

## **Jury report Multatuli Studentenprijs 2022**

If Multatuli had lived today, he would have been at the forefront of the fight for a just and fair society, where exploitation has been banned and openness, diversity, inclusion and participation are basic conditions. These values are not self-evident and must be fought for constantly. This is not possible without critical thinkers - such as Multatuli at the time - who denounce injustice and stand up for the powerless and the rights of women, children and marginalized minorities.

The board of the Multatuli Lezing Foundation organizes activities for a wide audience, with the aim of keeping Multatuli's legacy alive and reinforcing it. In other words: emphasizing and promoting democracy, freedom and peace and human rights as the basis of a just society. The foundation therefore does not want to focus its activities exclusively on the aging group of people who faithfully attend the Multatuli lecture every two years. The insight that young people represent the future also applies to Multatuli and his literary and philosophical legacy.

The core themes of Multatuli's literary work are universal and essential: democracy, freedom and peace as the foundation of a just society. In the 21st century, we can still reason and debate vigorously on the basis of this philosophy. That is why, connected to each Multatuli lecture, several activities are organized for young people to introduce them to Multatuli's work and ideas and to inspire them to take part in the social debate in his spirit, now and in the future.

One of those activities is the annual award of the Multatuli Student Prize. This prize is awarded to one of the students of the participating higher professional education institutions – Breda University of Applied Sciences and Avans University. Not every thesis is eligible for this prize. The universities of applied sciences have been asked to make a selection from the best theses or final papers on the basis of criteria that also characterize Multatuli's work. Themes that were mentioned as examples to the universities of applied sciences included: the gap between rich and poor, multicultural coexistence, social cohesion, human rights treaties, peace, refugees, the government's duty to protect the weak, language as an instrument of oppression.

Seven theses were nominated from the submissions:

**Claire Adams**

Diversity & inclusion in the healthcare sector

**Emma Braasch**

Effects of neo-colonialism on community-based tourism development and community participation of the Maasai community in Kenya

**Sadrudin Hesam Safi**

The supplier's performance dilemma

**Jill Kriek**

The impact of the MH17 plane crash on the destination image and safety perception of Dutch residence towards Russia

**Lennard van der Laan**

Understanding autism

**Stephanie Gerritsen**

The magic of representation

**Vera Coster**

MuZIEum – *Podcast GeZIEen blijven worden*

The jury that assessed the theses of these seven nominees consisted of: **Paul Depla**, Mayor of Breda, **Hilda Vliegthart**, director/administrator of Nieuwe Veste in Breda and **Anton van Kalmthout** (Emeritus Professor at Tilburg University).

The jury was pleased to read and assess all submitted papers. The quality was already guaranteed by the first selection applied by the institutions themselves. Only the best awarded theses were submitted. For the jury, in addition to originality, relevance of the subject and quality of reasoning and reflection on the subject, it was particularly important to what extent the subject was in line with criteria that form the essence of Multatuli's work.

Based on these principles, the jury has ruled that the piece of work that rightfully deserves the Multatuli Student Award 2022 is Emma Braasch's thesis, *Effects of neo-colonialism on community-based tourism development and community participation of the Maasai community in Kenya*.

Emma Braasch's research was carried out in the context of the International Tourism Management Bachelor programme of BUas, Breda University of Applied Sciences.

Emma's thesis is a thorough, methodologically well-designed and executed study, in which different research methods inform the conclusions and recommendations. According to the jury, it is a perfect example of a thesis that tackles a socially relevant question with an emphasis on the neo-colonial aspects in the tourism industry, with a focus on Kenya.

The researcher reflects critically on the balance of power between the global south and the global north and argues that there is a power imbalance in which the Maasai tribe in Kenya is exploited by tourism organizations and companies. The research shows that the tribes derive little to no benefit from tourism, even while tourism is intended as a method of economic development and trade cooperation. As a result, the writer sheds light on a lack of democratic decisions, a government that does too little to improve the oppressed position of the local community. The local population, in this case the Maasai tribe, sees no real benefit or long-term favourable prospects of tourism, even though tourism and trade are 'marketed' as good for everyone.

Without explicit reference to Multatuli, the thesis places Multatuli's ideas in a contemporary context. It shows us that new forms of colonialism hinder and frustrate the social progress and development of local communities in the developing world. How this has been done in this thesis is not only very clever, but also Multatuli in optima forma.

Breda/Tilburg November 2022

Paul Depla, Hilda Vliegthart, Anton van Kalmthout