

TOPIC ONE:

SUSTAINABILITY

FOR VET LEARNERS AND PROFESSIONALS
IN THE HOSPITALITY INDUSTRY



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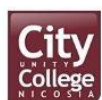
Erasmus+ Project
No. 2021-1-LV01-KA220-VET-000033140



2023



HOTEL SCHOOL
HOTEL MANAGEMENT COLLEGE



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digital guest

TOPIC 1 SUSTAINABILITY

SESSION PLAN FOR VET LEARNERS AND INDUSTRY PROFESSIONALS

No	Content	Explanation/header
1	Problem/Topic	In this session you will work with understanding the current trends within the digitalization of the hospitality sector in general – seen from through a sustainable lens. 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 yourselves in your preferred learning style before proceeding. Maybe you took it already if this is not the first part of the course you take. Take the test here: https://how-to-study.com/learning-style-assessment/
2	Estimated time consumption on the learning process/activities	Between 5-10 hours
3	Learning activities	To 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. It is also the perfect way to gain more knowledge on this topic if you are <i>The Linguistic Learner or Verbal Learner</i> .

Case material

If you look through the case studies below you will get knowledge about how sustainable digitalization can be found in the hospitality industry. Furthermore, it gives you an idea how to use it in your own company, your workplace or as inspiration for future use.

(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.
- <https://www.theaccessgroup.com/en-gb/hospitality/sectors> - 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.

Suggestions to courses on the topic

- The following suggests are especially suited to *The Interpersonal Learner or Social Learners (aka Linguistic Learners)*
- Cornell:
<https://ecornell.cornell.edu/certificates/hospitality-and-foodservice-management/>
- Les Rocher: <https://lesroches.edu/hospitality-management/hospitality-degrees/online-hotel-management/>
- Derby University:
<https://www.derby.ac.uk/online/hospitality-management-courses/>

4	<p>Goals</p> <p>Upon finishing this part, you should be able to:</p> <p>Knowledge:</p> <ul style="list-style-type: none">• 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.• Understand the triple bottom line and its use in the hospitality industry.• Understand the sustainable effects of the digitalization efforts of the hospitality sector. <p>Skills</p>
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		<ul style="list-style-type: none"> Learning to apply the knowledge goals above and participate in discussions on sustainable use of
5	"If....then you can...."	<p>After completing this part, you will be able to:</p> <ul style="list-style-type: none"> Work with sustainable digitalization innovation and development in a hospitality setting Work with applying a sustainable digital strategy in small to medium sized hospitality companies. Be able to participate in discussions on sustainability in digitalization of hospitality companies in the future.
6	Guide lines (points)	<p>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: 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 you 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 understand 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> <ul style="list-style-type: none"> The Hotelier Academy provides a wide variety of cases within several topic related to current trends on the hotel sector. See more here: https://www.hotelieracademy.org/category/hotel-case-studies/ The Access Group has collected a selection of case studies that cater to the different learning styles. See more here: https://www.theaccessgroup.com/en-gb/hospitality/case-studies-testimonials/ At Study.com they also have a whole section of Cases and articles to study (Free, but login required). See more here:

<https://study.com/academy/course/hospitality-tourism-management.html>

8	Test your knowledge	<ul style="list-style-type: none"> • 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?
9	Checklist	<ul style="list-style-type: none"> • Do you understand the difference in defining sustainability? • Can you account for the major trends in sustainable digitalization affecting the hospitality sector? • Can you come up with some good reasons for improving a company’s effort in working with sustainability?
11	Link to the next topic – suggestions – feed up	<ul style="list-style-type: none"> • Topic 2 Digitalisation • Topic 9 Indicators • Topic 3 Sustainable Hospitality • Topic 11 Sustainable Budgeting • Topic 14 Economic Benefits from Sustainable Hospitality Digitalisation Practices • Topic 15 Development of Entrepreneurial Ideas and Professional Networks
12	<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. The 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) Learners: The 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</p>	

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.