

TOPIC SIX: TRENDS IN THE HOSPITALITY SECTOR

FOR VET LEARNERS AND PROFESSIONALS
IN THE HOSPITALITY INDUSTRY



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TOPIC 6

TRENDS IN THE HOSPITALITY INDUSTRY

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. 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/
2	Estimated time consumption on the learning process/Activities	Between 5-10 hours
3	Learning activities	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 chapter on Digitalization in the hospitality sector before embarking on the learning activities below.

Reading material

- The dedicated chapter in the Sustainable Hospitality Digitalisation Guidebook digital brochure is the perfect way to gain more knowledge on this topic if you are *The Linguistic Learner or Verbal Learner*.

Case material

- The following case material is suited for *The Kinesthetic Learner or Physical (tactile) Learners*
- <https://study.com/academy/lesson/hospitality-industry-case-study-research.html>
- <https://www.mitel.com/blog/6-hospitality-technology-case-studies-you-should-see>
- https://www.academia.edu/4260484/eTourism_Case_Studies_Part_1_Hospitality
- <https://study.com/academy/lesson/challenges-of-the-hospitality-industry.html>
- <https://cayugahospitality.com/articles-case-studies/>
- <https://hotelpropeller.com/the-best-hospitality-case-studies-you-can-learn-from/>

- <https://www.hotelieracademy.org/category/hotel-case-studies/>
- <https://www.theaccessgroup.com/en-gb/hospitality/case-studies-testimonials/>

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://study.com/academy/lesson/challenges-of-the-hospitality-industry.html>
- <https://study.com/academy/lesson/hospitality-industry-trends-technology.html>
- <https://www.youtube.com/watch?v=lfe90npQWXE>
- <https://www.youtube.com/watch?v=92Ym8kfMmoY>
- <https://www.theaccessgroup.com/en-gb/hospitality/case-studies-testimonials/>

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 Goals

Upon finishing this part, you should be able to:

Knowledge:

- Understand the historical context of the digital revolution and how this affects the way the hospitality sector operates today
- Understand the concept “the fourth industrial revolution”
- Understand how the Covid19 Pandemic effected the digitalization efforts of the hospitality sector

- Understand the future trends of the digitalization efforts of the hospitality sector.

Skills

- Learning to apply the knowledge goals above through training and self-study

5 "If....then you can...."

After completing this part, you will be able to:

- Work with innovation and development in a hospitality setting
- Work with applying a digital strategy in small to medium sized hospitality companies
- Be able to teach hospitality companies in the future trends of hospitality digitalization

6 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: <https://how-to-study.com/learning-style-assessment/>

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.

7 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.

- 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>

<p>8 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> <ul style="list-style-type: none"> • Please describe the connection between the 4 industrial revolutions and how especially the fourth industrial revolution has effected the digitalization efforts of the hospitality sector? • Please account for the three dominant trends that occurred as a consequence of the Covid19 pandemic, and how they mutually affected each other • Why, in your opinion, did the Covid19 pandemic not speed the process of sustainable tourism?
<p>9 Checklist</p>	<ul style="list-style-type: none"> • Do you understand the difference between the 4 industrial revolutions? • Is it clear to you why especially the 4 industrial revolution has had such a tremendous impact on the hospitality sector? • Can you account for the major trends affecting the hospitality sector post Covid19? • Can you name some of the current and future technologies that will affect the hospitality sector and the extent of their importance?
<p>Link to the next topic – suggestions – feed up</p>	<ul style="list-style-type: none"> • 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 • Topic 15 Development of Entrepreneurial Ideas and Professional Networks

**Digital Course Part: Digital Guest Platform Playbook Session Plans
for Hospitality VET Learners and Professionals**

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- 10** 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:
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- 11** 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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- 12** 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.
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