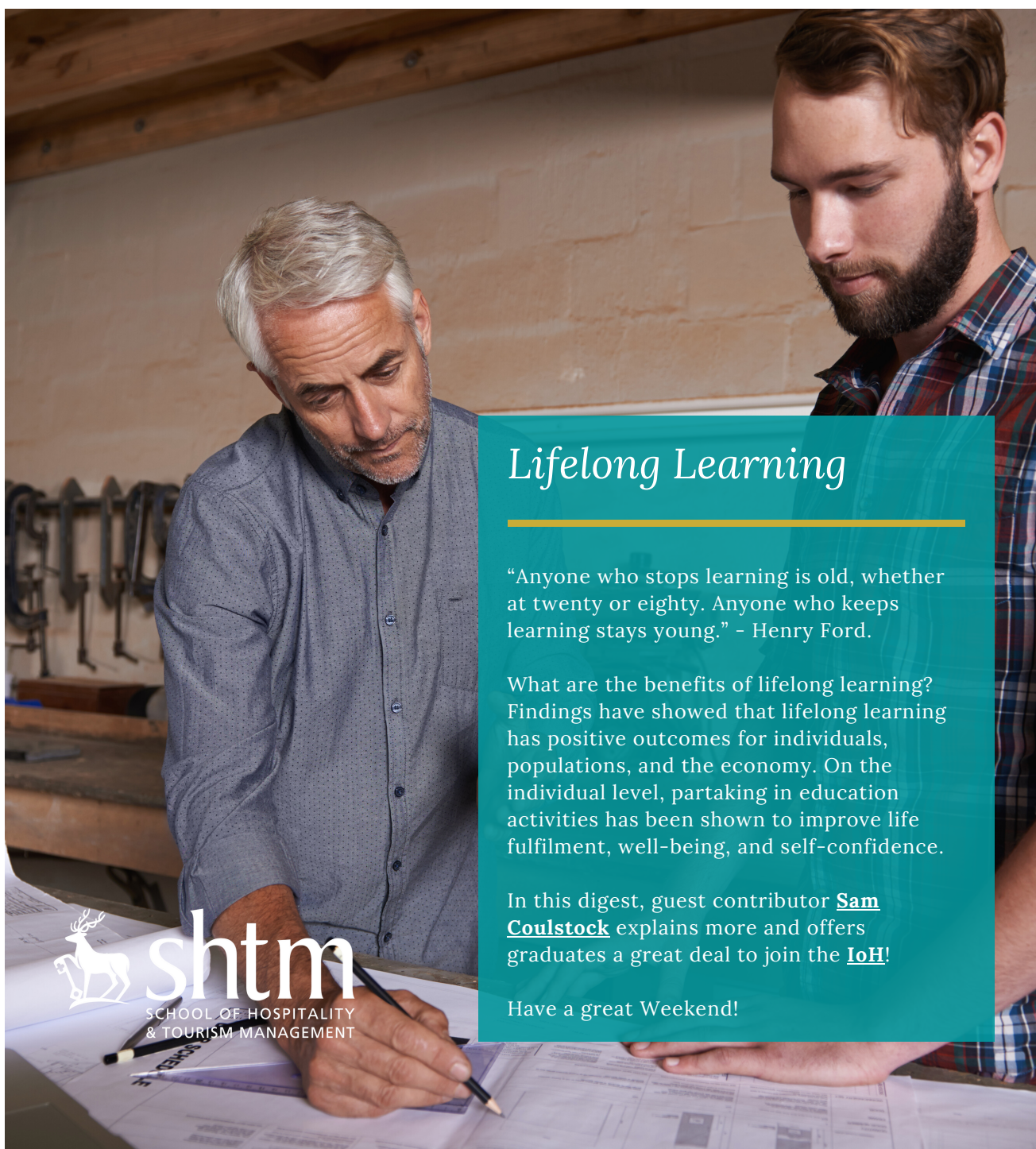


Industry Weekly Digest

School of Hospitality & Tourism Management



Lifelong Learning

“Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young.” - Henry Ford.

What are the benefits of lifelong learning? Findings have showed that lifelong learning has positive outcomes for individuals, populations, and the economy. On the individual level, partaking in education activities has been shown to improve life fulfilment, well-being, and self-confidence.

In this digest, guest contributor **Sam Coulstock** explains more and offers graduates a great deal to join the **IoH!**

Have a great Weekend!

Lifelong Learning, the benefits and importance of Continuing Professional Development with the IoH

Sam Coulstock

Lifelong learning has been linked to an assortment of advantages, for the individual, the economy and wider society (Field, 2009). Studies show that participation in learning has a positive impact on life satisfaction (Feinstein et al., 2008a), optimism and subjective well-being (Moody, 2004; Hammond and Feinstein, 2006; Jenkins, 2009).

Here at the **IoH** we aspire that all members participate in Continuing Professional Development (CPD) undertakings to ensure that they continue to represent the Institute as competent and knowledgeable professionals in their chosen specialist fields. Its intended that members keep a log of their activities using the **IoH online CPD tool** in the members' section of the website. There is an expectation of 30 hours per calendar year of CPD activities.

Our CPD activity now follows the five pillars of hospitality management, which out of these topics, we can structure the tools we use to deliver the resources available to members. The five pillars are Customer/Guest, Business, Leadership, Team and self-care.



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We would encourage all graduates to **join the IoH**, for just £25 and continue your professional development as your career develops. Say #imin

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An example of this activity is in September 2021, we launched the **IoH's first-ever monthly CPD Podcast called 'I'm In' hosted by Phil Street FIH**, where we interview three members from different backgrounds and at different levels of membership about topical subjects related to the industry. We have a range of new exciting CPD content launching in 2022. With **webinar** sessions focusing on a monthly CPD theme, each one will be recorded and posted for members to access when they need it, and online learning and short courses to help support members to access additional rich resources. The Institutes online library, market intelligence reports and factsheets, mentoring programmes and management guides continue to expand providing members with information to support their professional careers and business practices.

Our ambition with CPD at the **IoH** is to give our members access to learning, resources, information, advice, and guidance 24/7. So, no matter where you are in the world, what stage you are in your career or what time of day you need it, you can continue your professional development journey with the **IoH** and help make the hospitality industry a professional career option.

Further reading and references available here:
[Professor Field](#), [Government Report](#), [IoH Magazine](#)