TOPIC SEVEN:
TOOLS OF SUSTAINABLE HOSPITALITY DIGITALISATION

FOR VET LEARNERS AND PROFESSIONALS IN THE HOSPITALITY INDUSTRY

SUSTAINABLE
HOSPITALITY
DIGITALISATION
TOOLKIT

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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TOPIC 7
THE TOOLS OF DIGITALISATION IN HOSPITALITY
SESSION PLAN FOR VET LEARNERS AND INDUSTRY PROFESSIONALS

No	Content	Explanation/header
1	Problem/Topic	In this session, you will learn how to improve the customer experience, streamlining operations, and increasing revenue by using tools of digitalization. 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 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 Digital Skills 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* ● *htps://www.bu.edu/hospitality/2023/01/26/technology-trends-in-hospitality/#:~:text=In%20the%20hospitality%20industry%2C%20video,the%20same%20room%20through%20VR.*

- https://www.emerald.com/insight/content/doi/10.1108/IJCHM-06-2022-0679/full/html?skipTracking=true

- https://www.academia.edu/39844875/DIGITALIZATION_IN_THE_HOSPITALITY_INDUSTRY_TRENDS_THAT_MIGHT_SHAPE_THE_NEXT_STAY_OF_GUESTS

- https://www.mypos.com/en-gb/how-hospitality-industry-benefits-from-digitalisation-trends

- https://insights.ehotelier.com/insights/2022/01/13/digital-transformation-strategies-for-hospitality/

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 *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://youtu.be/vafhbdIOqpg

- https://youtu.be/VFsuei5ob5U

- https://youtu.be/yfArn9X05w4

- https://youtu.be/wTqtWYZYxLY

Suggestions to courses on the topic
- The following suggests are especially suited to *The Interpersonal Learner or Social Learners (aka Linguistic Learners)*
- Imperial College Business School:
https://execed-online.imperial.ac.uk/digital-transformation?utm_source=Google&utm_network=g&utm_medium=c&utm_term=digital%20transformation%20course&utm_location=1005415&utm_campaign_id=17050332394&utm_adset_id=138826700311&utm_ad_id=594862478639&gad=1&gclid=CjwKCAjwuqiiBhBtEiwATgvixD6VBwVf0nQpyYfZkcW8t3K0b66c7toAvbNsBCqsg9G3p0FHvOLKjhoC0rQQAvD_BwE

		● Barcelona School of Tourism Hospitality and Gastronomy: https://www.cett.es/en/academic-offer/courses/bachelors-degree-in-digital-business-and-tourism-innovation ● UNWTO Tourism online Academy: https://www.unwto-tourismacademy.ie.edu/
4	Goals	Upon finishing this part, you should be able to: Knowledge: • Obtain knowledge about learning tools of digitalisation for the hospitality industry. • Learn how to enhance customer experience. • Know how to Streamline operations. • Know how to increase revenue. • Learn about how to improving efficiency by using digital technologies and tools to improve efficiency and reduce costs. This includes automating tasks, reducing manual labor, and eliminating inefficiencies in processes. 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: • know how to help employees and managers understand the various digital technologies and tools available to them. This includes everything from online booking platforms and mobile apps to hotel management software and restaurant point-of-sale systems. • Know how to help employees and managers use digital technologies and tools to enhance the customer experience. This includes providing personalized recommendations, improving communication with guests, and offering faster service. • Know how to help employees and managers use digital technologies and tools to streamline operations and automate tasks. This includes automating check-ins, room assignments, and housekeeping tasks, as well as streamlining ordering and payment processing in restaurants.

		• Know how to help employees and managers use digital technologies and tools to increase revenue. This includes upselling and cross-selling products and services, offering personalized recommendations, and using data analytics to identify opportunities for growth.
6	Guidelines (points)	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/ 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. 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.
7	Cases for practice (individual/in groups)	Here are some "best practice" cases that we would recommend that you work on in order to understand the topic of this session better. Depending on your learning style we suggest that you choose the ones that fit you the most. INDIVIDUAL: https://hoteltechnologynews.com/2019/03/hospitality-digital-technology-challenges-priorities-and-buzzwords/ Mind map GROUP: https://www.hotelmanagement.net/tech/10-ways-smart-technology-reshaping-hotel-industry Class discussion Brain storm

8	Test	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. • What are some examples of digitalization tools that can be used in the hospitality industry to enhance the customer experience? • How can digitalization tools be used to streamline operations and reduce costs in the hospitality industry? • What are some potential challenges that may arise when implementing digitalization tools in the hospitality industry, and how can these challenges be addressed? • How can data analytics be used in the hospitality industry to improve revenue and guest satisfaction?
9	Checklist	• Do you understand What are some key considerations that hospitality businesses should take into account when selecting digitalization tools to implement in their operations? • Is it clear to you why is it important to use different tools for digitalization in the hospitality sector nowadays? • Could you be able to describe some advantages of improving digitalization in the hospitality sector?
10	Link to the next topic – suggestions – feed up	• Topic 2 Digitalisation • Topic 5 Digital Skills • Topic 6 Trends in the Hospitality Sector • Topic 14 Economic Benefits from Sustainable Hospitality Digitalisation Practices • Topic 15 Development of Entrepreneurial Ideas and Professional Networks
11	Activities and environment for 8 learning types:	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):	https://www.hotelmanagement.net/tech/10-ways-smart-technology-reshaping-hotel-industry Read this article and design a PPT summarizing the content.

13	The Naturalist or Natural/ Nature Learners	Design an infographic with some of the best indicators hotels could use to improve their performance.
14	The Musical or Rhythmic Learner or Aural (audio) Learners	● https://youtu.be/vafhbdIOqpg Watch this tutorial and make your own video (not longer than 1 minute) where you are explaining this information to high school students.
15	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 do differently in terms of using tools to improve customers' experience and streamline operation.
16	The Visual or Spatial Learner or Visual (spatial) Learners	Design a PPT with Google Slides or Powtoon about what are the best tools to improve digitalization in hotels.
17	The Logical or Mathematical Learner or Logical (analytical) Learners:	Create a survey to evaluate 2 hotels' performance according to the tools of digitalization they use and write a report showing the comparison and results.
18	The Interpersonal Learner or Social Learner (aka Linguistic Learners):	● https://www.mypos.com/en-gb/how-hospitality-industry-benefits-from-digitalisation-trends Read this article and write a newsletter about the importance of deciding and designing the best indicators could improve your business.
19	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. 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) Learner:** A 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 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).

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).

20	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.