

TOPIC NINE:

INDICATORS

SUSTAINABILITY INDICATORS

SUSTAINABLE DIGITALISATION INDICATORS

IN HOSPITALITY

FOR VET LEARNERS AND PROFESSIONALS
IN THE HOSPITALITY INDUSTRY



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HOTEL SCHOOL
HOTEL MANAGEMENT COLLEGE



ITALIAN
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digital guest

TOPIC 9 INDICATORS

Sustainability Indicators

Sustainable Digitalisation Indicators in Hospitality

SESSION PLAN FOR LEARNERS AND HOSPITALITY INDUSTRY PROFESSIONALS

No	Content	Explanation/header
1	Problem/Topic	In this session you will learn why using indicators in the hospitality sector is so important and how to use them in a very effective way. 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	<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 chapter on Digital Skills 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>Case material</p> <ul style="list-style-type: none"> The following case material is suited for <i>The Kinesthetic Learner or Physical (tactile) Learners</i> https://www.mdpi.com/2071-1050/13/6/3164 https://www.academia.edu/11086472/Towards a New Political Arithmetic An assessment of the indicators of sustainable development https://www.academia.edu/12027286/The role of common local indicators in regional sustainability assessment

		<ul style="list-style-type: none"> • https://www.academia.edu/43726135/Tourism_on_small_islands_The_urgency_for_sustainability_indicators • https://www.academia.edu/24851427/Engage_key_social_concepts_for_sustainability <p>Video material</p> <ul style="list-style-type: none"> • The following videos are suited for most of the 8 learning styles, as they in various ways combine different learning styles. We encourage the <i>Kinesthetic Learner or Physical (tactile) Learners</i> to view them together with others who are interested in this topic. Perhaps a colleague at work or a fellow student. • https://youtu.be/GyO9FrcOLwU • https://youtu.be/JXre0phdY9s • https://youtu.be/mK1stwMHb7Y • https://youtu.be/-P8UK_DNenk <p>Suggestions to courses on the topic</p> <ul style="list-style-type: none"> • The following suggests are especially suited to <i>The Interpersonal Learner or Social Learners (aka Linguistic Learners)</i> • Norwegian University of Science and Technology: https://www.ntnu.edu/studies/courses/PK8203#tab=omEmnet • European University: https://universidadeuropea.com/en/degree-tourism-leisure-management-valencia/ • Keystone Onlinestudies: https://www.onlinestudies.com/institutions/ici/course-in-hospitality-management
4	Goals	<p>Upon finishing this part, you should be able to:</p> <p>Knowledge:</p> <ul style="list-style-type: none"> • Obtain knowledge about how the hospitality company, a division, a product or project is performing or doing

		<p>in relation to the expectations, goals or plans such as average hotel occupancy.</p> <ul style="list-style-type: none"> • Learn the importance of using indicators and other intelligent metrics in the hospitality industry. • Know how to develop and design indicators depending on the needs. • Name the best indicators for the hospitality industry. <p>Skills</p> <ul style="list-style-type: none"> • Learning to apply the knowledge goals above through training and self-study
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 what indicators are. • Understand how you can add value to the hospitality industry by designing the best indicators. • Research other study cases and read about different examples of what types of indicators are better well-known in the hospitality sector.
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: https://www.academia.edu/43726135/Tourism_on_small_islands_The_urgency_for_sustainability_indicators</p>

		<p>Mind map</p> <p>GROUP:</p> <p>https://www.academia.edu/12037524/Foodservice_Quality_Identifying_Perception_Indicators_of_Foodservice_Quality_for_Hospitality_Students</p> <p>Class discussion Brain storm</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"> • Please describe the connection between digital, digitalization, and green skills and why it is so important to understand. • Please describe briefly how the COVID-19 pandemic has helped to increase people's digital skills. • How developing your digital skills can help you to find a job?
9	Checklist	<ul style="list-style-type: none"> • Do you understand the difference between digital, digitalization, and green skills? • Is it clear to you why is it important to develop digital skills nowadays? • Could you be able to describe some advantages of improving your digital skills? • Can you name some sectors where having digital skills is necessary if you want to apply for a job? Please name some technology you may use.
10	Link to the next topic – suggestions – feed up	<p>Topic 1 Sustainability 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</p>

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

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):	https://www.arcjournals.org/pdfs/ijrth/v2-i1/4.pdf 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/GyO9FrcOLwU Watch this tutorial and make your own video (not longer than 1 minute) where you are explaining this information to high school students.
151	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 indicators to improve the hotel's performance.
16	The Visual or Spatial Learner or Visual (spatial) Learners	Design a PPT with Google Slides or Powtoon about what are the best indicators to measure hotels performance.
17	The Logical or Mathematical Learner or Logical (analytical) Learners:	https://crmoxford.co.uk/kpis-leisure-hospitality-industry/ https://www.hotelminder.com/top-hospitality-key-performance-indicators Create a survey to evaluate 2 hotels performance according to their indicators and write a report showing the comparison and results.
18	The Interpersonal Learner or Social Learner (aka Linguistic Learners):	https://hotello.com/en/hotel-indicators/ 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).

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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.