

TOPIC EIGHT:

TEACHING STYLES

FOR VET LEARNERS AND PROFESSIONALS
IN THE HOSPITALITY INDUSTRY



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TOPIC 8

TEACHING STYLES

FOR SUSTAINABLE HOSPITALITY DIGITALISATION

SESSION PLAN FOR VET LEARNERS AND INDUSTRY PROFESSIONALS

No	Content	Explanation/header
1	Problem/Topic	The hospitality industry has undergone a rapid transformation the last years and the recent pandemic has speed this trend even further. Hotel companies are adopting digital technologies to minimize their operating costs and offer to their guests a seamless experience. It is therefore imperative for professionals and academics to understand the hard and soft skills that employees need to have and adjust their teaching styles accordingly. This is the aim of this course.
2	Estimated time consumption on the learning process/ activities	Between 5-10 hours
3	Suggestions on solutions	By the end of this session the learners will understand the differences between 8 learning styles and their application in sustainable hospitality digitalization
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</p> <ul style="list-style-type: none"> • 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 <i>The Linguistic Learner or Verbal Learner</i>. <p>Books:</p> <ul style="list-style-type: none"> • “Multiple Intelligences in the Classroom” by Thomas Armstrong • <i>Multiple intelligences: The theory in practice</i> by Gardner Howard <p>Articles:</p> <ul style="list-style-type: none"> • The neuroscience of intelligence: Empirical support for the theory of multiple intelligences? Trends in

neuroscience and education” by Shearer, C.B. and Karanian, J.M.

- “Identifying the Multiple Intelligences of Your Students” by McClellan, Joyce A.; Conti, Gary J.

Case material

- COMPATIBILITY OF TEACHING STYLES WITH LEARNING STYLES: A CASE STUDY
<https://files.eric.ed.gov/fulltext/EJ1236991.pdf>
- Self-Identified and Observed Teaching Styles: A Case Study of Senior Physical Education Teachers in Queensland Schools
https://link.springer.com/chapter/10.1057/9781137476982_5
- Lecturer teaching styles and student learning involvement in large classes: A Taiwan case study
<https://www.tandfonline.com/doi/abs/10.1080/02188791.2020.1852913>

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://www.youtube.com/watch?v=WwTpfVQgkU0>
- <https://www.youtube.com/watch?v=uxguLDjzxIY>
- <https://www.youtube.com/watch?v=nASvIgSOCxw>
- <https://www.youtube.com/watch?v=vrU6YJle6Q4>
- <https://www.revfine.com/digital-trends-hospitality-industry/>
- <https://www.revfine.com/personalized-digital-guest-experience/>

Suggestions to courses on the topic

- The following suggests are especially suited to *The Interpersonal Learner* or *Social Learners (aka Linguistic Learners)*
- Coursera. How to create an online course:



<https://www.coursera.org/learn/how-to-create-an-online-course>

- Coursera. Digital Transformation:

<https://www.coursera.org/learn/bcg-uva-darden-digital-transformation?#syllabus>

5	Goals	<p>Upon finishing this part, you should be able to:</p> <p>Knowledge: Students will gain an understanding of how digitalization has transformed the hospitality industry, and how educators and professionals can use different teaching styles to teach the sustainable digitalization of hospitality.</p> <p>Skills: Students will be introduced to the latest digital tools used in the hospitality industry and how they can be used in a real hospitality environment.</p> <p>Attitude: Students will develop a positive attitude towards sustainability and how digitalization can be used to ensure viable economic, social and environmental objectives.</p>
6	"If....then you can...."	<p>After completing this part, you will be able to:</p> <ul style="list-style-type: none"> • If you are aware of the different teaching styles you will be able to choose the one that fits best to you as an educator and to your audience • Work with innovation and development in a hospitality setting • Be able to teach hospitality companies in the future trends of hospitality digitalization • If you use hands-on activities, then you can become more effective in teaching for the kinesthetic type of student • If teaching incorporates visual aids such as videos and diagrams, then you can approach more effectively the student who prefers the visual teaching style.
7	Guide lines (points)	<ul style="list-style-type: none"> • Power point material • Case study • In-class discussion questions • Test
8	Cases for practice (individual/in groups)	<p>These give the participants the opportunity to test the professional content that is being worked on.</p>

Case study: Applying the 8 Teaching Styles in the context of the training department of a large Hospitality company

Introduction:

ABC Hotel company has a training department and academy that is in charge of taking care the training for all of its hotel staff. The experienced staff of the training department is aware that the adult learners have diverse backgrounds and prefer different learning styles. The educators therefore need to adapt their teaching style to cater for their staff and increase the effectiveness of training. To do so the educators need to prepare teaching material that will cater for the 8 different styles of learning.

Visual teaching: The trainers will use visual aids such as videos but also visits to a training facility where they will be shown practical skills that will put into use in their job roles. Also virtual simulation will be used so as employees are exposed to new digital teaching capabilities and increase the level of their skills.

Auditory teaching: For these learners the trainers can invite guest lectures who will talk about their experiences from the industry and how they can better advance their careers.

Kinesthetic teaching: The educators will engage learners in activities such as setting up tables, opening wine bottles, setting up a conference room and other hospitality related activities that will fully engage those type of learners.

Linguistic teaching: The trainers have provided to learners a manual that includes all information related to the hotel group, the vision and mission of it and relevant information to induct new members of the staff to the company.

Logical teaching: The trainers have put their learners to answer to real life situations with hotel customers facing different issues.

Interpersonal teaching: The learners were assigned team projects that will push them to work collaboratively with the other team members. It will ignite discussions among them how to improve their decision making.

Intrapersonal teaching: The training staff of the ABC Hotel company will encourage the training staff to set their own goals and motivate them on how to achieve them and how they fit with their personalities.

Naturalistic teaching: The training staff to accommodate for this type of learners will engage them by organizing field trips to various hotel properties among of the hotel group and will engage them in practical experiences such as wine and food tasting.

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

	Process schedule/models/frameworks	The teaching process will be designed in such a way that will serve the purpose of this course and will serve the 8 different learning styles. In this way you will be able to personalize the teaching material, the assessment process and the implementation of the teaching material.
9	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.</p> <ul style="list-style-type: none"> • For the visual learners the test could include videos with different table set ups and mistakes that need to be corrected • Identify activities that will help the auditory learners to perform better • The test for the linguistic learners could be essay type questions that require answering. • For the kinesthetic learners’ hand on exam activities could be used • We could use activities that will require learners to take decision using their critical thinking • We could divide the learners into teams and assign them projects that need to be finished within a time limit • For the naturalistic learners we can design hands on activities in a hotel property • For the intrapersonal learners we can design a test that will require from them to finish a project or a task working on their own
10	Link to the next topic – suggestions – feed up	Topic 4 Learning styles
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):	Activity: Discussion, articles, case study environment: Classroom or meeting room
13	The Naturalist or Natural/ Nature Learners	Activity: Field trip to hotel property Environment: Hotel property
14	The Naturalist or Natural/ Nature Learners	Activity: Outdoor activity Environment: Outdoor
15	The Musical or Rhythmic Learner or	Activity: Watching a video, listening a podcast, virtual reality video

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

	Aural (audio) Learners	Environment: virtual environment
16	The Kinesthetic Learner or Physical (tactile) Learners:	Activity: Hands on activities in a hotel Environment: Hotel environment
17	The Visual or Spatial Learner or Visual (spatial) Learners	Activity: Watching real work case scenarios Environment: Restaurant, bar, reception
18	The Logical or Mathematical Learner or Logical (analytical) Learners:	Activity: Problem-solving Environment: logical tests on a computer
19	The Interpersonal Learner or Social Learners (aka Linguistic Learners):	Activity: Group based solving Environment: Simulation environment
20	<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 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 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).</p> <p>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).</p>	
21	<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</p>	



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 ESGC 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.
