

TOPIC TWELVE: SUSTAINABLE HOTEL MANAGEMENT

FOR VET LEARNERS AND PROFESSIONALS
IN THE HOSPITALITY INDUSTRY



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HOTEL SCHOOL
HOTEL MANAGEMENT COLLEGE



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TOPIC 12 HOTEL MANAGEMENT SESSION PLAN FOR LEARNERS AND HOSPITALITY INDUSTRY PROFESSIONALS		
No	Content	Explanation/header
1	Problem/Topic	The hospitality industry has witnessed a rapid transformation over the years, with the introduction of new digital technologies. With the increasing demand for seamless and personalized experiences, hotels are turning towards digitalization to improve their operations and enhance guest experiences. In this course, the overall focus will be placed on the digitalization and sustainable practices of the hospitality sector. Further, also specific digitalization tools will be revised, for example, in-room IoT sensors, hospitality services, body area sensors, energy management, building automation and monitoring, augmented reality, and beacon technology. Finally, some major challenges, for example, interoperability, data management, and security and privacy will be revised.
2	Estimated time consumption on the learning process/ activities	Between 5-10 hours
3	Suggestions on solutions	By the end of this session, learners will understand sustainable digitalization practices applied in the hotel industry.
4	Learning activities	<p>There are several kinds of learning activities in the session plan that will address most of the 8 learning styles described in the two books published in conjunction with this project. Regardless of your preferred learning style, we do strongly recommend that you read the chapter on Digitalization in the hospitality sector before embarking on the learning activities below.</p> <p>Reading material The dedicated chapter in the Hospitality Digitalisation Guidebook is the perfect way to gain more knowledge on this topic if you are The Linguistic Learner or Verbal Learner.</p> <p>Case material The following case material is suited for The Kinesthetic Learner or Physical (tactile) Learners:</p> <ul style="list-style-type: none"> • https://www.achiga.io/case-study/

		<ul style="list-style-type: none"> • https://www.linkedin.com/pulse/accor-hotels-study-case-digital-transformation-torres/ • https://www.amara-marketing.com/travel-blog/case-study-digital-transformation • https://www.imd.org/research-knowledge/case-studies/accorhotels-digital-transformation-a-response-to-hospitality-disruptor-airbnb/ • https://www.innquest.com/blog/hospitality-transforming-digitized-guest-experiences/ <p>Video material</p> <p>The following videos are suited for most of the 8 learning styles, as they in various ways combine different learning styles. We encourage 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:</p> <ul style="list-style-type: none"> • https://www.revfine.com/digital-trends-hospitality-industry/ • https://serengetitech.com/business/a-talk-with-our-client-the-importance-of-digitalization-in-the-hotel-and-tourism-sector/ • https://hotelfriend.com/blogpost/digitalisierung-des-gastgewerbes-folge-2 • https://www.youtube.com/watch?v=VFfuei5ob5U • https://www.youtube.com/watch?v=CG3Et-Bn8No • https://www.youtube.com/watch?v=uQCT0u5s6-k <p>Suggestions for courses on the topic</p> <p>The following suggestions are especially suited to Interpersonal Learners or Social Learners (aka Linguistic Learners):</p> <ul style="list-style-type: none"> • Udemy. Defining a Digital Transformation Roadmap: https://www.udemy.com/course/defining-a-digital-transformation-roadmap/ • Global Institute for IT Management. Digital Hospitality Certificate: https://www.globaliim.com/it-in-hospitality
5	Goals	<p>At the end of this course on Hotel management practices for sustainable hospitality digitalization, students will develop the following knowledge, skills, and attitudes:</p> <p>Knowledge: Students will gain an understanding of the environmental impact of digitalization in the hospitality industry, and how sustainable digitalization practices can be implemented in the hospitality industry.</p>



Theme: Course Module Session Plan (for wider user audience / non-teachers)

For Course Module Session Design in DigitalGuest Platform Technical Solution

		<p>Skills: Students will develop skills in understanding digitalization and its use in the hospitality industry. The latest digital tools and challenges associated will be revised.</p> <p>Attitudes: Students will develop a positive attitude toward sustainability and the role of digitalization to ensure long-term economic, social, and environmental goals.</p> <p>Overall, the course will equip students with the knowledge and skills necessary to implement sustainable hospitality digitalization practices, while also fostering a commitment to sustainability and environmental stewardship.</p>
6	"If...then you can..."	<p>After completing this part, you will be able to:</p> <ul style="list-style-type: none"> • Understand the concept of sustainable hospitality digitalization and its importance in the industry • Identify key areas of hotel operations where sustainability can be improved through digitalization • Apply sustainable digitalization strategies to enhance the guest experience and improve operational efficiency • Revize the latest digitalization tools that can be used in hospitality settings
7	Guide lines (points)	<ul style="list-style-type: none"> • PowerPoint material • Case study • In-class discussion questions • Test
8	Cases for practice (individual/in groups)	<p>Case Study: Sustainable Hospitality Digitalization at the Green Hotel</p> <p>The Green Hotel is a small boutique hotel located in a popular tourist destination. The hotel is known for its sustainable practices and has won several awards for its environmental initiatives. Recently, the hotel management team has decided to invest in digitalization to improve guest experiences and streamline operations. However, the management team is concerned about the environmental impact of digitalization and wants to ensure that their sustainability goals are not compromised.</p> <p>Questions:</p> <p>What are some of the benefits of digitalization for the hospitality industry?</p> <p>What are some of the environmental concerns associated with digitalization in the hospitality industry?</p> <p>How can the Green Hotel incorporate sustainable practices into its digitalization efforts?</p> <p>What renewable energy sources can the Green Hotel adopt to reduce its carbon footprint?</p>

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		<p>How can the Green Hotel reduce its water consumption through its digitalization efforts? How can the Green Hotel manage its electronic waste and promote responsible disposal of old devices? What are some green transportation practices that the Green Hotel can implement to reduce its carbon footprint? How can the Green Hotel promote sustainable digitalization practices to its guests?</p>
<p>9</p>	<p>Process schedule/models/frameworks</p>	<p>In order to complete this unit, you can follow this process framework:</p>
<p>10</p>	<p>Test</p>	<p>In order to accommodate the 8 different learning styles, we strongly suggest that you take the “test” below in a manner that resonates with you. For example, if you are an Interpersonal Learner or Social Learners (aka Linguistic Learners) you might want to do this with others, whereas if you are a Naturalist or Natural/ Nature Learner you might wish instead to test some of the question below in real life.</p> <p>What are some environmental benefits of implementing sustainable digitalization practices in the hospitality industry? Name two types of energy-efficient equipment that hotels can invest in to reduce their carbon footprint. How can hotels manage electronic waste in a sustainable manner? Explain the importance of promoting green transportation practices in the hospitality industry. What are some ways that hotel management can educate guests about sustainability initiatives? What are some of the challenges with sustainable hospitality digitalization?</p>
<p>11</p>	<p>Checklist</p>	<ul style="list-style-type: none"> Can you name and explain 5-7 of the technologies and digitalization tools applied in hotels?

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		<ul style="list-style-type: none"> • Can you recall sustainable hospitality digitalization practices used in the case study? • Can you list and explain major challenges in sustainable hospitality digitalization?
	Link to the next topic – suggestions – feed up	<ul style="list-style-type: none"> • Topic 9 Indicators • Topic 7 The Tools of Digitalisation in Hospitality Dania: • Topic 11 Sustainable Budgeting • Topic 13 F&B Management • Topic 14 Economic Benefits from Sustainable Hospitality Digitalisation Practices • Topic 15 Development of Entrepreneurial Ideas and Professional Networks
12	Activities and environment for 8 learning types:	Please make sure that every session plan includes the activities and environment for 8 learning styles . Formulate and integrate it in the descriptions:
13	The Linguistic Learner or Verbal Learners (aka Linguistic Learners):	There are reading tasks and materials, as well as presentations and group discussions
14	The Naturalist or Natural/ Nature Learners	Real-life case studies from hospitality industry are used to illustrate the concepts of discussion
15	The Naturalist or Natural/ Nature Learners	You can go to the park and complete these activities in the park.
16	The Musical or Rhythmic Learner or Aural (audio) Learners	Video material and suggestions and presentation on the topic
17	The Kinesthetic Learner or Physical (tactile) Learners:	There are in-class discussions and case study questions
18	The Visual or Spatial Learner or Visual (spatial) Learners	There are visuals used in the presentation and graphical presentation of data. Visual examples in the form of videos are provided
19	The Logical or Mathematical Learner or Logical (analytical) Learners:	Solving case studies and real-life case study applications, in-class discussions, and brainstorming suggestions for the Green Hotel
20	The Interpersonal Learner or Social Learners (aka Linguistic Learners):	Group discussions in-class, case study discussions and in-class activities
21	Memo:	

The Linguistic Learner or Verbal Learners (aka Linguistic Learners): The linguistic learner is one who learns best through linguistic skills including reading, writing, listening, or speaking. (Verma, E, 2023).

The Naturalist or Natural/ Nature Learners: 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).

The Musical or Rhythmic Learner or Aural (audio) Learners: The musical or rhythmic learner is one who learns using melody or rhythm. (Verma, E, 2023).

The Kinesthetic Learner or Physical (tactile) Learners: The Kinesthetic learner is a person that learns best by actually doing something. (Verma, E, 2023).

The Visual or Spatial Learner or Visual (spatial) Learners: 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).

The Logical or Mathematical Learner or Logical (analytical) Learners: 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).

The Interpersonal Learner or Social Learners (aka Linguistic Learners): 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).

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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 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.