

# TOPIC ONE:

# SUSTAINABILITY

for Hospitality VET Educators,  
Business Field Coaches and Team Leads



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HOTEL MANAGEMENT COLLEGE



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**Digital Course Part: Session Plans  
 for Hospitality VET Educators, Business Field Coaches and Team Leads**

**TOPIC 1**  
**SUSTAINABILITY**  
**SESSION PLAN FOR HOSPITALITY VET EDUCATORS,  
 BUSINESS FIELD COACHES AND TEAM LEADS**

No	Content	Explanation/header
1	<p>Length of session  <b>5-10 hours</b></p> <p><b>This timing can be split is several shorter sessions in case of fixed timing of the lectures/ workshops.</b></p> <p>(in total with the physical breaks)</p>	<p>3-4 hours: Self-study before the lessons: Here it is crucial to address the different learning styles of the students in the material chosen.</p> <p>2-3 hours: Lessons (physical or online) with the students. Again, it is crucial to address the different learning styles of the students, and thus adapt to the appropriate learning style.</p> <p>2 Hour: Test after completion of lesson. 1 hour for the students to take the test, and 1 hour for the teacher read and give feedback on the test. Depending on the learning style of the student we recommend that you adapt your feedback accordingly</p>
2	<p>Problem/Topic</p>	<p>In this session the student will work with understanding the current trends within the digitalization of the hospitality sector in general – seen from through a sustainable lens.</p> <p>Note! We have adapted the materials to the 8 different learning styles, so to gain the most from this session, we strongly encourage you to test the students for the preferred learning style before proceeding.                      Take the test here: <a href="https://how-to-study.com/learning-style-assessment/">https://how-to-study.com/learning-style-assessment/</a></p>
3	<p>Learning outcome</p>	<p>By the end of the session, the student should understand the meaning of sustainability in the context of digitalization in the hospitality industry please start reading the dedicated chapter in the Sustainable Hospitality Digitalisation Guidebook and Pedagogy for Sustainable Hospitality Digitalisation digital brochures.</p> <p>It is also the perfect way to gain more knowledge on this topic if you are <i>The Linguistic Learner or Verbal Learner</i>.</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>• Understand the different ways of defining and approach sustainability benefitting of the digital revolution and how this affects the way the hospitality sector operates today.</li> <li>• Understand the triple bottom line and its use in the hospitality industry.</li> </ul>

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- Understand the sustainable effects of the digitalization efforts of the hospitality sector.

**Skills**

Learning to apply the knowledge goals above and participate in discussions on sustainable use of

4	"If....then the student can...."	After completing this part, the student will be able to: <ul style="list-style-type: none"> <li>• Work with sustainable digitalization innovation and development in a hospitality setting</li> <li>• Work with applying a sustainable digital strategy in small to medium sized hospitality companies.</li> <li>• Be able to participate in discussions on sustainability in digitalization of hospitality companies in the future.</li> </ul>
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5	Guide lines (points)	The starting point of this session plan is to acknowledge which of the 8 learning styles that fit you best, and then seek you the learning material/activity that suits you best. Take the "learning style test" here before you proceed: <a href="https://how-to-study.com/learning-style-assessment/">https://how-to-study.com/learning-style-assessment/</a>
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Subsequently, it is important that you acquaint yourself with the "Goals" listed above for this session, as they will guide you through the material and what you should get out of it. After this we invite you to look at the learning activities and choose the learning activity that best suits your learning style. Again, we strongly encourage you to use the "Goals" listed for this session plan as you guide.

Having completed that, you can dive into the many different "Cases for practice" that we suggest, where you will gain a deeper understand of the topics in this session plan. Finish up with the "Test" and the "checklist" and you have completed the course.

6	Cases for practice (individual/in groups)	Here are some "best practice" cases that we would recommend that you work on in order to better understand the topic of this session. Depending on your learning style we suggest that you choose the ones that fit you the most. <ul style="list-style-type: none"> <li>• The Hotelier Academy provides a wide variety of cases within several topic related to current trends on the hotel sector. See more here: <a href="https://www.hotelieracademy.org/category/hotel-case-studies/">https://www.hotelieracademy.org/category/hotel-case-studies/</a></li> <li>• The Access Group has collected a selection of case studies that cater to the different learning styles. See more here: <a href="https://www.theaccessgroup.com/en-gb/hospitality/case-studies-testimonials/">https://www.theaccessgroup.com/en-gb/hospitality/case-studies-testimonials/</a></li> </ul>
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		<ul style="list-style-type: none"><li>• At Study.com they also have a whole section of Cases and articles to study (Free, but login required). See more <a href="https://study.com/academy/course/hospitality-tourism-management.html">here: <u>https://study.com/academy/course/hospitality-tourism-management.html</u></a></li></ul>
7	Link to the next topic – suggestions – feed up	<ul style="list-style-type: none"><li>• Topic 2 Digitalisation</li><li>• Topic 9 Indicators</li><li>• Topic 3 Sustainable Hospitality</li><li>• Topic 11 Sustainable Budgeting</li><li>• Topic 14 Economic Benefits from Sustainable Hospitality Digitalisation Practices</li><li>• Topic 15 Development of Entrepreneurial Ideas and Professional Networks</li></ul>
8	Memo: <b>The Linguistic Learner or Verbal Learners</b> (aka Linguistic Learners): The linguistic learner is one who learns best through linguistic skills including reading, writing, listening, or speaking. (Verma, E, 2023). <b>The Naturalist or Natural/ Nature Learners:</b> The naturalist learns by working with, and experiencing, nature. If this sounds a lot like a scientist, it's because that's how scientists learn. The naturalist loves experiences, loves observing the world around them, and captures the best information or knowledge through experimentation. (Verma, E, 2023). <b>The Musical or Rhythmic Learner or Aural (audio) Learners:</b> The musical or rhythmic learner is one who learns using melody or rhythm. (Verma, E, 2023). <b>The Kinesthetic Learner or Physical (tactile) Learners:</b> The Kinesthetic learner is a person that learns best by actually doing something. (Verma, E, 2023). <b>The Visual or Spatial Learner or Visual (spatial) Learners:</b> A visual or spatial learner is a person who learns best if there are visual aids around to guide the learning process. For example, someone who can learn best from diagrams, pictures, graphs would be a visual or spatial learner. (Verma, E, 2023). <b>The Logical or Mathematical Learner or Logical (analytical) Learners:</b> The logical or mathematical learner must classify or categorize things. They also tend to understand relationships or patterns, numbers and equations, better than others. (Verma, 2023). <b>The Interpersonal Learner or Social Learners (aka Linguistic Learners):</b> The interpersonal learner is someone who learns by relating to others. Often, these people share stories, work best in teams, and compare their ideas to the ideas of others. (Verma, 2023). The Intrapersonal Learner or Solo Learners: The intrapersonal, as opposed to interpersonal, learner is someone who works and learns best when they are alone. (Verma, 2023).	
9	Memo: The course elements include the elements and features to meet the needs of all styles of learning digitalization. As the course is aimed at a wider audience, to make more	

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effect of the course, it is based on the principles of including the elements and activities according to three Learning Approaches.

The course elements are based on the approaches: the Behaviourist Approach, when activities are built to respond to some form of stimulus, the Cognitive Approach, when the activities are based on knowledge and knowledge retention, and the Humanist Approach, based on explanations of individual experiences – in that case by representing good practices and challenges by sustainable hospitality companies and their challenges in digitalization. Approaches to embedding sustainability and ESDGC in the content of hospitality digitalization are used.

On the basis of the Theory of Planned Behaviour that allows to assess of thoughts before and after education, the surveys can be offered and analyzed to measure the output of the session plan, increased capacity of digitalization skills, and development of entrepreneurial ideas to benefit from competences.

Timing (approx.)	Stage/ Purpose	Learning Activity/ Task	Methods of Checking/ Assessment for Learning	Resources
30 minutes	Introduction to the course/preparing the students	Video prepared by teacher to introduce the students to the course, and to set the frame/expectations for the self-study	Brainstorming on the video	Video prepared by the teacher beforehand
3 – 4 hours	Self-study/preparing for lessons	Topics and learning material	Self-study	

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Timing (approx.)	Stage/ Purpose	Learning Activity/ Task	Methods of Checking/ Assessment for Learning	Resources
3-4 hours	Lesson (psysical or online)	Lectures and seminars	Use the questions from the checklist	Material studied beforehand: for lectures use PR1 Sustainable Hospitality Digitalisation Guidebook for VET Learners and Professionals (initial, continuous learners); PR2 'Pedagogy of Sustainable Hospitality Digitalisation' for VET Educators and hospitality business field coaches and team leads, PR3 Digital course 'Sustainable Hospitality Digitalisation Toolkit' with materials; PR4 Series of Webinars on 'Sustainable Hospitality Digitalisation'

Materials prepared by the teacher.

**Reading material**

The dedicated chapter in the Sustainable Hospitality Digitalisation Guidebook for VET Learners and Professionals (initial, continuous learners) brochure is the perfect way to gain more knowledge on this topic if the student is The Linguistic Learner or Verbal Learner.

**Case material**

- The following case material is suited for The Kinesthetic Learner or Physical (tactile) Learners
- <https://smarttourismdestinations.eu/> - reports on the work on sustainability and digitalization within the EU. Policies and case examples are presented.
- <https://cayugahospitality.com/articles-case-studies/>
- <https://hotelpropeller.com/the-best-hospitality-case-studies-you-can-learn-from/>

**Video material**

- The following videos are suited for most of the 8 learning styles, as they in various ways combine different learning styles. We encourage the The Kinesthetic Learner or Physical (tactile) Learners to view them together with others who are interested in this topic. Perhaps a colleague at work or a fellow student.
- <https://smarttourismdestinations.eu/webinars/> - webinars on the work on sustainability and digitalization within the EU. Policies and case examples are presented.

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Timing (approx.)	Stage/ Purpose	Learning Activity/ Task	Methods of Checking/ Assessment for Learning	Resources
				<ul style="list-style-type: none"> <li><a href="https://www.theaccessgroup.com/en-gb/hospitality/sectors">https://www.theaccessgroup.com/en-gb/hospitality/sectors</a> - examples and demos on systems used in the different parts of the hospitality industry to digitalize procedures in order to save paper and become more efficient in handling guests.</li> </ul> <p>Suggestions to courses on the topic                      The following suggests are especially suited to The Interpersonal Learner or Social Learners (aka Linguistic Learners)                      Cornell: <a href="https://ecornell.cornell.edu/certificates/hospitality-and-foodservice-management/">https://ecornell.cornell.edu/certificates/hospitality-and-foodservice-management/</a>                      Les Rocher: <a href="https://lesroches.edu/hospitality-management/hospitality-degrees/online-hotel-management/">https://lesroches.edu/hospitality-management/hospitality-degrees/online-hotel-management/</a>                      Derby University: <a href="https://www.derby.ac.uk/online/hospitality-management-courses/">https://www.derby.ac.uk/online/hospitality-management-courses/</a></p>
20 minutes	Development of the Topic Group Dynamic	Lectures and seminars Task: Describe and list the key terminology; Educator: ask the learners to list the key terminology related and the concepts of sustainability  Learners: student briefing on the key aspects and concepts of the	Lectures and seminars In-class: In-group Individually: online query in the end of the session plan;	Worksheets PPT slides developed by the educator Session plans for Learners PR1 Sustainable Hospitality Digitalisation Guidebook for VET Learners and Professionals (initial, continuous learners); PR2 'Pedagogy of Sustainable Hospitality Digitalisation' for VET Educators and hospitality business field coaches and team leads, PR3 digital course 'Sustainable Hospitality Digitalisation Toolkit' with materials; PR4 Series of Webinars on 'Sustainable Hospitality Digitalisation'

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Timing (approx.)	Stage/ Purpose	Learning Activity/ Task	Methods of Checking/ Assessment for Learning	Resources
		sustainability		
60 minutes	Group work on a specific case	Working in group	Case studies for reading, visiting the website, comparing and contrasting	<p>Possible cases to choose from:                      The Hotelier Academy provides a wide variety of cases within several topic related to current trends on the hotel sector. See more here:  <a href="https://www.hotelieracademy.org/category/hotel-case-studies/">https://www.hotelieracademy.org/category/hotel-case-studies/</a></p> <p>The Access Group has collected a selection of case studies that cater to the different learning styles. See more here:  <a href="https://www.theaccessgroup.com/en-gb/hospitality/case-studies-testimonials/">https://www.theaccessgroup.com/en-gb/hospitality/case-studies-testimonials/</a></p> <p>At Study.com the also have a whole section of Cases and articles to study (Free, but login required). See more here:  <a href="https://study.com/academy/course/hospitality-tourism-management.html">https://study.com/academy/course/hospitality-tourism-management.html</a></p>
30 minutes	Class Reflection	Discussing learnings from case work	Collective learning	Cases provides above, additional researched case studies;



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10 minutes	Individual Feedback and Evaluation	Self-assessment form – 5 min  Virtual Learning Environments (VLEs), Blended learning: Feedback forms can be allocated in the Moodle system	Online, individually: Filling in the self-assessment form  Individually: Filling-in Session Feedback Form	Self-assessment form Feedback form
60 minutes	Test	Written test where the students have 60 minutes to answer the question suggested .	The students must hand in the answers to the test. Minimum pages 2-3	Please find definitions on how to understand “sustainability” in the context of the hospitality industry. Find examples on how different parts of the industry work with sustainability. Choose as an example look at amusement parks, restaurants, hotels, ZOOs, and camping areas. Compare your findings from the question above with examples from your country, neighborhood, or present workplace – do you see any similarities?

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Timing (approx.)	Stage/ Purpose	Learning Activity/ Task	Methods of Checking/ Assessment for Learning	Resources
5 min	Conclusion Closing the unit and short introduction of the next unit	Final reflection on the unit Educator asks students to share their opinions on the subject, on the organization of the training session, discuss open issues Students share their opinions on the subject, on the organization of the training session, discuss open issues Educator: makes conclusion and introduction to the next Unit on	In-class: In-group Online: Individually, online query in the end of the module	PPT slides Worksheet Moodle questionnaire



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Timing (approx.)	Stage/ Purpose	Learning Activity/ Task	Methods of Checking/ Assessment for Learning	Resources
		Appreciation for collaboration and Farewell		