

Foundational Framework
STPPH (SCHOOL OF HOSPITALITY AND TOURISM)

Introduction

SCHOOL OF HOSPITALITY AND TOURISM (STPPH)

Pelita Harapan School of Hospitality and Tourism (STPPH) is an educational institution who aims to generate graduates with a biblical hospitality and tourism science understanding that leads to the willingness to develop a professional approach in delivering tourism product and building careers in the industry.

Below is the picture describing the tourism phenomenon: Components of tourism and tourism management.

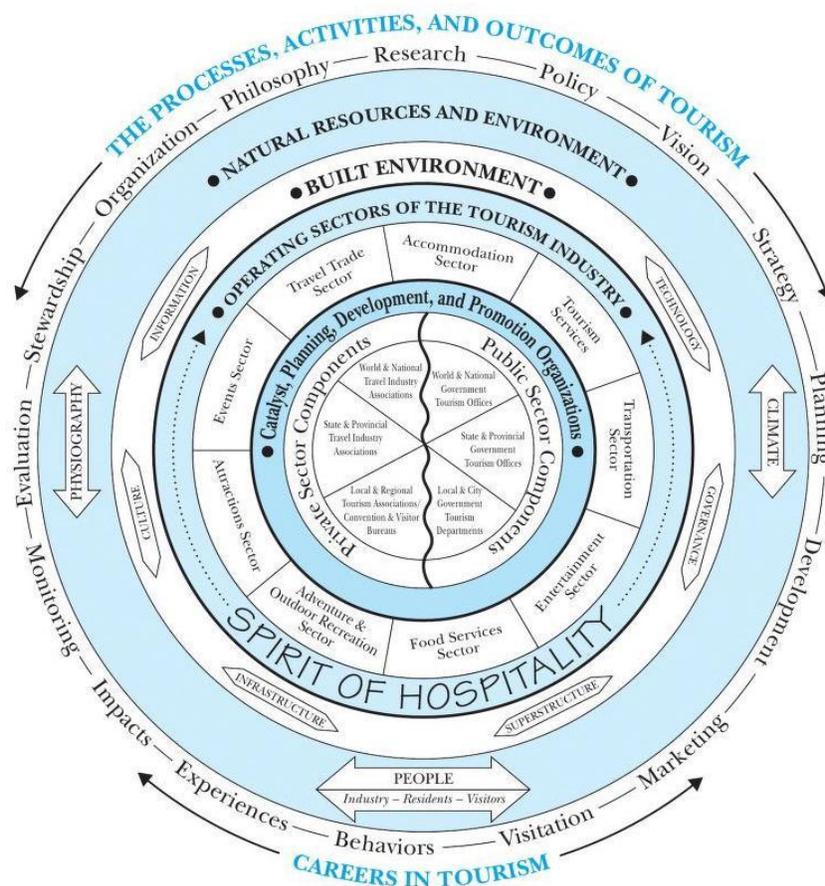


FIGURE 1.2 The tourism phenomenon: Components of tourism and tourism management.

Source: Goeldner, Charles R. and Ritchie, J.R. Brent. (2003)

Thus, tourism may be defined as the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities and surrounding environments that are involved.

By identifying the four perspectives in viewing tourism, it is very important that as an educational institution STPPH can provide a solid footing to all students in the Christian Worldview, so that no matter what is the perspective, the graduates of STPPH will always choose the kind of tourism development and activities that based on the biblical truth. Hence, they will not be confused anymore in deciding amongst various alternatives tourism that challenging the moral and ethical aspects, since they already know the ultimate truth.

The kind of Tourism development and activities that are based on biblical truths means: all kinds of activities & development that are in-line with the ones that Jesus has shown as a role model; in showing or being hospitable/sincere hospitable activities, providing care for others, provide meals (5 Breads + 2 Fish) for others, provide shelter, provide cure, shows respect for the government, being joyful & humble in serving and HELPING others.

The development of tourism should be based on those activities that are told biblically and shows the truth about how Jesus would done it in his HOSPITABLE WAY.

That kind of Tourism development and activities that are based on biblical truths can also refer to the sustainability issues on tourism that is very biblical. Genesis 1:26, clearly states that human being's obligation is to maintain the environmental scope that God has given us. Damaging the earth environment means damaging God's creation too, since God has created the earth for human being.

The criteria for tourism activities that are based on Biblical truth can be taken from Galatians 5:22-23 about the fruit of spirit: "22. But the fruit of the Spirit is love, joy, peace, forbearance, kindness, goodness, faithfulness, 23. Gentleness and self-control."

As an implication for the moral and ethical aspects of tourism, Christians would be able to agree with people of other faiths in being kind, being helpful, being friendly, etc. However, Christians would be different from people of other faiths in such a way like what is stated in the bible:

1. 1 Peter 4:9, Offer hospitality to one another without grumbling.

2. 1 Thessalonians 5:15, Make sure that nobody pays back wrong for wrong, but always try to be kind to each other and to everyone else.
3. Philippians 2:3-5, Do nothing out of selfish ambition or vain conceit, but in humility consider others better than yourselves. Each of you should look not only to your own interests, but also to the interests of others. Your attitude should be the same as that of Christ Jesus.

Christian people may agree with other religion believers about moral and ethical values about tourism, such as what is generally giving the best for the guest or customers. On the other hand, 'biblical sustainability' will be the fruit of Christian's faith of believing in Jesus Christ, not merely "the way" of seeking rewards of kindness to reserve the place in heaven. As Christians, we believe that Jesus Christ has saved us unconditionally. He also hopes that as His people, we can bear a good fruit and bring a great impact for the surrounding. Our obligation as a Christian is always centered to Jesus Christ (Christ-centered) in applying "sustainable tourism", that is our distinct character as the Christian tourism personnel's.

Therefore, to address the moral and ethical challenges, The Bible is the complete and absolute standard of right and wrong. It also teaches principles we must apply. The principles we have studied should be applied carefully when determining whether an act is moral or immoral according to God's word. So does in every Tourism activities, challenges of what is right and wrong always comes in-front of us and it is our challenge to defeat the wrongs and stands for the rights. Such as: Use of Alcoholic beverage, Gambling, Tourism & Prostitution. STPPH should address and emphasize about this moral and ethical issues according to Christian foundation.

Foundational Framework

As the world's largest industry, tourism involves a wide range of practices, encompasses all human territories and manifests the key values and drivers of modernity. Not surprisingly ethical and moral concerns provoked by touristic practice mirror those raised in relation to modernity and modernization. Many sectors have expressed a need for tourism industry to

address the ethical and moral challenges provoked by travel and touristic practice in relation to the perpetuation of social inequality, the commodification of daily life on a global scale and the relationship between global and local environmental sustainability.

Referring to the explanation, STPPH clearly see the strong need of a solid biblical foundation in our curriculum to address the gaps between the very positive tourism development goals and the realities. A strong biblical foundation will affect the worldview of the students that will turn their perspective as tourism stakeholders. The curriculum that is based on the bible will equipped the students with moral and ethical ground that is not only based on humanities, but more beyond that, based on the ultimate truth – the word of God.

Tourism itself is a social practice or phenomenon that reaches into many people's lives, into communities, economies, and take place accross an incredibly diverse range of settings. These aspects will imply in some impacts and changes (Hall and Lew, 2009). A social and cultural impacts of tourism include the way that tourism may 'effect changes in collective and individual value system, behaviour patterns, community structures, lifestyle and the quality of life.' These impacts are very crucial to be reflected upon, since it touches a life of a human being and at the end can drive a social forces. There must be a solid and right ground to keep the impacts from implying in a wrong directions, that will cause more damage rather than the benefits.

The practical implications and applications of our understanding of "keep the impacts from implying in wrong directions" will be in these examples: We should not providing, facilitating or driving people/tourist to become hedonist (a person who believes that the pursuit of pleasure is the most important thing in life; a pleasure-seeker). As written on the bible, such practices will not inherit the kingdom of God; more even for us as the TOURISM SERVICE PROVIDERS; shall not provide/facilitate such services.

As we know that in John 14: 6, that God, Himself is the way and truth to comes to Father in Heaven. And as the main definition of tourism is giving good service and pleasure to customer, God teach us to work at it heartily (from the soul), as [something done] for the Lord and not for men (Colossians 3: 23), so we have to serve people as possible. But in bible also taught us to

walk in the ways of your heart and in the sight of your eyes, but know that for all these things God will bring you into judgment (Ecclesiastes 11 : 9).

Further application in Tourism and hospitality is referring to the 1 Corinthians 6: 1-20 which as a lecturer, we have privilege to giving the biblical foundation every time we teach our students. Giving the understanding of what is tourism and how we can serve people with a full awareness that Christ is our center. By doing this there is hope that they will understand and know the right direction in the future when they are facing the same problem or in the difficult decision in industry.

Having said that, the followings are examples given in two headings over two columns -- Biblical/Christ-centered vs. not biblical/Christ-centered -- and the antithetical outcomes of these based on two antithetical worldview foundations.

	Biblical/Christ-centered	not biblical/Christ-centered
Love	<p>Serving and loving tourists with true because God has first loved and served us.</p> <p>1 John 4:10 “This is love: not that we loved God, but that He loved us and sent his Son as an atoning sacrifice for our sins.”</p>	<p>Serving tourists with hospitality as a necessity in the job.</p>
Integrity	<p>Christians do not do negative things as a form of integrity. Christians will have the moral courage to make actions consistent with the knowledge of right and wrong. Integrity is not a given factor in everyone’s life. It is a result of self-discipline, inner trust, and a decision to be relentlessly honest in all situations in our lives.</p> <p>Proverbs 10:9 “Whoever walks in integrity walks securely, but whoever takes crooked paths will be found out.”</p>	<p>Do not do negative things as a form of obedience to company regulations.</p>

	Biblical/Christ-centered	not biblical/Christ-centered
Christ Character	<p>Providing sincere service as a form of Christ-like character. Christians should imitate the character of Christ. Imitating Christ requires us to walk as Jesus walked.</p> <p>1 Peter 2:23 “When they hurled their insults at Him, He did not retaliate; when He suffered, he made no threats. Instead, He entrusted Himself to Him who judges justly.”</p>	<p>Providing service and smile when tourists give complaints, so that tourists keep coming back.</p>

Referring to the statement, we are more alert that a Tourism Science which is Christ-honoring, Bible-centered, People- oriented, Excellence-driven and Future-directed is highly needed. The right foundation and a solid footing in word of God will help the students to get the true knowledge, and at the end become the professional who applying the biblical principles in tourism industry.

Christ honoring – means that Tourism science should always respect and shows honor to God’s Sovereignty as the creator. Showing honor, then, means treating another respectfully because we value them highly. Romans 13:7 tells us clearly that honor is due to certain ones: “Render therefore to all their due: taxes to whom taxes are due, customs to whom customs, fear to whom fear, honor to whom honor.” This begs the questions: To whom is honor due besides God? And how do we honor others? The truth is that we will never sincerely respect, prize, value or honor anyone until we have an attitude of meekness. Honoring and respecting others will not happen when a superior or holier-than-thou attitude is present. Paul tells us to “esteem others better than” ourselves (Philippians 2:3) and “to not think more highly of ourselves than we ought (Romans 12:3). What Does It Mean To Honor Others? We know what the Bible says. We are to love others as ourselves, even honor them. Honoring from a pure motive is possible only when we have a proper perspective of who God is, what we are, and

who others are in relation to God and to us. It begins with deep honor and respect for God and for what He says in His Word.

Tough as it may be, we should make it our aim to honor everyone—all the time.

Bible Centered- means that that Tourism science should always be based on the Bible as the word of God, and respect it as the ultimate truth. It also means that we should provide our students with knowledge that leads them to the God-centered tourism (1 Corinthians 10:31; Acts 17:28): A God-centered person treats God as central to all of life's concerns, from the most simple and mundane to the most weighty and personal. God-centered language is speech that does not marginalize God or treat him as irrelevant or unnecessary. It makes explicit that all issues that matter are related importantly to God.

People Oriented

Tourism is a people Industry, the main or core activity is serving people, Jesus has demonstrate His love for people as He have taught us in the fruit of the spirit (Galatians 5:22-23).

Excellence Driven & Future Directed in Christian Ways

Should always refer to Christ like, of how Christ would like us to perform after HIS redemption, for a better consummation phase of life.

Therefore, we propose the components in developing a Christ – centered School of Hospitality and Tourism – as our faculty foundational framework:

1. UPH / YPPH Statement of Faith (see UPH / YPPH Statement of Faith)
2. Biblical Foundation
3. Key Principles
4. Key diagnostic questions

Biblical Foundation

Referring to the above description, STPPH as a part of a Christ –centered educational institution has an obligation to provide a strong Biblical Foundation to STPPH students in conveying the

curriculum of tourism. By doing so, the students will not only comprehend the ethical tourism from the humanistic worldview or any other worldview, but will be exposed to the ethical tourism based on Christian Worldview.

This is in line with our mission, to develop graduates who can demonstrate a true hospitality based on Biblical Christian worldview and give positive contribution to the development of the global sustainable tourism industry as the form of stewardship towards all God's creation. In order to work the mission out, we need the Holy Scripture in building a strong foundation for our faculty and our students.

The strong biblical foundation in Hospitality and Tourism Science is the characteristic of love and serve of the Triune God. One important aspect that comes with tourism is serving people with hospitality. In this case, we can always refer to the examples given by the Triune God, how they serve and love each other:

1. Mark 10:42-44 : 42And Jesus called them to Him and said to them, "You know that those who are considered rulers of the Gentiles lord it over them, and their great ones exercise authority over them. 43But it shall not be so among you. But whoever would be great among you must be your servant, 44 and whoever would be first among you must be slave of all. 45For even the Son of Man came not to be served but to serve, and to give His life as a ransom for many."
2. John 3:35: The Father loves the Son and has given all things into His hand. (The father loves the Son and serves Him).
3. John 14:31; "... but I do as the father has commanded me, so that the world may know that I love the Father. (The Son loves the father and serves Him).
4. John 16:13-14 13 When the Spirit of Truth comes, He will guide you into all the truth, for He will not speak on His own authority, but whatever He hears He will speak, and He will declare to you the things that are to come. He will glorify me, for He will take what is mine and declare it to you (The spirit loves the Son and serves Him).

In addition to the above biblical passages, the followings are several biblical passages that showing the love of Father for the Son, The Son for the Father, and God toward humans even as sinners:

1. **John 8:1-11 about a woman caught in sin.** Jesus grants pardon, not acquittal, since the call to leave off sinning shows he knew she was indeed guilty of the adultery. His non condemnation is quite different from theirs. They wanted to condemn but lacked the opportunity; he could have done so, but he did not. Here is mercy and righteousness. He condemned the sin and not the sinner (Augustine In John 33.6). But more than that, he called her to a new life. The gospel is not only the forgiveness of sins, but a new quality of life that overcomes the power of sin. Jesus does not say explicitly that he forgives the woman, but such is the implication of his saying he does not condemn her and then telling her not to sin again. So here we seem to have another occasion when Jesus mediates the forgiveness of God (cf. Mt 9:1-8; Mk 2:3-12; Luke 5:18-26; 7:36-50).
2. **Luke 19:1-10 about Zacchaeus the tax collector.** Those who sincerely desire a sight of Christ, like Zacchaeus, will break through opposition, and take pains to see him. Christ invited himself to Zacchaeus' house. Wherever Christ comes he opens the heart, and inclines it to receive him. He that has a mind to know Christ shall be known of him. Those, whom Christ calls, must humble themselves, and come down. We may well receive him joyfully, who brings all good with him. Zacchaeus gave proofs publicly that he was become a true convert. He does not look to be justified by his works, as the Pharisee; but by his good works he will, through the grace of God, show the sincerity of his faith and repentance. Zacchaeus is declared to be a happy man, now he is turned from sin to God. Now that he is saved from his sins, from the guilt of them, from the power of them, all the benefits of salvation are his. Christ is come to his house, and where Christ comes he brings salvation with him. He came into this lost world to seek

and to save it. His design was to save, when there was no salvation in any other. He seeks those that sought him not, and asked not for him.

God's love and grace that are written on those passages are the same for us, and would seem to be our deepest motivation for tourism and hospitality, where we will always meet and interact with people and their sinful nature.

Key Principles

Human nature must be observed from the biblical perspective of creation-fall-redemption-consummation. Human beings are the peak of God's creation, created in the likeness and image of the Triune God, the creatures valued and loved most highly by God, but also creatures that have fallen into sin so that every aspect of human thought and experience is corrupted by our spiritual and moral depravity.

Hospitality and Tourism by nature is a science that highly involved interaction with human being. This specific nature can be an opportunity as well as threat to all parties involved in this industry. It can be an opportunity if there is an application of Ethical Tourism (tourism which all stakeholders involved apply principles of good behavior - justice, fairness and equality, to their interactions with one another, with society, with the environment and other life forms). The absence of Ethical Tourism will change the opportunity into threat, where the development of tourism or the interaction among all stakeholders within the industry is only considering short term profit, not the sustainability. More than that, there will be a high tolerance to some alternative tourism which basically does not comply with the ethical and moral standard, like: sex tourism, gambling and casino, or tourism that exposing the indigenous people in the remote areas, etc.

The distinction between Ethical Tourism that is Christ-centered and the general Ethical tourism will lies on how the Christian Tourism stakeholder learned and observed the ethical issues surrounding the realization of moral and decency critically. Christian tourism ethics will not only teachings, but also check customizes, values, norms and views ethical-moral and decency

critically. Christian tourism ethics demands responsibility and seek to clarify the moral and ethical issues of decency.

The approach to these is by using the principles of Christian Ethics with the focus on faith, recognition of human as the image of God and the attention to the human's behavior, who plays the main role in tourism.

In response to the reality of the hospitality and tourism industry, Pelita Harapan School of Hospitality and Tourism will provide a learning of hospitality and tourism science that associated in the student's mind with the knowledge of God. The referred knowledge of God is more in the personal touch with God via the created subjects.

Key Diagnostic Questions

The key diagnostics questions are taken from the Cape Town Declaration on Responsible Tourism combined with the theory regarding the perspective of tourism from Goeldner, Charles, and Ritchie (2006). The declaration and the perspective itself are positive efforts to drive the hospitality and tourism to the positive development, based on the humanistic worldview. Therefore, it is very important to see the declaration and the perspective of tourism from the Christian Worldview.

1. One of hospitality and tourism characteristics is essentially pleasure activities. The tourist seeks various psychic and physical experiences and satisfactions. The nature of these will largely determine the destinations chosen and the activities enjoyed. The hospitality and tourism operators also try to provide more enjoyable experiences for tourists through more meaningful connections with local people, and greater understanding of local, cultural, social and environmental issues. How can STPPH address this characteristic? How can STPPH ensure that the message of 'essentially pleasure activities' will not be received in the negative understanding by the students?

2. The businesses providing tourists goods and services - the business people see tourism as an opportunity to make a profit by supplying the goods and services that the tourist market demands. Hospitality and tourism industry also meant to generate greater economic benefits for local people and enhances the wellbeing of host-communities, improves working conditions and access to the industry. This is also one critical situation in hospitality and tourism industry. The question is how to make the students have a solid foundation in biblical worldview that will enable them to make a correct decision when facing the conflicting interest between nature and cultural conservation (including animal conservation) and the development of hospitality and tourism business?
3. The government of the host community or area – Politician views tourism as a wealth factor in the economies in their jurisdictions. Their perspective is related to the incomes their citizens can earn from this business. Politicians also consider the foreign exchange receipts from international tourism as well as the tax receipts collected from tourist's expenditures, either directly or indirectly. Then, the government also plays a very important role to minimize negative economic, environmental and social impact from hospitality and tourism development. The question is, how then a Hospitality and Tourism science that is based on Christian faith has the opportunity to diminish the negative intentions usually appears in the bureaucracy of the government.
4. The host community – local people usually sees tourism as cultural and employment factor. Thus, hospitality and tourism industry must involves local people on the decisions that affect their lives and life chances, and have to be culturally sensitive, engender respect between tourists and hosts, and build local pride and confidence. Of importance to this group, for example is the effect of interaction between the large numbers of international visitors and residents. This effect may be beneficial or harmful, or both. The question regarding this statement is how then, the hospitality and tourism science that is based in the Christianity, ensure that the interaction between the local people and the tourist (both are human with their sinful nature), do not lead to a wrong direction? How to make sure that all positive expectations from the existence of tourism can happen?

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Learning Outcomes of Tourism Higher Education Graduates–Hildiktipari

LEM Materials: February 2013 by Brian Cox

The Holy Bible

UPH Faculty of Psychology Foundational Framework (2014)

UPH/YPPH Statement of Faith