaksjaol
Teaching Hotel
- 26 Changing the opportunities of others
Foundation HMSM
- 30 Building your future
Master FREM
- 32 Hospitality abroad
6 Questions

Careers

- 12 An out of control internship
- 16 Create value based on common interest
- 22 From profit to inclusive thinking

Columns

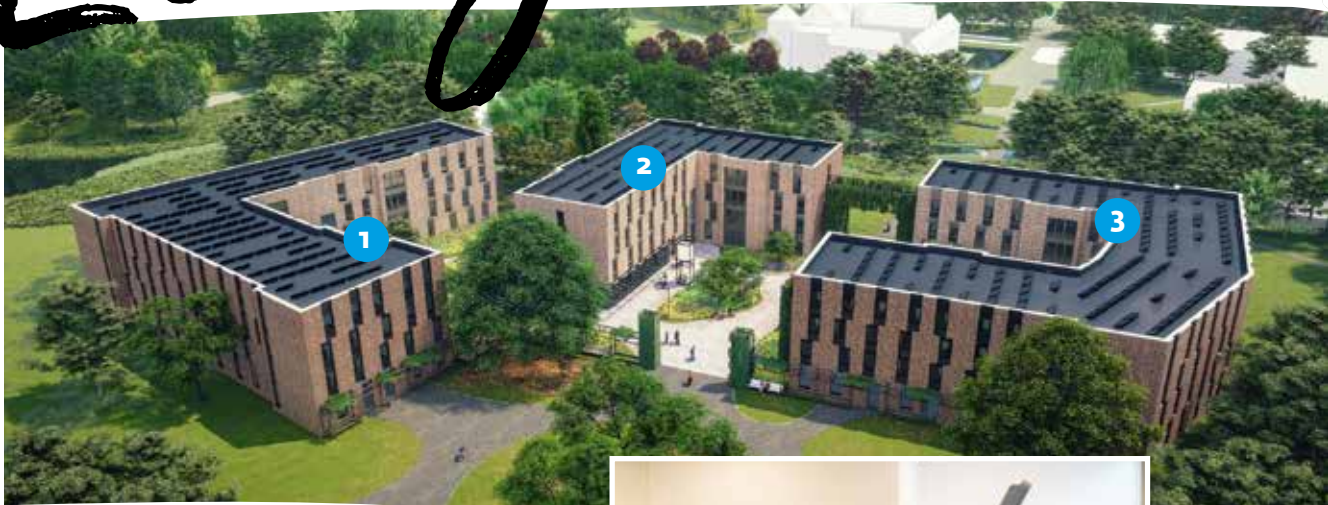
- 02 Foreword
- 11 Amphitryon
- 34 Just Graduated

Every issue

- 04 Lately
Latest changes, facts and developments of the HMSM
- 10 Online community
- 15 Toen & Nu
- 21 Let's catch up with
- 29 Graduates 2020
- 35 Where 2 donate?

Lately

Latest changes, facts and developments of the HMSM



First buildings Student Residence are open!

The new student rooms resemble hotel rooms. Each 16 m² room has a bed, desk, chair and spacious cupboard and a bathroom, including a basin, toilet and shower. All living communities of 13 to 15 rooms have a common room, including a completely furnished kitchen, a large dining area and a spacious living area and television. The lobby area with reception, mailboxes, a fitness area, a lounge area (the 'Hang-out') and the launderette are centrally located. Building 3 is now being finalized and the Maas and Kanjel flat will be demolished shortly. After that, work will start on the layout of the landscaping.





Matt Flipse [F 2019]

Property Manager Holland2Stay

'We (Holland2Stay) are 24/7 available for the students living on campus. In this community we focus on personal responsibility: look out for yourself and also for each other.'



Smoke free campus

As of September 1st, 2020, we are proud to be a smoke-free campus for a smoke-free generation. This applies to everyone: students, employees, visitors and suppliers. There are no exceptions. 24 hours a day, 7 days a week, all year round and is applicable to all smoking and tobacco products (including e-smokers). Our aim is to be a healthy working and learning environment for everyone!



Update your personal profile!

It is important to have your personal details up to date. Make sure we have your email address. Update your profile on www.alumni-hotelschoolmaastricht.nl

New research centres

Three research centres have been established, which will ensure the development and dissemination of knowledge and intensified partnerships with the industry in the coming years. Dr Ankie Hoefnagels has been appointed

as Professor of Global Competence

as of 1st September. Dr Danny

Han will be appointed as

Professor of Future of

Food on 1st February 2021

and preparations are

underway for a third

special research centre,

Data-driven Hospitality

by Dr Martijn Zoet, with

the same intended start

date of 1st February.



Something old Who recognizes himself? Let us know!

IMAGE LODEWIJKFOTOGRAFEERT! [F 1983]

Olivier Wilmink [F 2004]
www.astudionamedfour.com



Follow your

Succesvol en ambitieus zijn ze allebei. **Anna Staats [F 2014]** als recruiter, **Olivier Wilmink [F 2004]** op de Amsterdamse Zuidas. Toch ervaren ze dat, voor velen bekende, stemmetje op de achtergrond: wat als ik voor mezelf begin...? Voor zowel Anna als Olivier geeft een life-event uiteindelijk de doorslag. 'Spannend en doodeng...' verzuchten ze. Maar achteraf zijn ze het meest trots op het feit dat ze het gedurfd hebben.

DOOR **BERTINE KLEINJAN [F 1990]**

Na de hotelschool volgt Olivier Wilmink een master bedrijfskunde op Nyenrode. Hij werkt onder meer voor een gerenommeerd advocatenkantoor en bekend consultancybedrijf. Op de Zuidas haalt hij target na target en wint felbegeerde prijzen. Kortom, hij deed waar hij goed in was. En toch overviel hem dat gevoel: is dit wat ik wil?

A Studio Named Four

Dat moment viel samen met de geboorte van zijn dochter. 'De gedachte dat zo'n nieuw mensje een heel nieuw leven voor zich heeft, projecteerde ik op mezelf: wat doe ik met mijn leven? Ligt mijn hart niet heel ergens anders? Toen ben ik gaan praten met studio's, met architecten en waagde ik uiteindelijk de sprong naar een eigen interieurstudio.'

Het geheim

Het leukste vindt Olivier de trajecten van A tot Z. Van concept-ontwikkeling tot realisatie en inrichting. 'Dan vragen klanten of ik meega om kunst uit te zoeken. Of reizen we af naar België voor een vintagekastje.' Het geheim? 'Dat het gekozen concept bij elke aanschaf leidend is.' Voor klanten is dat ook fijn. Die hebben, jaren later nog, een leidraad bij hun aankopen.

Luxe hotelkamers als inspiratie

In het eerste gesprek gaat het opvallend vaak over iets dat klanten ver weg in een hotel of restaurant hebben gezien. Een stoel of een spiegel die blijft. Maar het kan ook een tint of tegeltje zijn. Zo'n item of kleur integreert Olivier dan in het interieur. 'Op vakantie gunnen mensen zich vaak meer rust en luxe dan thuis. Staan ze meer open voor de schoonheid

van dingen. Waarom zou je jezelf datzelfde gevoel niet 24/7 gunnen? Een klant die gefascineerd raakte door een boom midden in een Londens restaurant, heeft nu net zo'n boom in zijn keuken. Fantastisch toch?'

Verantwoord

Oliviers werkerterrein speelt zich voornamelijk af in het hogere segment. Dat betekent niet dat alles altijd high-end hoeft te zijn. Duurzaamheid speelt bij de keuze van materialen en verf een belangrijke rol. Net als in het interieur zelf. 'Design stoelen zijn bijvoorbeeld heel geschikt om opnieuw te bekleden. En ik gooi bijna nooit iets weg. Een keuken die plaats moet maken, krijgt een tweede leven via marktplaats.' In zijn woonplaats Amsterdam is dat al helemaal gemakkelijk: 'daar zetten we alles maandagavond aan straat. De busjes rijden vanzelf langs.'



Anna Staats [F 2014]
www.tooswerkloos.nl

Begin april krijgt Anna Staats het gevreesde telefoontje. De week erna komt er al geen geld meer binnen.

'Paniek'. Werkloos worden terwijl de wereld in rep en roer is vanwege corona. Toch heeft ze binnen twee en een halve week een nieuwe baan als recruiter. Maar ze bedenkt zich, want: 'Als je al jaren, zoveel geeft aan een baas, is het dan geen tijd om voor jezelf te beginnen?'

Joehoe, Toos Werkloos hier...

Zo begint het bericht dat Anna niet veel later naar vrienden en familie stuurt om aan te kondigen dat ze werkloos is. Een grapje dat al snel uitmond in een serieus businessplan. Want... werkloos zijn, hoe doe je dat? En belangrijker: hoe kom je er weer vanaf? En daar ligt precies haar kracht. Als recruiter heeft Anna duizenden cv's voorbij zien komen en honderden sollicitatiegesprekken

gevoerd. 'Ik weet dus hoe het sollicitatieproces er aan de andere kant uitziet.'

Meer dan een brief en een gesprek

'Solliciteren wordt zwaar ondergewaardeerd', vindt Anna. 'Terwijl je juist veel vaardigheden nodig hebt. Zo moet je goed kunnen schrijven, gevoel hebben voor grafische vormgeving en creatief genoeg zijn om op te vallen. Maar je moet jezelf ook kennen, branden en marketen. En ondertussen vooral jezelf blijven. Want 'Wie ben jij?' is nog altijd de vraag waar veel mensen over struikelen.' Dat verbaast Anna niet. 'Een goede persoonlijke pitch is het resultaat van een langdurig proces. Het begint met inzicht in jezelf en je mogelijkheden. Die informatie moet je in een paar zinnen weten te vangen. Uitschrijven dus, oefenen, aanpassen en weer van voren af aan beginnen. Net zolang totdat de pitch precies weergeeft waar je voor staat en ook nog natuurlijk uit je mond rolt.'

Betaalbaar

Toos Werkloos biedt drie pakketten (Tekst, Creatie en Praten) die je los of gekoppeld kunt afnemen. Om in de toekomst een reële omzet mogelijk te maken - haar doelgroep houdt het liefst de hand op de knip - bouwt Anna aan een online leeromgeving. 'Daar kan iedereen tegen een betaalbare prijs, een aantal goede stappen maken. En voor wie wil, zijn losse coachsessies mogelijk.'

Ondanks of dankzij corona?

In tegenstelling tot de paniek in het begin heeft het virus Anna, los van alle narigheid, veel opgeleverd. 'Daar heeft de brede opleiding aan de HMSM zeker aan bijgedragen. Hottel's zijn relatief goed in veel dingen. Die flexibiliteit is, zeker nu, een enorm voordeel. 'We hebben geleerd te denken in mogelijkheden niet in onmogelijkheden.'

It runs in the family

Vader **Robert Coolen [F 1987]** en dochter Josefiën praten over hun keuze voor en hun tijd op de Hotel Management School Maastricht en over die ene competentie die ze beiden zo waardevol achten en die steeds weer opduikt in het gesprek: flexibiliteit, het vermogen je aan te passen aan veranderende omstandigheden. 'Dat is wat een hotello tot hotello maakt.'

DOOR **KARIN KLEIJNEN**
FOTO **HARRY HEUTS**



Vriendschappen

Eigenlijk wist ze het al toen ze in september 2019 in Utrecht aan de studie Communicatie begon: uiteindelijk zou ze tóch kiezen voor de hotelschool. En zo geschiedde: na een jaartje waarin ze in Utrecht haar propedeuse haalde, verkaste Josefiën Coolen (20) naar Maastricht om afgelopen augustus haar studie hotel management te starten, net zoals haar vader Robert in 1983 deed. Josefiën groeide op in het Limburgse Cadier en Keer met veel hotello's om haar heen: pa, tante Mariëtte [tante **Mariëtte de Bruijn [F 1987]** jaargenote van Robert en tevens zus van ma Katrien — red.] en een grote vriendenclub daaromheen. Zag haar hele jeugd de waarde van al die hechte vriendschappen

en werd geïnjecteerd met het hospitality-DNA. Dat sfeertje, het curriculum en ook de oneindige mogelijkheden na een studie aan de Hotelschool Maastricht bleven trekken daar in Utrecht. Ze gaf zich uiteindelijk gewonnen. Spijt van het Utrechtse tussenjaartje heeft ze niet: 'Ik móest gewoon even naar een andere stad, heb een enorm mooi jaar gehad en veel geleerd. Maar mijn complete plaatje, dat vind ik hier. Interessante vakken en leven in een bruisende community, wat een mooie ervaring.'

Corona

Een vreemde tijd om aan een studie te beginnen. Corona eist voortdurend aanpassingen. 'Ik had me zo verheugd op al die Amphitryon-, campus- en

studie-ervaringen die ik ken van papa. Maar in plaats van een introductie krijgen wij iedere maandagavond theorielessen over tradities en disputen. Er zijn minder activiteiten en geen echte baravonden, maar er is wel een verplichting om zo veel mogelijk in onze bubbel te blijven, de campusgang van dertien studenten. Veel theorielessen zijn

Maar mijn complete plaatje, dat vind ik hier.



Robert:
Oef, zie ik daar de tekst
Ik hou van je op
mijn raam?

online en bij fysieke lessen zitten we uit elkaar. Goed georganiseerd trouwens en met z'n allen passen we ons goed aan en zijn we flexibel, en het werkt, maar ik weet ook hoeveel leuker het had kunnen zijn.' Eigenlijk kan Josefen gewoon niet wachten tot het normale leven weer begint. 'Dan ga ik me heel actief inzetten voor Amphitryon. Lekker veel organiseren.'

Ook Robert merkt de impact van Corona: 'Als contract- en inkoopmanager zie ik de worsteling waar leveranciers in zitten. Waar bij Inkoop voorheen de focus met name lag op de laagste kosten, zie ik nu dat leverbetrouwbaarheid, flexibiliteit en het nastreven van een lange termijn relatie veel belangrijker worden. Dat vraagt een andere aanpak.'

En maatschappelijk verantwoord ondernemen, kan dat ook bij Inkoop? Jazeker, zegt Robert. 'Ik adviseer steeds vaker meer duurzaamheidscriteria aan leverancier en product te stellen. Dat kan prima, vaak zelfs zonder prijsopdrijvend effect. Zo kan ook de inkoper bijdragen.'

Teruggeven

Aanpassen, flexibel zijn, veranderen. Dus ook: samenwerken. Je vindt het ook terug in Robert's motto: alleen ga je sneller, samen kom je verder! Een ware tegeltjes-wijsheid, vindt hij: 'Het is soms erg verleidelijk om zelf snel naar een oplossing te gaan. Maar dat is soms ook een blinde vlek, je mist waardevolle input van anderen. Tevens loop je het risico dat de uitkomst niet gedragen wordt. De competentie 'samenwerken' staat niet voor niets in bijna alle vacatureteksten.' Robert denkt dat verandering de enige constante is. Dat vertaalt hij vervolgens naar een leven lang leren. 'Ik wil graag de verbinding blijven maken tussen mijn opdrachtgevers,

leveranciers en het onderwijs.' Zo was hij tot 2017 nog steeds betrokken bij de Hotelschool. Als gastdocent Inkoopmanagement, als consultant en als externe examinator. 'In deze periode heb ik van dichtbij een voortdurende verdere professionalisering van het onderwijs op de hotelschool gezien. De lat werd steeds hoger gelegd. Zoals bij projectopdrachten, het was mooi om het eindresultaat van forse inspanning van gepassioneerde professionals in teamverband mee te mogen beoordelen. Een laatste oefening op het gebied van samenwerken, verdedigen en presenteren. Met een solide onderbouwing van conclusies en aanbevelingen, heel waardevol voor de opdrachtgever!' Robert hoopt nog lang zijn kennis en ervaringen te kunnen delen, te mogen sparren met de jongere generaties. 'Dat is mijn manier van teruggeven. En hoe bijzonder is het als je als examinator examens mag afnemen in de ruimte in het kasteel die voorheen je studentenkamer was? Dat was letterlijk thuiskomen!'

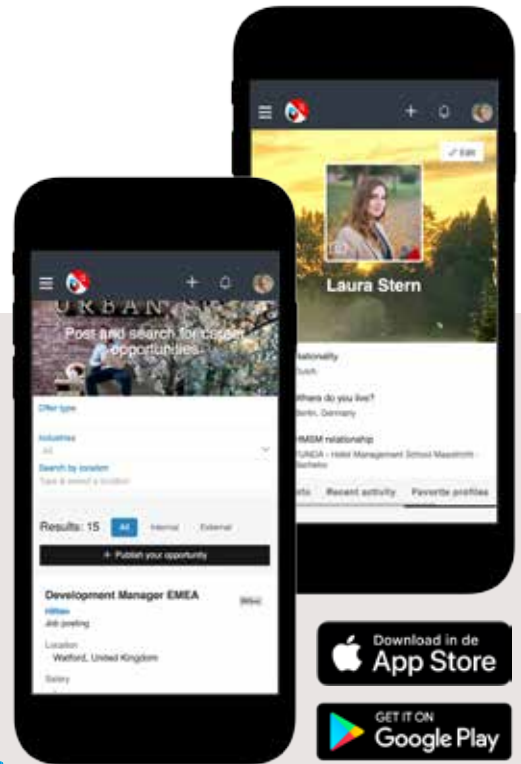
Opportunisten

Hebben vader en dochter nog een laatste tip voor de lezers van Fundament? Twijfels: 'Lezers zijn professionals, wie zijn wij om hen een tip te geven?' Misschien iets ter overweging tijdens de huidige coronacrisis? Robert komt met een citaat van Darwin, jawel, over veranderen: 'het zijn niet de sterkste soorten die overleven, ook niet de meest intelligente. Het is de soort die het beste reageert op veranderingen'. Josefen knikt. En dan, twee generaties eensgezind, vol vertrouwen: 'Hotello's zijn opportunisten, die vinden altijd wel weer een weg!'

Online community

More than 5.200 alumni know already that we have our online private community: a platform only accessible for alumni of the Hotel Management School Maastricht. With the app your network is even more accessible.

The app is available on Google Play and in the App store. Go to your app store and find: Alumni HMSM.



Find former students
Post or search vacancies
Promote your company
World map for easy access



www.alumni-hotelschoolmaastricht.nl
✉ alumnihmsm@zuyd.nl

Dear alumni & Amphitryans

What a time to be alive... we as Board Croonen would like to give you an update on the latest developments in our association. It's been a challenging time for us all, and normally the time of your study in Maastricht is filled with events and activities Amphitryon offers. Covid-19 has made most of the activities, which you might remember from your time here, impossible to organize. But Amphitryon is extremely resilient, over the past couple of months we haven't been standing still.

The previous Board Bakker has organised several corona proof events. Such as the Relive livestream instead of the HOVO, the INKOM for all the new first year students, and the Amphitryon Pop-Up restaurant.

The Pop-Up restaurant was an event to celebrate the 30th anniversary of our Club Bar and was paired with the change of Board. Together with 200 members of Amphitryon we enjoyed the menu that would have been served at the Preuenemint, and listened to several live bands and DJ's. Even though there were very strict measures for all guests, this event has shown that Amphitryon can organize corona proof events with great success.

Facts and Figures

1204

Members of
Amphitryon

188

A-members of
Amphitryon

16

Honourary
Members

Events 2021

Introduction

29 – 31 January

HoVo

28 – 30 May

Preuenemint

26 – 29 August

Introduction

28 – 30 August



Board Croonen

Another important development at Amphitryon is the project around the new Club Bar. Previous Board Bakker has made big steps in the financial process together with project leader **Wim Dupont [F 1982]**. The Club Bar has taken on an alternative form, we have created a covered terrace in front of the Club Bar, and a cosy setting inside. This way we were still able to welcome the members and keep in contact with each other. What the future holds is unsure for everyone in all sectors, and impacts all of our lives. We as Amphitryon wish you all the best and good health. We wish you a lot of creativity and strength to make the best of all challenges ahead.

*Kind regards,
on behalf of the Board,
Bo Croonen
Chairman*

One year ago **Dominique Castermans [F 2002]** took on the role of Head of Human Resources at EVENT Hotels in the Netherlands. She is responsible for HR services for the 35 hotels managed by the German organization, or used to be. Because of the coronavirus, they are down to 33 as two hotels have gone bankrupt. These are the hotels where Dominique worked before starting at EVENT Hotels.

BY **NICOLINE WISSE SMIT [F 1994]**

An out of control internship

Flagship hotels insolvent

'I've been working at the top of my game since the start of the coronavirus. Both at home giving lessons to the children as well as at work. EVENT Hotels is a service platform; a relatively young organization that originated in Germany. All operational activities are carried out at the establishments affiliated with EVENT Hotels, while the head office in Amsterdam provides services to the various hotel owners. These include services you normally see behind the scenes, such as accounting and HR.'

Until recently, 2 InterContinental Hotels Group (IHG), 11 Accor, 12 Bilderberg, and 10 K+K hotels were affiliated with EVENT Hotels in the Netherlands. Dominique witnessed

the IHG establishments collapse, practically overnight. 'The Crowne Plaza Amsterdam - Schiphol and Holiday Inn Amsterdam are, or rather, were among Amsterdam's flagship hotels. Without travellers at Schiphol and events at the RAI it was over quickly. I'd worked at these hotels for over 15 years. They were my children.'

The bankruptcy of the two hotels ended the service contract with EVENT hotels. 'When people lose their jobs, that's exactly when you want to be there for them. The EVENT Hotels' service ended as soon as the hotels filed for bankruptcy. That's the hard reality: the differing interests between hospitality and property management, where the P for

profit comes above that of planet and people. Officially, there was no longer a relationship and we were not allowed to help.' Dominique's regret is tangible, despite everything she tried to do in a personal capacity. She calls that her social responsibility. 'If you've been a waiter for thirty years, it's a real blow to suddenly lose your job. Usually, there are hospitality jobs a-plenty, but that is not the case right now. The least I can do is give people direction, refer them to various institutions and inform them about job coaches and the importance of networks.' According to Dominique, doing more than is in your job description is the core of hospitality. 'Hospitality is service and this service is in the

CV

2019 – present:

EVENT Hotels, Head of Human Resources the Netherlands

2017 – present:

Luxury Hotels of Amsterdam, Ambassador

2008 – 2019:

InterContinental Hotel Group, Area Human Resources Manager

2004 – 2019:

Various human resources positions within Crowne Plaza Amsterdam – Schiphol, Holiday Inn Schiphol and Holiday Inn Amsterdam (all member of InterContinental Hotel Group)

2001 – 2004:

American Hotel, Assistant Human Resources Manager

1997 – 2002:

Hotel Management School Maastricht

HMSM involvement:

Always has a stand on job markets, in favour of trainees from HMSM and contributes to module 5.



DNA of everyone in the hospitality industry. Going that extra mile is hospitality in its purest form.'

Flourishing during the coronavirus crisis

Nevertheless, Dominique has still experienced some fantastic things over the past year. She witnessed the coronavirus forcing people out of their comfort zones. She believes that this offers people opportunities they have perhaps not yet recognized. 'The crisis has resulted in people discovering new things about themselves; they discover their talents. Discovering

new talents doesn't necessarily mean a career elsewhere. There are also people who realize now, more than ever, that they're in the right place. They flourish. I see that as a huge compliment.' Dominique also witnessed other changes over the past year. 'It seems as though people are stronger both individually and together. They also appear to be more honest towards each other, which has both positive and negative consequences. Being more self-organized over the recent period has enabled people to get through huge backlogs in work. People are less careful about what they say which makes things a lot clearer and seems to create more understanding.'

Building success, from the bottom up

According to Dominique, people's capacity for self-organization is something that already existed. Things are happening in terms of environment, people and awareness, and have been for some time. She mentions the Food Waste Challenge to address waste. 'The Food Waste Challenge is a national initiative that originated from a Bilderberg hotel employee's idea. Many corporate social responsibility projects were originally initiated by employees. Such initiatives are successful when they originate from the front line. Service employees are vital. The knowledge is in the hotels.'

Good Roll toilet paper is another project that started within hotels. The hotels are doing their bit for the environment with these fun 100% recycled paper rolls. Guests seem to like it too. Dominique also mentions the Green Key certificate that hotels carry as quality mark. 'These are initiatives that started on the front line. The introduction of face masks before these became mandatory is another front-line initiative. Ideas that start within hotels are generally widely supported. They face less resistance. The head office should support solutions when these are requested, such as a plastic visor when a face mask is difficult to wear, combined with glasses.'

The future

'The biggest development for the future relates to planet, profit and people. Actually the people part is already in the hotel industry; it's the planet component that has started to get more and more attention in recent years. The people, planet, profit aspects seem to be more in balance and more cohesive, and the approach is also increasingly less top-down. This enables us to adapt faster and be more proactive. This combination is what motivates me. Instead of being the outsider from head office, I'm increasingly part of the teams. I ask people what they need to do their work and what they could really do without. That turns an annoyance into a service.'

According to her, this service focus stems from HMSM. 'Hotel Management School graduates show empathy and understanding. We know how to bring things

'Going that extra mile is hospitality in its purest form.'

across in a positive way, even if the answer isn't what people want to hear. This positive approach is the result of our listening skills and the ability to see things from another's perspective; something that already starts during the first encounter. By greeting others, always making sure you have something to do and holding the door open. For Hotel Management School graduates this is second nature, but it doesn't come as naturally to everyone.'

Dominique is not sure whether she would be where she is now and who she is now, were it not for the Hotel Management School. She chose the Hotel Management School above various P&O and employment law study programmes. The programme seemed really broad, in a good way. Jan Vink, at that time head concierge and father of her friend, also suggested that HMSM might be something for her. She had, on occasional Saturday evenings, secretly watched videos with Jan Vink's daughter in the Blauwe Zaal in the castle. While she was born and raised in Maastricht, she did not immediately consider studying in Maastricht, but enrolled after a gap year in America. The campus made her feel that she wasn't really in Maastricht. She

did her first internship in Cape Town and offered to stay on for another month after the initial five, so she could experience HR. This was the prelude to her management internship in the Netherlands at the American Hotel, where she was later asked to stay on. From the American Hotel, Dominique switched to Crowne Plaza and developed from there. She has now opened, closed, and rebranded hotels. No benefit package or employee satisfaction project is outside of her comfort zone. Laughing she added: 'Actually, you could see my life as an out of control internship. That initial five months has now lasted seventeen years.'

Hotel Management Track

This profile turns students into 'game changers' for the international hospitality industry. It allows students to further specialize in revenue management and/or in innovative developments in the hotel industry in the Creating Customer Delight minor. Afterwards, they can choose a management internship in an international hotel or HQ, which enables them to further develop their strategic skills.

If you want fourth-year students to take an advisory project in the field of Hotel Management please contact Josje van Dongen (track coordinator, josje.vandongen@zuyd.nl).

In 1975 werden voor het eerst vrouwelijke studenten toegelaten tot de Hotelschool Maastricht. **Annelies van der Vorm [F 1979]** behoorde tot deze eerste vrouwelijke lichting. Ze woonde eerst in het kasteel, daarna in de toen splinternieuwe Kanjelflat.

DOOR KARIN KLEIJNEN

Annelies van der Vorm

Na de hotelschool werkte zij als assistente bij Wijnhandel Reuchlin in Rotterdam. Tot haar eigen grote verbazing is zij uiteindelijk de horeca ingegaan. Tegenwoordig is zij eigenaar van twee hotels: Badhotel Bruin op Vlieland en duikresort Nuarro Lodge in Mozambique. Tevens is zij onder andere Voorzitter van de Raad voor Goed, die de gemeente Rotterdam adviseert op het gebied van maatschappelijk verantwoord ondernemen. Annelies' man Diederik is in 2013 overleden. Ze heeft twee dochters en vier stiefkinderen.

1 Wat heb jij aan de vernieuwing van het campusbeleid bijgedragen?

Annelies, lachend: 'De Katholieke hotelschool móest in 1975 wel vrouwelijke studenten toelaten, anders zou de subsidie stoppen. Mijn campuskamer in het kasteel was achter de huidige receptie, het derde raampje op de begane grond. Jongens en meisjes waren strikt gescheiden ondergebracht, we mochten niet bij elkaar op bezoek. Echt kostschool. Nadat meneer Hogenhuis (Hoofd Campus, † 2008) een stelletje op heterdaad betrapt had, zijn we in staking gegaan: 'Als we

2 Hoe heeft de hotelschool jou het meest gevormd?

'Beide campusjaren waren een vrolijke, gekke en leerzame tijd. Zo hup, uit een beschermd gezin, zit je daar opeens met 150 vreemde medestudenten in een gebouw. Aanpassen aan het groepsgebeuren, leren communiceren met elkaar, douches delen. Daar word je vanzelf een stuk socialer van. Waar ik echt ontzettend veel aan gehad heb, zijn de lessen van economie-docent meneer Meijs († 2015). Leuk, aardig en hartstikke goed.'

3 Wat betekent Sociaal Ondernemen voor jou?

'Ik heb het ongelooflijke geluk gehad dat mijn wieg op de juiste plek stond. Ik heb het zelf zo goed. Waarom dan niet een beetje delen met anderen? Toen wij ons duikresort startten in Mozambique, voelde ik de morele verplichting om de mensen daar te helpen. Dat heeft geresulteerd in de Stichting Anan Clinica. Inmiddels hebben we twee schoolgebouwtjes neergezet, we regelen schoon water en ondersteunen landbouwprojecten. Zo geven wij Verantwoord Toerisme vorm.'



Annelies in 1975



Annelies in 2020

Create value based on common interest

Anyone searching for **David Verschoor [F 1998]** on LinkedIn will see the profile of a seasoned marketer, with over twenty years' experience bursting from the screen. The sentence David uses to describe himself sparks your curiosity: 'Strong business sense, ambitious yet realistic, and with a long-term focus.' It's impossible to miss the foundation on which his career is based: HMSM is the mainstay. This took him to a CMO position at the Hartstichting (Dutch Heart Foundation).

BY **NICOLINE WISSE SMIT [F 1994]**

Not the hotel industry

He was sitting at a table in France. A romantic scene. He'd quite liked the idea of running a bed and breakfast at some point, which was the reason for choosing a study in hotel management. The Hague was off the cards. Born and bred in the Hague he knew the city inside out. Or as he explains himself: 'I already had visions of my mum stopping by for coffee every morning.' Maastricht was the obvious choice.

Once in Maastricht, he quickly discovered that the hotel industry wasn't for him. At the same time he felt at home in Maastricht and found the customer focus in hospitality appealing. Following

a practical internship at Pulitzer, he sought a marketing internship in the corporate world, ending up at KPN, which at that time was still PTT Telecom. This was the period in which KPN brought in huge numbers 'hotellos' because of their natural tendency towards providing service.

Change is like a tanker

David was asked to join the management development programme and ended up working at KPN for almost ten years. He experienced many reorganizations, developed his marketing skills, worked as strategist and took an MBA. He learned to handle new technologies, developments,

innovation, and change processes. It was an informative period. 'The decision-making associated with change processes in large organizations really interests me. I learned that change is a slow process; a bit like an oil tanker. Changing course takes time, but once the course is set there's no stopping.'

More, more and yet more

After ten years at KPN, it was time to change his own course. He went to Marktplaats, which had been sold to eBay two years previously, and then he switched to Emesa; a trade platform with Vakantieverveilingen.nl in its portfolio. 'Emesa was really sailing before the wind. Everything went at top speed. Ambition and passion were everywhere. The company had no strategy and no positioning when I joined. We needed to build an entire marketing organization. Everything went at quickfire tempo. However, there wasn't much time for each other. Everything was about more, more, and yet more. I started to feel the need for a sense of meaning.'

Hoping for a nasty dismissal

The entire management team was eventually dismissed following the



CV

2013 – present:

Dutch Heart Foundation
(Hartstichting), CMO

2010 – 2013:

Emesa, Marketing Director

2008 – 2010:

eBay, Head of Marketing
Business Verticals

1998 – 2008:

KPN, latest position Principal
Innovation Manager

1993 – 1998:

Hotel Management School
Maastricht

Controlling your life plan

He uses his hotel school background every day. He calls it his feeling for hospitality; thinking from another's perspective, answering someone's needs and having a customer focus. He recommends that every student make a foray in the non-profit world to discover how it affects you when you work on something that really matters. When asked if he'd like to make a difference in other organizations in the future, David answers: 'When I started at KPN, I believed you could take control of your life. But now I know that things simply come across your path and you need to be open when they pass by.' He doesn't make a choice between commercial or NGO, but is clear that a future job will be one that has meaning. Something with purpose or social impact. 'It will come my way.'

second takeover of Emesa. This included David. It was time for a reset. He started to ask himself what he really wanted and in hindsight considers this dismissal to be a blessing in disguise. He reflected on something he learned during a training: 'It was at an eBay summer course that the Pepsi CMO said that he thought everyone should be fired in a nasty way at least twice in their lives. Experiencing such an event and clawing your way out is important, because in that distress you really connect with yourself and find answers to what intrinsically makes you happy.' Wise and true words. He discovered that his departure from Emesa had a cathartic effect and gave direction to his life. Not long after, the telephone rang and David was asked if he was interested in working for the Hartstichting. The foundation had just appointed a new CEO who wanted to get the organization ready for the future. His love for change challenges made David take notice. The idea

of contributing to an organization that matters and makes a difference was the deciding factor in accepting the job.

He has now worked as Marketing, Partnerships and Communication Director, in short CMO, at Hartstichting for some six years and manages 75 employees. It has been an eventful period with many changes. One of the main changes is entering partnerships based on common interests. 'If you aim to make a difference together and contribute to what the other person stands for, you need to create added value from the connections with these partners. That starts with looking beyond the product. Take our partnership with Feyenoord and Opel, for instance, which resulted in us recruiting 170,000 citizen first responders. Common interests create value. In the hotel industry value is created in the same way, by putting yourself in the guest's position and asking what makes others happy.'

Horizons in the Hospitality Track

Students explore Horizons where Hospitality has added value for the organization. They formulate the Why, How, and What, to further develop hospitality within this organization (e.g. with guest and employee journeys). This includes sectors such as Cure & Care, Retail, Events, Financial Services, Staffing & Recruitment and Airlines. If you want fourth-year students to take an advisory project in the Hospitality field (e.g. in Sales, Marketing, HR) in a 'Horizons' sector, please contact Emily Teunissen (track coordinator emily.teunissen@zuyd.nl).

Terug naar de vaksjaol

Tien jaar geleden opende Teaching Hotel Château Bethlehem (THCB) haar deuren voor de eerste 'echte' gasten van buitenaf. Inmiddels blijkt het een populaire en drukbezochte hotspot voor reünisten-diners en -feesten. Fundament sprak met een THCB-collega en twee uiterst tevreden reünie-organisatoren.

DOOR **ANNELIES PUTMAN CRAMER [F 1987]**
FOTO'S **SLUYSMANS FOTOGRAFIE**

Jeanette Leenders
[F 2012]



In september had ik ongeveer zes aanvragen voor reünies van oud-studenten en jaarclubs, ook een paar verjaardagen van oud-studenten en een huwelijk van niet-studenten, die vinden het hier net zo goed leuk!', zegt een enthousiaste **Jeanette Leenders [F 2012]** die na haar Funda naar het buitenland vertrok en - totdat corona roet in het eten gooide - in Indonesië, Australië en Nieuw-Zeeland werkte. Bij terugkomst in Nederland kon zij aan de slag als

banqueting sales supervisor bij het Teaching Hotel. 'Om het met die 1,5 meter regels zo gezellig mogelijk te maken gebruiken we voor kleine groepen niet het restaurant maar één van de zalen. Dan ben je onder elkaar en heb je geen last van de andere gasten. En zij niet van jou'.

Als gast herbeleven

Bart Bloothoofd [F 2014] is inmiddels als senior Innovation Strategy Consultant verantwoordelijk voor de

wereldwijde innovatie prioriteiten van ING en was, bij de opening in 2010, een van de studenten van de allereerste lichting die praktijkdienst draaiden in het THCB. Hij organiseerde er in september een reünie voor acht oud-studenten: 'We hebben elkaar leren kennen tijdens het eerste jaar op de hotelschool en gaan jaarlijks met elkaar op vakantie. Nu - 10 jaar na de eerste kennismaking - leek het ons leuk om als gast terug te keren naar het Maastrichtse.





Er is geen mooiere locatie om te slapen en een klein feestje te vieren dan in het THCB. De enige plek waar je de oude tijden écht kunt herbeleven!

Cappuccino skills

‘Door de coronamaatregelen was het niet mogelijk om als groep in het restaurant te eten, maar de dame van reserveringen had een uitstekend idee: onze groep werd in de ontvangstkamer geplaatst waar een hele grote tafel klaar stond met inachtneming van de 1,5 meter. Dit gaf ons toch het goede gevoel met elkaar te tafelen. Vele glazen wijn verder zijn we nog even richting de sociëteit gelopen. De volgende dag was het uitgebreide ontbijt voor ons dus zeer welkom, de perfecte manier om weer bij te komen met onbeperkt eitjes en

pancakes. Wat verder een leuke toevoeging is? De borrel op het bordes. Dit geeft je nog meer het gevoel dat je in een kasteel zit als je daar met een drankje uitkijkt over de tuin. Wat minder was? Haha één ding is niet veranderd: de cappuccino skills van de studenten!’

Huis-reünie

Bastiaan Klomp [F 2002] is sinds november 2018 Algemeen Directeur bij Thermae 2000, onderdeel van de EHM-Group van o.a. **Bas Tolmeijer [F 1987]** en organiseerde óók in september een huis-reünie in het THCB: ‘We woonden met tien man en één vrouw op Raadhuisstraat 1. Een aantal jongens wonen in het buitenland, o.a. in Botswana, Sint-Maarten en Duitsland, dus we waren niet compleet maar

Tips van Bart

- Realiseer je dat het echt uniek is. Ben je afgestudeerd aan een andere hogeschool of universiteit, dan is er niets aanwezig op de campus om voor terug te komen. Dit is zó anders, met het THCB heb je iets waardoor terugkomen een feest is.
- Combineer je trip met een bezoek aan de Apostelhoeve, reis door naar de Ardennen en lunch op de terugweg bij Café Sjik.
- Er is een kamer met een schoolbord erin. Als je kinderen hebt; kies die! (ik heb ooit als student vier uur besteed aan het schoonmaken van dat bord).

toch mooi met z’n achten! Zo leuk elkaar weer te treffen... al woonde je alweer bijna 25 jaar geleden samen, binnen vijf minuten voelt het als vanouds’.

Via Belgica

‘Wat het programma was? Nou, onder deze omstandigheden wilden



we niet al te veel de drukte opzoeken dus hebben we vanaf Château Bethlehem een stukje de oude Romeinse weg, de 'Via Belgica' gewandeld naar Meerssen. Daar hebben we een glaasje gedronken op onze vriendschap, waarna we op 1,5 meter afstand uitstekend gedineerd hebben in de Franse zaal van het Teaching Hotel. Het was ook weer erg leuk om even een rondje langs de vernieuwde Student Residence te lopen en bij de sociëteit van Amphitryon door het raampje te gluren. Wat er verder veranderd is? Nou, toen we in 1996 op school startten, kenden we natuurlijk de rode en blauwe zaal, die zijn nu bar en restaurant geworden!

Wijnarrangement

We vroegen Jeanette nog even naar de tarieven: 'Zo'n diner, inclusief overnachting in één van de leuke designkamers en ontbijt komt op ongeveer 125 tot 175 euro per persoon. Exclusief drank natuurlijk. Wat mijn favoriete kamer is? Dat is suite 22, Body genaamd, ontwerp van studio D/Dock met veel licht, mooi uitzicht, stoomcabine en een diep bad. Of ik nog een THCB-tip heb? Jawel: kies tijdens het diner voor het bijpassende wijnarrangement. Dan heb je echt de Teaching Hotel beleving; de kersverse sommelier-in-spé staat dan zijn uiterste best voor je te doen; culinair entertainment aan tafel. Dat is echt een aanrader!'

Tips van Bastiaan

- **Verblijf in het THCB. Het was een schot in de roos om in Limmel te logeren; je waant je weer een beetje in je eigen studententijd.**
- **Leuk om een stukje te wandelen vanaf het kasteel over de Via Belgica en door de landgoederenzone. Leuke terrassen bij Kasteel Vaeshartelt en een mooie combi waar kinderen kunnen spelen bij Villa Kanjel!**
- **Neem vooral de tijd voor elkaar... vriendschappen via social media zijn geduldig.**

Let's catch up with *Lewick Kalemba*

1 How did you end up in your current job?

By the power of good old word of mouth, of course! At the time I was working for Hilton London Bankside as Business Development Manager — Europe region, when I received a call for a Senior Sales Manager — US region at Conrad London St. James. I've now been in my role for three years.

2 What is your best memory of your study at HMSM?

The first year was a very formative time in my life no doubt about that. As I ruminate on your question, I find it increasing difficult to pin point one particular moment in that year that is worthy of that prestige because there are so many. That said; there is one in particular that stands out. Before I begin, I'd like to admit that I was a bit of a joker in class. I would like to do just to this story. Ok, so it was during a HMSM excursion with Mr. van Oers. What a day that was! A day full of team bonding, wine tasting, beer tasting, great to stories and leaning of course. A lot of memories were made that day. That is where I bonded with my now best friend AKA my sidekick **Arnaud van Melsen** [F 2013]. Together we were on fire. Due to my joker antics, Mr. van Oers pulled a side and asked me to stay close to him. He wanted to keep an eye on me because he could not risk me going full throttle. With that he gave me the title of 'Jackopopino'.

As 'Jackopopino' I had to carry around a trophy all day that was named 'Jackopopino'. Although, most saw this title as trivial but to Mr. van Oers this was a respectable title. To conclude the day we had dinner and a tour of Château Neercanne. To us that was astronomical. Not long after that excursion 'Jackopopino' was stolen from Mr. van Oers' office. So you see: I believe I was the last *Jacko*.

3 What is the most important skill you've gained at HMSM?

There are a lot of skills that I attribute to HMSM. It was a pivotal period for my development. In retrospect I had never lived away from home when I started at HMSM and home for me was Ireland. I was compelled to be independent and intergrade into an international environment. I honestly believe HMSM goes beyond the boundaries of educational dogma. There is enough focus allotted to real life experiences which gave me the chutzpah I needed to begin my professional career. If there is a skill that stands out it has to be communication.

4 What is the role of HMSM in your life?

HMSM is where it all commenced and so it will always have a special place in my heart. One day I hope to return as lecturer and give back to the school. HMSM will always have my recommendation for anyone that wants a true life education.



Lewick Kalemba
[F 2013]
Senior Sales Manager
US at Conrad London
St. James Hotel

Goed in Food is the name under which **Andreas Oerlemans [F 1987]** offers his services. That 'goed' or good can't be said too often. Adding value to food organizations is what he does. He now has over 30 years of professional experience in the food and beverage industry, if you don't count the years he spent in hotels as a child.

BY **NICOLINE WISSE SMIT [F 1994]**

IMAGES **NATHALIE BRUGMAN FOTOGRAFIE**

From profit to inclusive thinking

Hospitality is acting

As grandson of Mary Dresselhuyts and son of Petra Laseur (red. both actresses in film and TV-series), Maastricht was an obvious choice. However, this was not for the 'Toneelacademie'; the Hotel Management School Maastricht had won his heart. During family holidays when he was young, you'd always find him near the reception desk or helping in the restaurant. He wanted to be certain that the hospitality industry was for him, so after passing his final exams, he took a gap year to pass the 'vakdiploma cafébedrijf' (café establishment diploma). He applied to six hotel management schools at home and abroad but Maastricht was the obvious choice. 'I grew up in Amsterdam and The Hague felt too close to home, whereas abroad was just that bit too far away. Maastricht seemed like a perfect compromise; a real *home from home*. Moreover, at that time Maastricht had the reputation of

being more practically oriented. That really appealed to me and still appeals to me to this day.' His love for practical work, enterprise and taking action, was clear from a young age. He started cooking when he was twelve and both he and his brother each cooked once a week. He remembers the first meal his brother made; pasta with butter and salt. For his first dish he went for stuffed rolled sole in white wine. As a child he wanted to become a top chef and, in the end, chose the food & beverage route in the hotel industry. He gained his experience at Fagel family restaurants, Amstel Hotel, De Kersentuin, Oostwegel Collection, and later the Bijenkorf. He discovered that hospitality had a lot in common with the acting

world; offering a guest experience is comparable to standing on stage and interacting with the audience in the room. In 2007, he decided to develop further as independent foodie and registered *Goed in Food* with the Dutch Chamber of Commerce. *Goed in Food* is his way of adding value in the food chain. He does this as concept developer and project and interim manager. Once *Goed in Food* was established, he discovered that it was easier to work in partnership. He started collaborating with P2 who has currently seconded him to the *Food Center Amsterdam* where he is working on restructuring the area.

Inclusive thinking

Andreas doesn't only use his knowledge and skills



CV

2015 – present:

P2, Project Manager

2007 – present:

Goed in Food, Owner

2003 – 2006:

Hema, F&B Manager

1987 – 2003:

From Banqueting Manager at Amstel Hotel to Commercial Affairs Manager at ArenA and many others (see LinkedIn)

1983 – 1987:

Hotel Management School Maastricht

Extracurricular HMSM activities:

Sport Committee and Board
Member of Amphitryon

HMSM involvement:

Guest lectures and former
selection committee

commercially. He is also chairman of Broodfonds Victorie in the Alkmaar region; an innovative version of the often-unaffordable disability insurance for self-employed persons. He mentions the shift in thinking that lies at the foundation of this fund; a shift founded on trust and solidarity. He is also chairman of Mama Louise, a foundation in Amsterdam-Noord. He talks about the project in Van de Pekstraat with pride; a project that offers potential entrepreneurs opportunities on the market by using vacant property. It has enabled many young entrepreneurs to flourish.

'As well as being chairman of several boards, I'm very much involved in *social responsibility*. It is a basic principle these days to

think about how to integrate those who are distanced from the labour market when developing a new project, as well as including and involving the district or neighbourhood in the daily process. Today's approach is more about 'inclusive thinking'. It used to be that everything was about *profit* but now we focus on *people* and *planet*. When I worked at Bijenkorf, there was a CSR manager who visited us every once in a while. We listened to him but then just carried on earning money. If you think about it, the focus on people and society has developed significantly in a relatively short period of time. For instance, increasing numbers of people no longer eat meat for environmental reasons, we have much more local and seasonal food, we don't use prawns that are flown to Morocco for peeling before being flown back, and there are so many more examples I could mention. This awareness, thinking in terms of what can I do to contribute to a better future, is perhaps the biggest transition since I obtained my Funda.' After a short silence he adds: 'Doing something that matters gives you energy. That yearning for materialism has changed. It's no longer just about wanting to earn more and more. I gained that insight over the years. The current generation seems to understand that better than we did.'

The strength of togetherness

Although Andreas is now much more aware of this need to contribute, it was unconsciously already there during his time at the Hotel Management School Maastricht. He was initially part of the Sports Committee and later on the Board of Amphitryon. 'I was a Board member for a year and half.



'Hospitality connects cultures and creates understanding'

At that time, Hotelschool Maastricht switched from being a three-year to a four-year study. My cohort was the only one that enjoyed that three-and-a-half years of education. We were right in the middle of the transition. I still see contributing to Amphitryon and being part of what happened as being a real opportunity. I learned so much. We ran three-day events with some 400 people. These were really intense projects and we just got on with it together. In hindsight I think: 'It's amazing that everything went well.' It forms an important part of everything I learned at the hotel school. So much is possible if you do it together.'

Looking to the future

Contributing and sharing is in his blood. Andreas is currently working on a series of interviews with eleven hospitality greats. The interviews are an ode to the hospitality industry. 'What we can learn from the hospitality industry is inspiring. Hospitality connects cultures and creates understanding for people who think differently. In one of the

interviews, **Camille Oostwegel Sr. [F 1972]** even shares a vision of how hospitality can contribute to world peace. Hospitality has so much to offer.'

And Andreas still finds the time to contribute now and then to Hotel Management School Maastricht: as guest lecturer in food services or by taking on a role in the selection committee. He thinks it's great that the Hotelschool Maastricht has such a fantastic reputation in *food*. He compared then with now: 'I'm not that familiar with the current curriculum, but I can imagine that there isn't a separate course on Corporate Social Responsibility (CSR). I suspect that, like I come across within the projects in which I work, CSR is integrated in the teaching material. On the other hand, a CSR minor in hospitality or specifically related to food would be a great idea. We can certainly learn a lot from the current generation of students.'

Food Service Track

The Food Service Track is training a new generation of young food professionals who understand all aspects of the food-service chain. This track consists of two minors, a research project, and a management work placement position in the world of food and drink. The track has two perspectives: original producers and the food industry. If you are looking for fourth-year students to take on an innovative project in the Food Service field, please contact Claire Souren (track coordinator, claire.souren@zuyd.nl)



Geef jouw gastvrijheid vorm

Verhalende kunst



Beeldende kunst

Art & Hospitality

Je onderscheidt jezelf en jouw organisatie in excellente service, in mensgerichte focus, in hoogwaardige gastvrijheid, maar hoe laat je dat zien? Hoe til je jullie gastvrijheid naar een hoger niveau en hoe houdt je dat vast in tijden waarin werken op afstand én een verminderd fysiek contact met je klanten een uitdaging zijn?

Juist nu gaat het erom je eigen medewerkers en je klanten te raken en te inspireren met gastvrijheid, ook als de contacten vluchtig zijn terwijl je zoekt naar blijvende impact.

Gastvrijheid is op zichzelf al een kunst maar wat nou als 'kunst' het antwoord geeft op bovenstaande vragen?

Wat zou er gebeuren als je jouw gastvrijheid kunt vormgeven in een blijvend kunstwerk? Wat zou het betekenen als dat kunstwerk wordt gemaakt door jouw eigen team? Samen met hospitality consultants en professionele kunstenaars aan de slag met gastvrijheid.

Kunst verbindt, inspireert, verbeeldt, raakt, ontroert én geeft betekenis aan gastvrijheid in jouw organisatie. Daarmee ben je nog meer onderscheidend, juist nu!

Wil je daar meer over weten, neem dan contact op met onze Art&Hospitality consultant, Jeroen Frerichs of kijk op onze website.

Kijk op www.hospitalityconsultancy.nl
of bel Jeroen Frerichs op +31 (0)6 158 95 153

**Hospitality
Consultancy**

Hotel Management School Maastricht

**ZU
YD**

Changing the opportunities of others



The connection between alumni and the hotel school is strong; it's a close community. Former students contribute in many ways to the curriculum. Recently, based on ideas from the community, the Foundation HMSM was established. As a member of the Advisory Board, **Michiel Bakker [F 1991]**, contacted **Nav Singh [2nd year]** and **Dang Minh Tri Nguyen [4th year]**, who both received a Zuyd scholarship. It is the aim of the Foundation HMSM to offer more students the opportunity to study at the HMSM by providing scholarships funded by the HMSM community. This article gives an insight into their email correspondence.

New message



**From Michiel to
Nav and Tri, 11 October**

Greetings from the sunny Bay Area in California. I am so excited to connect with you as a former student of the Hotel Management School Maastricht [F 1991] and now a member of the Advisory Board of the foundation for the school to learn more about your experience at the hotel school. My time in Maastricht provided me with a solid foundation for an amazing 17-year journey at Starwood Hotels and Resorts in various roles in the US and ultimately EMEA, before starting in a global leadership role at Google in 2012.

I truly believe that my years at the hotel school were incredibly formative for me based on the school's focus on true, human-centred hospitality; the campus experience, Amphitryon, the friendships built, the internship opportunities, and the setting in Maastricht – one of the most beautiful cities in the Netherlands. I am curious to learn more about your journeys so far. What brought you to Maastricht and could you share with me a little bit about your school experience so far and your future dreams?

Send



Reply



Reply from Nav, 12 October

...

Your experience is inspiring as you have managed to work abroad, which is one of my biggest aspirations. I would consider myself to be quite international as I was born and raised in a country that is not the country on my passport, which makes me a third-culture person. Originally born and raised in Oman, a small Middle Eastern country, and having parents from India made moving to Europe a huge cultural change for me. Fortunately, with thanks to my upbringing, I am blessed to be very accepting of new cultures and the ability to adapt, which was a great asset for me when I came to the Netherlands, and more specifically, HMSM which had many students who were predominantly Dutch.

For the future, I hope to be working in hotels that are able to transfer me globally so I can really get a taste of as many different cultures as I can as well as learn how to work and adapt my knowledge to the different cultures around the world. Right now I am hoping to get an operational Front Office internship in Amsterdam, and I guess we will see from there!

Coming from the international background that I came from, I would love to see a growing percentage of internationals present in the English stream of the HMSM. I understand that the foundation supports this, and would love to hear more about it.

...



Reply from Tri, 12 October

...

My name is Dang Minh Tri, and you could certainly call me 'Tri' for short. I am from the beautiful city of Da Nang, Vietnam. When I

was at high school, I realized that my country — a wonderful land for the hospitality field thanks to its rich culture and natural heritage — has not reached its full potential due to several factors. Therefore, with the desire to become an individual who is able to change the current scene of Vietnam's hospitality industry, I was determined to pursue my studies at the HMSM. This really stands out from other hotel schools in Europe by not only offering numerous internships and working opportunities, but also contributing to the students' personal development by directing our behaviours and morale through the process of self-reflection, external projects, and reporting.

As a 'Holland Scholarship — Zuyd Excellence' grant recipient myself back in 2017, knowing that the Zuyd scholarship is different from the foundation scholarship in the way it is funded, I am quite curious about the purpose of the foundation.

...



Reply from Michiel, 13 October

...

Now, how can we provide more international students with the amazing opportunity to study at and enjoy HMSM? Money is frequently a challenge for these students. The Foundation HMSM was recently created based on the belief that alumni and industry partners want and can play a role in resolving that challenge. Taking a page from the playbook from many American universities where alumni contribute heavily to their alma mater, the foundation wants to actively engage the school's alumni and provide them with the opportunity to give back and pay forward but do it in personal ways (as the hotel school is based on the human connection). The foundation is just getting started and yes, it will take a little while before it receives the funding to support tens (if not hundreds) of

students going forward. But, the initial steps have been taken and the foundation has been laid.

Tri and Nav, what suggestions do you have for the foundation and the school's alumni? How would you make the case for alumni to help others by giving (back)?

...



**Reply from Tri,
16 October**

...

For now, I would suggest the foundation provides the alumni with more in-depth messages regarding its vision, mission, and purpose on the website and social media, as well as have dedicated personnel who will be taking responsibility to connect and unite the HMSM alumni community. I do believe that with the domino effect some former students from the alumni community start taking the initiatives, others – perhaps many more – will follow the lead.

As a scholarship recipient myself, I am very grateful to have received such tremendous financial support since it opens a whole lot of opportunities for my future career. Therefore, I will do everything in my power to financially support other students in need so that together we will be one step closer to our dream.

...



**Reply from Nav,
18 October**

...

Offering students a 'scholarship' funded by the alumni of the HMSM is a remarkable concept – but of course there are doubts how this is decided. While agreeing with what Tri said about basing it on academic success, I also think that a more human aspect should be added. Interviews about

their motivation to attend the school can also show a lot about a person. While attending the school, I realized that even those with high academic capabilities can sometimes struggle with motivation and that motivation really does play a larger role than some may think. I would suggest an online interview with the scholarship candidates discussing what has brought them to study at the HMSM can really prove to be something of value. This way the alumni can form a bond with the candidate, and this can be a real support system (financially as well as otherwise) for the candidate.

...



**Reply from Michiel,
18 October**

...

Thank you Nav and Tri. You have given me more insight on how important it is to support others by giving them the opportunity to study at the HMSM. It motivates me even more to be an ambassador of the foundation.

...

end



The Foundation HMSM offers young, ambitious people with a passion and talent for hospitality the opportunity to study at the Hotel Management School Maastricht. The Foundation supports HMSM in its mission to provide the national and international hospitality industry with qualified and passionate professionals who develop and innovate the industry.

All donations are aimed at supporting this objective. Donations are used to make the educational programme accessible to young talent from all over the world. Interested in giving someone else a life-changing opportunity to study at HMSM? See the website, contact us at foundationhmsm@zuyd.nl or call +31-642088701.

IHAB

IHAB stands for the International Hospitality Advisory Board, which is made up of leaders from the international hospitality industry and professors from the academic world. Using their wide-ranging expertise in hospitality, leadership and innovation, they support the HMSM in determining its strategic direction. The IHAB comes together twice a year to discuss relevant developments.

BY VERA DÜHRING

IMAGE SLUYSMANS FOTOGRAFIE

IHAB AWARD

The graduate who makes the most memorable impression during the final assessment presentation receives – in addition to eternal fame – a sum of € 1,000 sponsored by Bidfood.



WINNER OF THE IHAB AWARD 2020

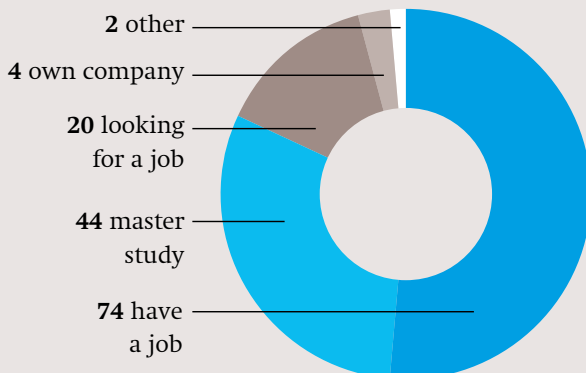
Kay Megens
[F2020]

'It was a wonderful surprise for me that I was nominated and WON the IHAB-award! The feeling of winning something like this couldn't make me more proud, I am super grateful! Winning this award proved that me and my honesty are appreciated. For me it's such a special honor, it gives me so much recognition, confidence, appreciation and a huge kick to start my career as a young professional! From the sponsored amount by Bidfood, I wish to buy a pasta machine, to pursue my passion.'

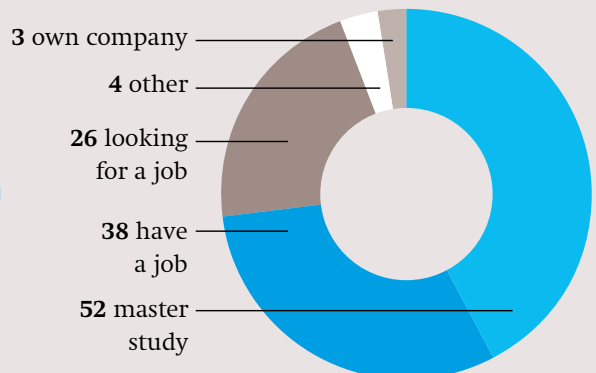
Side note: due to the coronavirus the March edition of the Funda ceremony has been canceled.

Destinations of our graduates on graduation day

March 2020
144 graduates



September 2020
123 graduates



The Hotel Management School Maastricht has offered an English-taught Master Facility and Real Estate Management (FREM) in partnership with the University of Greenwich in London since 2011. In one year, you acquire a double MSc and increase your opportunities on the job market. Two alumni took the Master FREM after the hotel school. **Robin Wildhagen [F 2011]** and **Simone Hermans [F 2019]** explain why they chose this master and what it offered them.

BY **BINIE HERMANS**



Building your future

Master is perfect for that. I wanted to follow the Master in order to improve my analytical reasoning skills.'

Management overview

Robin confirmed that financial strategic insight and analytical thinking are needed in the hotel industry. 'My interest in financial insight developed during my bachelor hotel management, especially in the real estate course during the exchange program. The Master particularly gave me project management and real estate-related financial insight. I started to realize how important it was to have good financial skills and be able to understand the bigger picture during my last jobs.'

Prior to the start of the Master, Simone was most looking forward to the Strategic Real Estate Management module, because she really wanted to work in hotel development. 'But in the end, it was

Robin was already intrigued by hotel industry real estate while studying for his bachelor at the HMSM. He started looking for a job in this area after his bachelor. When he didn't find what he was looking for after a year, he decided to do the Master FREM. 'Many hotel management school alumni are extrovert and are trained in responding to guests' needs. With the Master, I didn't only want to increase my opportunities in hotel industry real estate but also learn another way of thinking: more of a focus on management skills and project management.'

Simone progressed straight to the Master following her Funda in 2019. 'I really wanted to work in hotel development, and this

CV

Robin Wildhagen

March 2019 – present:

Development Programme Director,
Pierre & Vacances Center Parcs Group

Oct 2015 – March 2019:

Development & Project Manager and
Real Estate Development & Facility
Manager, Tropical Islands Berlin

May 2013 – Dec 2013:

Junior Consultant, JJ Hospitality
Consulting BV

2013:

Master Facility and
Real Estate Management

2011:

International Bachelor Hotel
Management School Maastricht

HMSM involvement:

Guest lectures

the Strategic Facility Management module that interested me the most. It's fascinating to me how Facility Management can offer added value to almost every company, and I'll certainly be putting this into practice when the opportunity arises.'

Unshaven

Robin is currently working as a Development Programme Director at Center Parcs and has already used his project management knowledge a lot in his current job. 'I've needed the tools from these lessons combined with the structured, systematic approach managing renovation projects. My new project is to develop a new park with a budget of 400 million euros. The long-term vision and strategic overview that I learned in the Master is vital for this.'

Both were inspired by the lessons offered by freelance lecturer and entrepreneur **Pepijn Happel** [F 1999]. The management skills that he taught them have been extremely valuable and usable in daily practice. But Robin smiled when mentioning some of his other advice: 'He advised us as young, male newcomers in the profession to grow a bit of facial hair before going to a meeting, so that we would give a more adult impression.'

More international and more knowledge

This double interview clarifies that the Master has become a truly international Master with an increasing focus on hotel industry real estate, finance, facility management and project management.

'At that time we were one of the first Master FREM cohorts. This meant we were given a lot of freedom in writing our theses.

CV

Simone Hermans

Current:
Looking for a job. Contact
simone.hermans@hotmail.com

2020:
Master of Facility and
Real Estate Management

2019:
International Bachelor Hotel
Management
School Maastricht

I'd gained international experience through the Global Hospitality Programme, which I followed at the HMSM instead of an operational internship. This included an exchange project with the Chinese University of Hong Kong and Penn State University. The lectures there really sparked my interest in real estate management. Developments in real estate management are much more advanced abroad, and it is a much bigger sector. I really felt that my time at the University of Greenwich in London, which is part of the Master, made a huge contribution to the international character and to my knowledge of real estate management,' says Robin.

Simone also confirmed how much this international character enhanced the study programme. 'We had a huge range of different nationalities among our group of students. Sharing this global experience really made an impression on me. The Netherlands is highly regarded with respect to facility management knowledge. In countries such as Mexico and Nigeria, so many buildings are empty or abandoned. My fellow

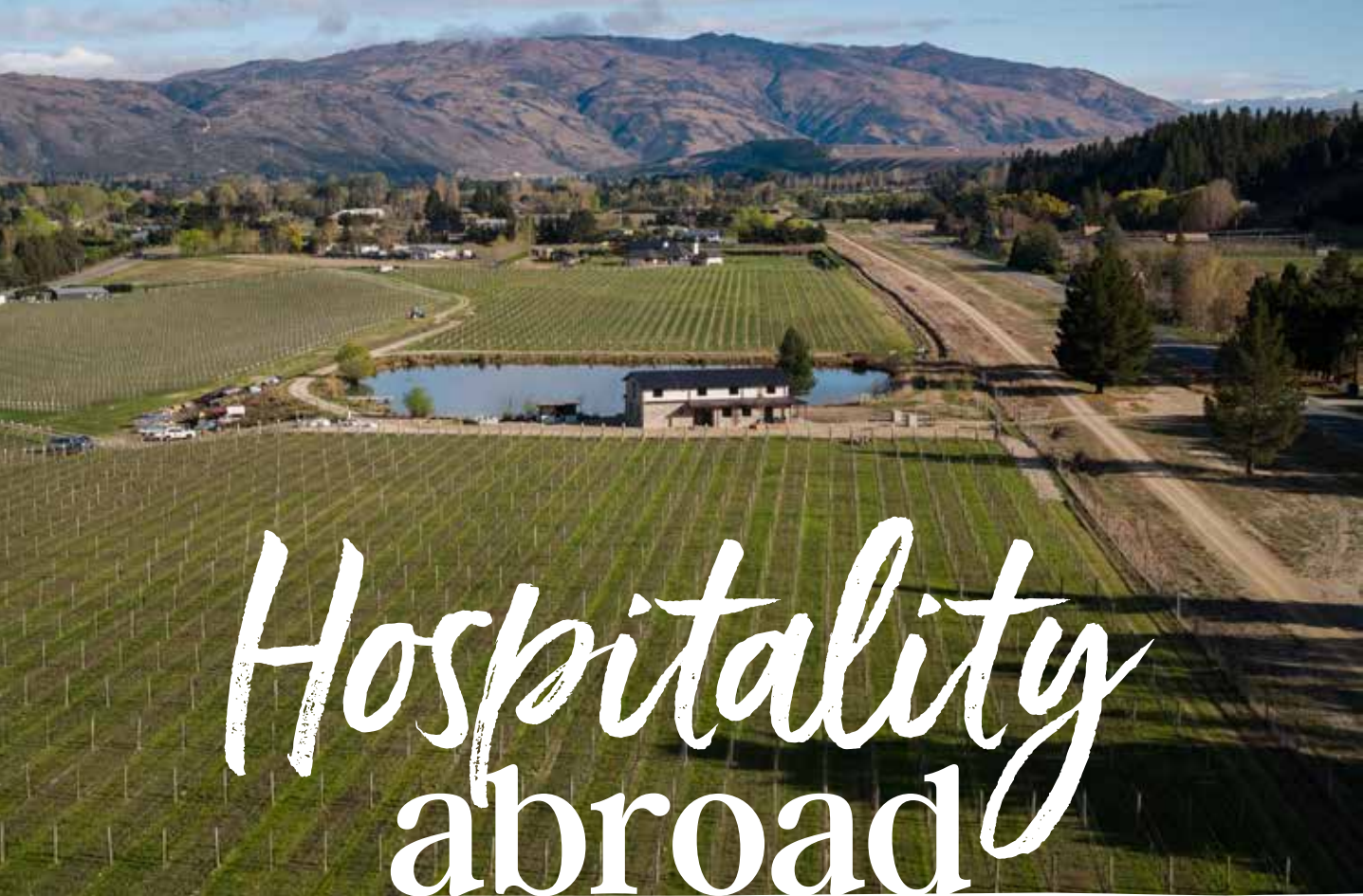


students from these countries came here to gain knowledge and experience of real estate.'

Simone is hoping to find her dream job in this area, although this is taking longer than expected due to the corona crisis. Although Robin started out in the leisure sector, he is not excluding making a switch to hotel development in the future. He would recommend the Master to everyone, preferably after a few years' work experience. 'You're then much better able to assess the value of and apply the knowledge.'

Master Facility and Real Estate Management

The Master Facility and Real Estate Management (FREM) integrates the two worlds and enables students to experience the dynamics between hospitality, services, management and buildings in a different way. The international and dynamic group of students on this Master are coached by passionate experts and academics, each with their own knowledge and substantial practical experience. Theory and practice are combined using real life cases. This one-year Master is delivered in English in partnership with the University of Greenwich in London.



Hospitality abroad

When I log in to Teams on Sunday at 9:00 PM, **Lucienne Beijer [F 1982]** and **Roland van der Wal [F 1983]** pop up on the other side of the globe where it is Monday morning. After a virtual tour of the house, a view of the magnificent Otago landscape and their vast winery, we dive into a conversation that lasts beyond my regular bedtime. Roland and Lucienne talk the way that couples do that have been together for a long time: adding to each other's sentences and affectionate bickering about details. The Dutch language is speckled with English words and syntax that put a smile on my face.

BY **ANKIE HOEFNAGELS**

1 How did you two end up in New Zealand?

After our graduation we knew we wanted to live abroad. We started off in South Africa. But during apartheid this was not really a country to raise children and therefore we returned to the

Netherlands. But adventure kept pulling us. When a friend showed us a brochure of New Zealand we bought two tickets and left. With our Hotel Management School Maastricht degree it was super easy to get a job. Hospitality culture was non-existent at

the time. Bars closed early and hospitality was more about binge drinking than refined dining. We opened a French restaurant in the north of Wellington, on the Kapiti Coast. Our restaurant was more brasserie style, not fine dining. French cuisine was the epitome of sophistication for New Zealanders so it became a big success. But ten years down the road, with two children and hardly any private life, we found ourselves stuck. We sold the business and took our children on a one-year sabbatical to Europe. After our return, we ran petrol stations for five years and supermarkets for seven years. In 2012 we took another sabbatical: a bicycle tour of Europe. And since Lucienne had taken a wine-growing course, we decided to take on a new adventure once again. We moved to Otago, South Island, where we were able to buy an existing, somewhat

*Lucienne and Roland
and their two sons
Michiel and Rob.*



neglected vineyard — one of the most southern vineyards in the world actually. We built it up from scratch and called it ‘Immigrant’s vineyard’.

2 What does life in such a paradise look like?

Well, running a vineyard is definitely not a field trip. Last week, for instance, we had to work practically all night to water the vines against frost. Frost fighting was not part of the curriculum of my course! And even though we are situated beautifully, about 250 metres from the Clutha River that is fed by mountain rain all year round, we are impacted by climate change as well. Summers are getting hotter, with extremely strong winds. We really have to fight for our harvest every year.



3 How would you describe the New Zealand culture?

Generally very hospitable, relaxed. The same difference that every country has between the big city and the countryside: the latter has a slower pace. On the South Island people are incredibly friendly and helpful. We were welcomed with open arms. When people drop by, they are likely to be invited for dinner or to stay overnight.

We also miss European culture; the possibility to travel from one culture to the next within a day, which was something we were able to show our children during our sabbatical year. During our bike trip we savoured the magnificent Dutch landscape; you appreciate this when you live on the other side of the world.



*Lucienne and Roland as
students back in the 80's.*

4 Is there anything you miss about the Netherlands?

We are rooted in New Zealand, our children grew up here. But of course we miss our family. At all family reunions we are the faces that show up for ten minutes on Skype, but we miss the highs and lows of our loved ones.

5 So your future lies in New Zealand?

Definitively. We built this house brick by brick, with natural materials. We built a tasting room as well. Since we are living between two villages that are developing fast, our pension is secure. But we will keep on growing vines until our last breath!

6 Do you have any advice for your fellow alumni?

When we studied at the Hotel Management School Maastricht we were able to shape our own direction. I hope that is still possible. Our motto is: if you’ve got a passion, the dollar will follow!

www.immigrantsvineyard.co.nz

Just Graduated

Two graduates were asked spontaneously to volunteer and are still involved now. How do you get young people involved in voluntary work? By organizing activities that they enjoy. **Meike Janssen [F 2020]** and **Tom Heckmans [F 2020]** organized events for De Zonnebloem as ComIn students. The events were a huge success and were extremely well received.

BY BINIE HERMANS

Tom Heckmans was already volunteering at a conference centre in Landgraaf when the manager of the centre asked for his help. 'De Zonnebloem Parkstad wanted to organize a dinner in the conference centre for 130 older people and volunteers. I was asked whether I could organize that.' As she loved cooking and had a lot of experience, including the Amphitryon cookery club, Tom immediately asked Meike for help.

Sunday soup

Meike explains: 'We put together a menu of easy and delicious dishes that were appropriate for the target group and that we could make with very limited resources: a Sunday soup, cauliflower with sauce, and a brownie for dessert. The two of us arranged, purchased, and made everything. We had to put everything together in a tiny kitchen using pans borrowed from the scouts and without any scales.' Despite all this, the responses to the meal were very positive. Many guests came to thank them personally. Shortly after *De Zonnebloem* Maastricht called. They also wanted Meike and Tom to organize an event for their volunteers. Meike and Tom took care of this event within their Community



Both are still committed to De Zonnebloem and have started a Pre-Master in Business Administration to continue with the Master Organizational Design and Development at the Radboud University (Meike) and the Master Digital Marketing at the University of Amsterdam (Tom).

Involvement project (ComIn) in Module 5. Their task was to organize a 'Thank you event' for *De Zonnebloem* volunteers. 'For this event we needed to organize an evening with workshops plus entertainment', explained Meike. *De Zonnebloem* wanted to revitalize its group of volunteers; it wanted to attract younger people to work for others alongside their traditional retired volunteers. This meant that Meike and Tom were given the freedom to organize various workshops at their own

discretion. They came up with a wine-tasting and a food-tasting workshop, and Ms Jansen – lecturer at HMSM – gave a workshop in Business Sketching. This event was also a huge success.

Partnership with HMSM

The partnership between the HMSM and *De Zonnebloem* Maastricht continued. Other ComIn students are organizing events, including an Art and Trinket afternoon derived from the TV programme *Tussen Kunst en Kitsch* (Antiques Roadshow). 'The objective of the partnership with the students is to attract more young people to volunteer at *De Zonnebloem*, but also to better align the activities to *De Zonnebloem*'s younger guests, as adults with an impairment are known.

Meike and Tom both think it's great to do things for others: 'People keep talking about it for months, and we're still hearing now that they thought the whole thing was fantastic. You simply can't describe the feeling that this gives you.'

Nationale Vereniging De Zonnebloem is an organization that enriches the lives of its guests: young and old people with a physical impairment. Volunteers organize social and recreational activities to enable De Zonnebloem guests to participate in society without barriers or concerns.

Where to donate?

Het einde van het jaar nadert, ook voor goede doelen. In een crisis werkt alles anders. **Fundament biedt enkele goede doelen een podium niet alleen om te doneren, maar ook om te inspireren.**



Sparkle up your mind

Lianne Grootings - Ritzen [F 2006], overleden 3 maart jl., oprichter van de stichting met 100% focus op onderzoek naar de meest agressieve en ongeneeslijke vorm van borstkanker.
www.sparkleupyourmind.com



Bagi for Bali

Stijn van Leeuwen [F 2007] zet zich in om geld in te zamelen voor de families en kinderen op Bali die tijdens de crisis helemaal geen inkomsten meer hebben.
www.impactadventures.nl/in-actie-voor-bali



Unicef Nederland

Suzanne Laszlo [F 1991] is directeur van Unicef Nederland. Kinderen zijn de onzichtbare slachtoffers van de coronacrisis.
www.unicef.nl



De Zonnebloem

Wil jij net als **Meike Janssen [F 2020]** en **Tom Heckmans [F 2020]** ook een bijdrage leveren als vrijwilliger of een evenement organiseren?
www.zonnebloem.nl



De Hartstichting

David Verschoor [F 1998] werkt voor de Hartstichting
www.hartstichting.nl



Foundation HMSM ;-)

Dromen waarmaken voor de toekomstige generatie. Steun de foundation!
www.hotelschoolmaastricht.nl/algemeen/foundation

Wil jij een goed doel een podium geven? Stuur een e-mail naar alumnihmsm@zuyd.nl. Laat ons weten welk doel een podium verdient dan plaatsen wij jouw verhaal online op het alumni platform.

Come and celebrate our 10th anniversary!

Bringing back those memories of the vibrant history of the castle. When the castle started as the student residence in 1953, the offices of the lectures in the 80's and eventually the opening of the Teaching Hotel in 2010. Remember those days when you were working in the hotel during your first year at the Hotel Management School Maastricht.

Well, we got the right package for you to stay at the castle and relive those memories! Pamper yourself with a drink and snack in Le Coin, a three course dinner in L'Étoile, breakfast, tour through the hotel by one of our first year students and a laaaate check out.

As an alumni, you'll receive a discount of € 15 per night and a complimentary upgrade to the next room type (depending on availability).

Why wait? Book now and email us on frontoffice@teachinghotel.zuyd.nl and quote **ALUMNIhoYEARS**

We will see you soon!

€15
DISCOUNT*

Back to your roots

Special alumni offer at the Teaching Hotel



Teaching Hotel

Hotel Management School Maastricht

**ZU
YD**

* per room excluding tourist tax, depending on availability.