

TOPIC FIFTEEN: DEVELOPMENT OF ENTREPRENEURIAL IDEAS AND PROFESSIONAL NETWORKING

FOR VET LEARNERS AND PROFESSIONALS
IN THE HOSPITALITY INDUSTRY



PREPARED BY:

HOTEL SCHOOL Viesnīcu biznesa koledža, SIA
ERHVERVSAKADEMI DANIA
Italian Hospitality School SRL
City Unity College Nicosia
DigitalGuest APS
INERCIA DIGITAL SL

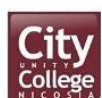
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HOTEL SCHOOL
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digital guest

TOPIC 15

Development of Entrepreneurial Ideas and Professional Networks

SESSION PLAN FOR LEARNERS AND HOSPITALITY INDUSTRY PROFESSIONALS

No	Content	Explanation/header
1	Problem/Topic	<p>Entrepreneurial skills and digital competence are two basic competences in people's education in the 21st century. They are also transversal competences in university degrees. We carried out an analysis of European models, which suggest areas and indicators within these two competencies (entrepreneurial and digital), with the ultimate goal of elaborating an original model of digital entrepreneurship competence, which we have named EmDigital. (Prendes-Espinosa, P., Solano Fernández, I. M., García-Tudela, P.A. (2021).</p> <p>In this session you will learn how to generate entrepreneurial ideas from sustainable hospitality digitalization and how to develop professional network and benefit from it by sustainable hospitality digitalization.</p> <p>We have adapted the materials to the 8 different learning styles, so in order to gain the most from this session, we strongly encourage you to test yourselves in your preferred learning style before proceeding. Take the test here: https://how-to-study.com/learning-style-assessment/</p>
2	Estimated time consumption on the learning process/ activities	Between 5-10 hours
3	Learning activities	<p>There are several kinds of learning activities in 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 chapters 20. Development of Entrepreneurial Ideas to Benefit from Competences, 63. Professional Network for Sustainable Hospitality, 64. Professional Network for Sustainable Hospitality Digitalisation, 69. Links to Useful Resources in the digital brochure Sustainable Hospitality Digitalisation Guidebook before embarking on the learning activities below. You can also watch the webinar 5 of the Sustainable Hospitality Digitalisation Toolkit 'Development of Entrepreneurial Ideas and</p>

Professional Networks” and review the presentation on the webinar with additional links and discussions.

Development of Entrepreneurial Ideas to Benefit from Competences

Entrepreneurial skills and digital competence are two basic competences in people’s education in the 21st century. They are also transversal competences in university degrees. The ultimate goal of elaborating an original model of digital entrepreneurship competence, which is named EmDigital. (Prendes-Espinosa, P., Solano-Fernández, I. M., García-Tudela, P.A. (2021).

EmDigital Model

The EmDigital model is composed of a total of 15 competences, distributed as follows:

- **dimension 1 of identification of opportunities (three sub-competences);**
- **dimension 2 on action planning (three sub-competences);**
- **dimension 3 of implementation and collaboration (four sub-competences); and finally,**
- **dimension 4, related to management and safety (five sub-competences).**

With the aim of favoring the practical realization of the EmDigital model, each one of the 15 sub-competencies described is summed up with different indicators, as in the reference models (EntreComp and DigComp). A total of 45 indicators form the EmDigital model. (Prendes-Espinosa, P., Solano-Fernández, I. M., García-Tudela, P.A. (2021).

Description of the competences and sub-competences of the EmDigital model.

1. Identification of opportunities

- C1. Search for and analysis of information
- C2. Creativity and innovation
- C3. Prospecting
- C4. Success orientation

2. Action planning

- C5. Leadership
- C6. Planning and management of digital identity
- C7. Initiative

3. Initiative and collaboration

- C8. Communication and collaboration
- C9. Creation of digital value

C10. Responsibility and commitment
C11. Learning from experience
C12. Problem solving

4. Management and safety

C13. Planning and organization
C14. Techno-ethical approach
C15. Motivation and perseverance

The Relation between EmDigital Model and Open Innovation

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At a time like the present, in which technology is a key element in sociocultural evolution and business development, it is necessary to consider what an entrepreneur needs to know in order to develop and succeed in a digital context. Open innovation is a strategy that can promote the success of any start-up. The EmDigital model could therefore be a good support for such a strategy because it has a complete collection and description of the main competences of digital entrepreneurs. (Prendes-Espinosa, P., Solano-Fernández, I. M., García-Tudela, P.A. (2021).

Reading material

- 39 Green Business Ideas for Sustainable Entrepreneurs
<https://www.nerdwallet.com/article/small-business/sustainable-business-ideas>
- 82 Hospitality Business Ideas You Can Start Today [2023] <https://www.starterstory.com/hospitality-business-ideas>
- 85 Amazing Food Business Ideas You Could Start in 2023 https://smallbiztrends.com/2023/11/food-business-ideas.html#google_vignette
- How digital transformation is facilitating servitization in the hospitality industry
<https://hospitalityinsights.ehl.edu/digital-transformation-facilitating-servitization>

Case material

The following case material is suited for *The Kinesthetic Learner or Physical (tactile) Learners*

- Geneva Marriott Hotel - Sustainability
<https://www.youtube.com/watch?v=wX3tFGGJWcI>
- Sustainable Hotels, Tomorrow's World Today, S3E4
<https://www.youtube.com/watch?v=NmS9oD5K9PQ>



		<p>Video material</p> <ul style="list-style-type: none"> • How to Build a Solid Foundations For Your Hospitality Business (Hostcon 2023) https://www.youtube.com/watch?v=D4LFkEkOBX4 • 5 Eco Friendly Business Ideas Green Businesses to Slow Climate Change https://www.youtube.com/watch?v=4bvPLZVGccQ • Technology in the Hospitality Industry - 10 Innovative Trends in the Hospitality in 2023 https://www.youtube.com/watch?v=aqiUYtGzDvs • Trends And Innovations In The Hospitality Industry @TheHospitalityPro Business 2023 https://www.youtube.com/watch?v=gkIx8h9IGR8 • Welcome to GRONDA - the professional hospitality network https://www.youtube.com/watch?v=KYhp2bUYT4E • Hosco: The World's Leading Hospitality Network https://www.youtube.com/watch?v=MCgc6y1unPI
4	Goals	<p>Upon finishing this part, you should be able to:</p> <p>Knowledge:</p> <ul style="list-style-type: none"> • Explain how sustainability, sustainable hospitality digitalization can benefit to the development of entrepreneurial ideas • Define the professional hospitality network of your selected hospitality company • Know how to develop and design new ways of professional networking for sustainable hospitality digitalization • Understand how energy audit and resource optimization can lead to the development of entrepreneurial ideas in hospitality and strengthening professional networking • Interpret how digitalisation and other technological solutions can lead to new entrepreneurial ideas and extending professional networking • Explain the EmDigital Model <p>Skills</p> <ul style="list-style-type: none"> • Apply the knowledge obtained and listed above training and self-study for further integration in the development of entrepreneurial ideas and extending a professional networking for the selected hospitality business

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		<ul style="list-style-type: none"> • Explore the tools, apps, clusters, associations, platforms that can be used for development of entrepreneurial ideas and extending professional networking • Develop the proposals on entrepreneurial ideas and professional network channels • Modify the operations via sustainable hospitality digitalization leading to the strengthening of professional networking • Conduct energy (and other resource water, etc) audit to develop the entrepreneurial solutions for hospitality business, consider the professional networking • Demonstrate how sustainable digitalization can lead to the development of entrepreneurial ideas and extended professional networking • Account economic profit of your proposed entrepreneurial idea in the form of the sustainable budget
5	"If....then you can...."	<p>After completing this part, you will be able to:</p> <ul style="list-style-type: none"> • Define and describe key aspects, terminology and concepts of the EmDigital Model and entrepreneurial ideas from sustainable hospitality digitalisation • Understand how you can add value to the hospitality industry by researching and updating knowledge on professional network from sustainable hospitality digitalisation • Research other study cases and read about different examples of how the entrepreneurs developed the entrepreneurial ideas and how their business is linked to the professional networking • Develop the proposals for the extending of professional networking for sustainable hospitality digitalisation
6	Guidelines (points)	<p>The starting point of this session plan is to acknowledge which of the 8 learning styles fit you best, and then seek the learning material/activity that suits you best. Take the "learning style test" here before you proceed: https://how-to-study.com/learning-style-assessment/</p> <p>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 your guide.</p>



		<p>Having completed that, you can dive into the many different “Cases for practice” that we suggest, where you will gain a deeper understanding of the topics in this session plan. Finish up with the “Test” and the “checklist” and you have completed the course.</p>
7	Cases for practice (individual/in groups)	<p>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.</p> <p>INDIVIDUAL: Mind map Guide: How Marriott Became The Biggest Hotel In The World, And What’s Next For The Hotel Giant https://www.youtube.com/watch?v=MjAI1ihNLX0 TOP 10 Hotels in the World 2023 https://www.youtube.com/watch?v=Xn8awmUHSdw</p> <p>GROUP: Top 10 Eco-Friendly Hotels in the World Sustainable Travel Guide https://www.youtube.com/watch?v=-D0jevkQGQ The World’s 50 Best Restaurants 2023 51-100 List Reveal https://www.youtube.com/watch?v=-UzYS8kSmiA Top 10 Profitable Business Ideas in Restaurant Business Industry https://www.youtube.com/watch?v=ALNx2Xo5VF0 World’s Most Sustainable Restaurant? Amass in Copenhagen by Chef Matt Orlando Aims for Zero Waste. https://www.youtube.com/watch?v=ji9BfPZBeqA</p>
8	Test	<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 Learner (aka Linguistic Learner) 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 questions below in real life.</p> <ul style="list-style-type: none"> ● Define and describe key aspects, terminology and concepts of the EmDigital Model and entrepreneurial ideas from sustainable hospitality digitalisation ● Provide examples of cases of how the entrepreneurs developed the hospitality entrepreneurial ideas and how their business is linked to the professional networking

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		<ul style="list-style-type: none"> • Develop the proposals for the extending of professional networking for sustainable hospitality digitalization • Provide a proposal with an entrepreneurial idea according to EmDigital Model. Consider use of energy in infrastructure, resources, materials, deliveries, operations, waste, packing, products and other. Volume 5-10 pages. • Discuss, demonstrate how sustainable digitalization generate the entrepreneurial ideas and extend the professional networking • Demonstrate results of the benefits of the EmDigital Model approach; make charts, diagrams to illustrate.
9	Checklist	<ul style="list-style-type: none"> • How Global Reporting Initiative (GRI) can help to generate the entrepreneurial ideas? • In what way EmDigital Model is linked to the development of the entrepreneurial ideas? • Where, in which channels, apps would you search for extending the professional network for your selected hospitality business?
10	Link to the next topic – suggestions – feed up	Topic 3 Sustainable Hospitality Topic 12 Hotel Management Topic 11 Sustainable Budgeting Topic 13 F&B Management Topic 14 Economic Benefits from Sustainable Hospitality Digitalisation Practices
11	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
12	The Linguistic Learner or Verbal Learners (aka Linguistic Learners):	Hilton 2021 ESG Report https://stories.hilton.com/uploads/2022/05/2021-ESG-Report-Updated.pdf Read the report ESG by Hilton for the last full year (annual report) and the updates, design a PPT (not exceeding 10 slides) summarizing the content on the entrepreneurial ideas and professional networking by Hilton.
13	The Naturalist or Natural/ Nature Learners	Design an infographic with some of the best professional network channels of the hotels and the restaurants
14	The Musical or Rhythmic Learner or Aural (audio) Learners	https://analyst-zone.com/techniques/resource-audit Watch this video with the guided text and prepare your own video (not longer than 1 minute) where you are explaining this information to the students on resource analysis for development of the entrepreneurial ideas in hospitality

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	The Kinesthetic Learner or Physical (tactile) Learners:	Interview: talk to 2 different hotel managers and design a PPT to compare what they have in common and what they see differently in the development of entrepreneurial ideas and professional networking from sustainability, from digitalization and from sustainable hospitality digitalization.
15	The Visual or Spatial Learner or Visual (spatial) Learners	Design a PPT with Google Slides or Powtoon about what are the summary on entrepreneurial ideas and professional networking economic benefits from sustainable hospitality digitalization.
16	The Logical or Mathematical Learner or Logical (analytical) Learners:	Create a survey with survey questions to evaluate 2 hotels or 2 restaurants performance in achieving and analyzing entrepreneurial ideas and professional networking channels to their experiences and plans, and write a report showing the comparison and results.
17	The Interpersonal Learner or Social Learner (aka Linguistic Learners):	https://www.globalreporting.org/standards/ Review the standards GRI and prepare a proposal for the entrepreneurial idea for a hospitality company to improve selected hospitality business
18	<p>Memo:</p> <p>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).</p> <p>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. Naturalist loves experiences, loves observing the world around them, and captures the best information or knowledge through experimentation. (Verma, E, 2023).</p> <p>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).</p> <p>The Kinesthetic Learner or Physical (tactile) Learner: A Kinesthetic learner is a person that learns best by actually doing something. (Verma, E, 2023).</p> <p>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).</p> <p>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).</p> <p>The Interpersonal Learner or Social Learner (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).</p>	

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	<p>The Intrapersonal Learner or Solo Learner: The intrapersonal, as opposed to the interpersonal learner is someone who works and learns best when they are alone. (Verma, 2023).</p>
19	<p>Memo:</p> <p>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.</p> <p>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.</p> <p>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.</p>