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Paul van Oers CHE is attached to the Zuyd University of Applied Sciences in the Netherlands as a coordinating lecturer Food Services & developer of Hospitality Scripts and Scenes at the Maastricht Hotel Management School, and as a researcher at the Centre for Research on Tourism and Culture where he directs the programme on sustainable tourism and regional gastronomy. Paul has devised many hospitality education programs and is the author of several hospitality education books, both for intermediate and higher vocational education

His specialties are artisanal food service, regional gastronomy, gastronomic heritage education, food & beverage management and hospitality service strategy.



Title of the communication

“The scripts and scenes approach: Using traditional values and innovative techniques to preserve the regional gastronomic heritage”