FOX | MANAGEMENT CONSULTING

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CASE STUDY

Integrating Culinary Education, Peace, and Social Impact

PEACE BY TOURISM
Ecole de la Paix Par la Gastronomie et L'Hospitalité

"The team has given me so much to think about. The resources you have provided will enable me to grow the program and support additional students."

-Peace by Tourism ED

Client Profile

Peace by Tourism is a culinary arts, service, and hospitality management education program designed to promote coexistence between Israelis and Palestinians of different faiths and backgrounds. In partnership with the prestigious Institut Paul Bocuse, located in Lyon, France, the program equips students with practical skills and techniques to create lasting economic and societal impact.

The Project

In collaboration with MBA students from the Recanati School of Business at Tel Aviv University (TAU), Fox Management Consulting (Fox MC) at Temple University's Fox School of Business was tasked with creating a sustainable business model that incorporates coexistence social impact goals with culinary education as the core immersion experience. The project culminated with the Fox MC team traveling to Tel Aviv for the final client presentation.

Recommendations

The Fox MC and TAU teams devised a multi-phase "transformative outcomes" model along with a methodology for evaluating potential coexistence activities. The model was based upon research from two distinct phases: 1) the culinary arts and hospitality management industry in Israel and Palestine and 2) pro-peace/coexistence best practices. One of the key findings was that successful coexistence programs require a strong network of partners. The teams provided the client with many deliverables, which included solid recommendations on building a successful and sustainable program, a student recruitment checklist, a sample program marketing brochure, and more than two dozen personally pre-vetted leads that included world-renowned chefs, revered politicians, and respected industry insiders. These deliverables will allow the client to jump-start the program's relationship management efforts and build a more robust Peace by Tourism program.

Transformative Outcomes Model