WEBINAR 1
Sustainable Hospitality Digitalisation Toolkit

June 07, 2023

10:30 a.m. Riga / Cyprus / Helsinki time
Duration: 1 hour 10 minutes

ZOOM LINK for 07.06.2023.

https://us02web.zoom.us/j/89831186270?pwd=amMwaXVLUzFRNmFBR2VXeCtsSkt1dz09

CLICK HERE:

Password 507719

Next Webinars (Riga/Cyprus/Helsinki Time):
September 04, 2023 at 10:30 a.m.
September 12, 2023 at 10:30 a.m.
September 19, 2023 at 10:30 a.m.
September 20, 2023 at 10:30 a.m.

Co-funded by the European Union

WEBINAR 1 on June 07. 2023
Sustainable Hospitality Digitalisation Toolkit
A Review of the Educational Materials:

- Sustainable Hospitality Digitalisation Guidebook for VET Learners and Professionals
- Pedagogy of Sustainable Hospitality Digitalisation for VET Educators and Hospitality Business Field Coaches and Team Leads
- Digital Course '"Sustainable Hospitality Digitalisation Toolkit"

ONLINE REGISTRATION LINK:
https://forms.gle/3ko66hXJRewiEAEq5

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

HOTEL SCHOOL
HOTEL MANAGEMENT COLLEGE

City UNITY College NICOSIA

ITALIAN HOSPITALITY SCHOOL

Dania ERHVERVSAKADEMI

inerciadigital
Boost your digital skills

digital guest

THE WEBINAR STRUCTURE

Erasmus + Project 2021-1-LV01-KA220-VET-000033140 "Sustainable Hospitality Digitalisation Toolkit"

Duration:

1 hour and 10 minutes

Structure:

Lecture/content (~ 35 minutes)

Discussion (~ 10-15 minutes)
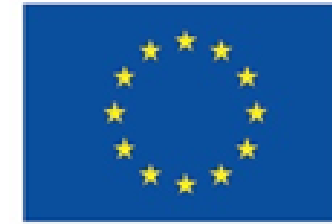
Q&A (~ 10-15 minutes)

Closure (~ 5 minutes)

FUTURE WEBINARS:

- **Trends in the Hospitality Sector**
  Sep. 4 (10:30 Cyprus time)

- **The Tools of Digitalisation in Hospitality**
  Sep. 12 (10:30 Cyprus time)

- **Economic Benefits from Sustainable Hospitality**
  Sep. 19 (10:30 Cyprus time)

- **Development of Entrepreneurial Ideas and Professional Networking**
  Sep. 20 (10:30 Cyprus time)

THE PROJECT AIM

Erasmus + Project 2021-1-LV01-KA220-VET-000033140 "Sustainable Hospitality Digitalisation Toolkit"

KA220-VET Cooperation partnerships in vocational education and training 'Sustainable Hospitality Digitalisation Toolkit' in the field of VET (both initial and continuing) is aimed to

enhance access to training and qualifications for all by support to pooling of resources, and providing initial and/or continuing training to the staff, further strengthen key competences in initial and continuing VET, in particular digital skills, green skills, employability.

The project period: 28.02.2022. – 27.02.2024. (24 months)

PROJECT COORDINATOR

SIA "HOTEL SCHOOL" Hotel Management College

HOTEL SCHOOL Hotel Management College is a higher education institution that offers international level education in hospitality and business management. College study programs are accredited in Latvi and the UK.
- Erasmus ECHE
- Erasmus Adult Accreditation
- Erasmus VET Accreditation

Programmes offered:
- Hospitality Service Organization (EQF 5)
- Culinary Arts Management (BTEC 5)
- Business (BTEC 5)
- Hospitality Management (BTEC 4)
- Cook (EQF 4)
- Hospitality Service Specialist (EQF 4)
- Assistant Cook (EQF 3)

🌐 https://hotelschool.lv/en/

PROJECT PARTNERS

Co-funded by
the European Union

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

CITY UNITY COLLEGE NICOSIA (CYPRUS)

DANIA ACADEMY (DENMARK)

DIGITALGUEST APS (SWEDEN)

INERCIA DIGITAL SL (SPAIN)

ITALIAN HOSPITALITY SCHOOL SRL (ITALY)

City
UNITY
College
NICOSIA

Dania
ERHVERVSAKADEMI

digital guest

inerciadigital
Boost your digital skills

ITALIAN
HQSPITALITY
SCHOOL

THE PROJECT OBJECTIVES

Erasmus + Project 2021-1-LV01-KA220-VET-000033140 "Sustainable Hospitality Digitalisation Toolkit"

- **Develop** Sustainable Hospitality Digitalisation **Guidebook** for initial and continuous VET Learners;
- **Provide** practical guidelines **'Pedagogy of Sustainable Hospitality Digitalisation'** to VET Educators and coaches of initial and continuous professional hospitality education;
- **Produce digital course** 'Sustainable Hospitality Digitalisation Toolkit ' with teaching and learning resources for initial and continuous VET education and professional field workshops;
- **Produce series of webinars** to demonstrate how to use the resources and the course by the educators and learners from the two perspectives, and produce reviews on related to sustainable digitalisation subtopics;
- **Improve VET educators' knowledge on hospitality digitalisation** and approaches to embed digitalisation in the units;
- **Mobilise social capital** to raise awareness and promote the need to improve digital and digitalisation skills in Hospitality VET education and in the hospitality industry;
- **Improve the intellectual and digitalisation competence** of the project participants;

PROJECT RESULTS

Innovative Open Educational Resources: Sustainable Hospitality Digitalisation Toolkit

Erasmus + Project 2021-1-LV01-KA220-VET-000033140 "Sustainable Hospitality Digitalisation Toolkit"

PR1 Sustainable Hospitality Digitalisation Guidebook for VET Learners and Professionals (initial, continuous learners)

PR2 'Pedagogy of Sustainable Hospitality Digitalisation' for VET Educators and hospitality business field coaches and team leads

PR3 Digital course 'Sustainable Hospitality Digitalisation Toolkit' with materials

PR4 Series of Webinars on 'Sustainable Hospitality Digitalisation'

THE PROJECT RESULTS

Erasmus + Project 2021-1-LV01-KA220-VET-000033140 "Sustainable Hospitality Digitalisation Toolkit"

Innovative Open Educational Resources: Sustainable Hospitality Digitalisation Toolkit

- The course elements will be integrated with Moodle system but CMS system for hotels and tourism companies is expected to be the cornerstone **for the digital solution by Digital Guest (Sweden) embedded in this course**. The course will include elements and features for **8 learners' styles.** PR4 Series of the five webinars on 'Sustainable Hospitality Digitalisation'.
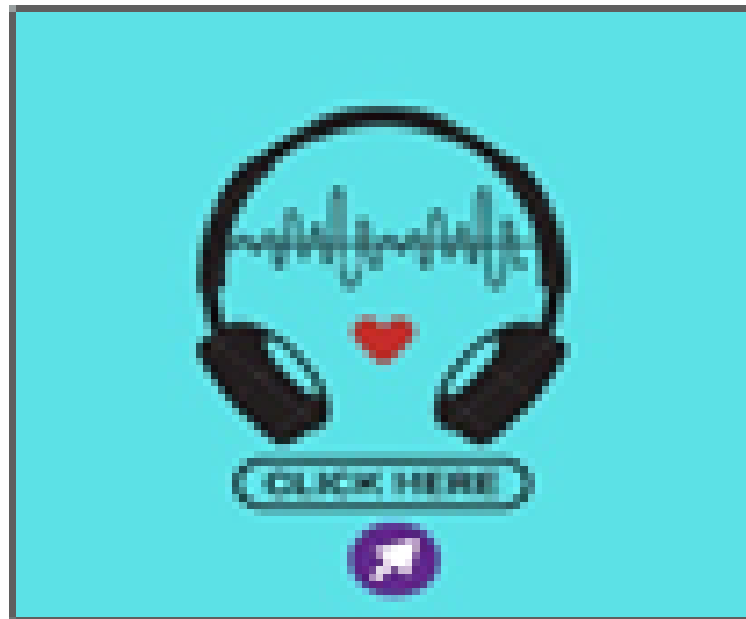
The course will include elements and features
for 8 learners' styles.
• The 8 Learning Styles:
• The Linguistic Learner
• The Naturalist
• The Musical or Rhythmic Learner
• The Kinesthetic Learner
• The Visual or Spatial Learner
• The Logical or Mathematical Learner
• The Interpersonal Learner
• The Intrapersonal Learner

Erasmus + Project 2021-1-LV01-KA220-VET-000033140 "Sustainable Hospitality Digitalisation Toolkit"

Innovative Open Educational Resources: Sustainable Hospitality Digitalisation Toolkit

DIGITAL GUEST

Erasmus + Project 2021-1-LV01-KA220-VET-000033140 "Sustainable Hospitality Digitalisation Toolkit"

DigitalGuest is the most powerful personalized guest experience web app that enables hotels to maximize revenue, reduce prints and automate communication throughout the whole guest journey.

- Digital Guest helps hotels to improve guest satisfaction, by offering communication with their guests already before the stay with a personalized welcome message. It's possible to customize and target emails and SMS flow based on room type, rate code, or guest profile and offer special deals, such as room upgrades, parking services, and breakfast packages.
- The guest can access all the information about the hotel, contact reception, and order room service directly from their own smartphone. This allows guests to spend more time enjoying their stay, rather than worrying about finding the wi-fi password or breakfast time.
- **The platform is fully integrated into different PMS systems, meaning that the whole guest journey from pre to post-stay is fully automated.**
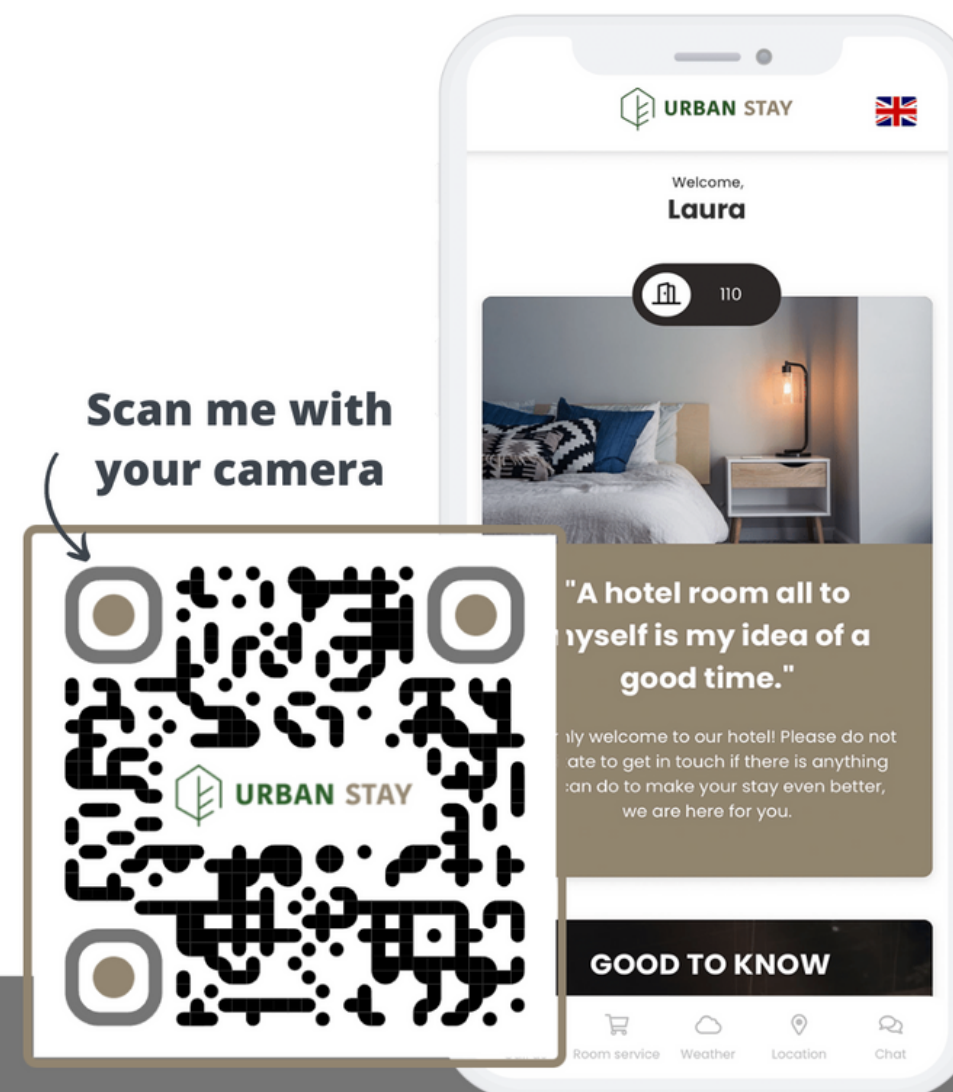
DIGITAL GUEST WEBPLATFORM

The project platform

Find all information about your stay

Scan me with your camera

Sustainable Hospitality Digitalisation Guidebook for VET learners and professionals

The purpose of the guidebook

Target group for handbook:
Initial and continuous VET learners, Hospitality industry employees

Guidebook link:

Click here

The guidebook offers a review of the sustainable hospitality digitalisation theoretical framework, related definitions, skills and competences structured in a The Sustainable Hospitality Digitalisation Competence Framework.

Sustainable Hospitality Digitalisation Guidebook for VET learners and professionals

THE DIGITAL GUIDEBOOK PROVIDES REVIEW OF:

how to learn sustainable hospitality digitally and advance digital skills

what is sustainable hospitality digitalisation concept and process and sustainable digitalization

insights on technologies used for hospitality digitalisation, current and upcoming opportunities and international practices

Case studies of Covid-19 effects on sustainable hospitality digitalisation and good practices

RESULTS ON GUIDEBOOK

Sustainable Hospitality Digitalisation Guidebook for VET learners and professionals

1 Review of the theoretical framework of sustainable **hospitality digitisation**, related definitions, skills and competences structured in a Competence Framework for Sustainable Hospitality Digitisation

2 Explanation on how to digitise sustainable hospitality and **improve digital competences,** infusing digitisation into hospitality work environments and measuring sustainable hospitality digitisation.

3 **A set of international practices and case studies of sustainable hospitality digitisation,** as well as existing offers on the market for sustainable hospitality digitisation.

Co-funded by the European Union

RESULTS ON GUIDEBOOK

Sustainable Hospitality Digitalisation Guidebook for VET learners and professionals

The Sustainable Hospitality Digitalisation Competence Framework for Hospitality Specialists has been developed on **the basis of the Digital Competence Framework for Citizens on the basis of DigComp 2.0, 2.1, 2.2.**

The guide includes **how to measure sustainable hospitality digitisation, using sustainable indicators and digitisation indicators,** as well as sustainable hospitality digitisation with relevance to GRI.

The guidebook explains eight learning styles, and the materials developed are based on the concept of **appropriateness** to these eight learning styles

The guidebook lists the **economic benefits of sustainable hospitality digitisation practices and the climate action benefits of sustainable hospitality digitisation practices.**

PEDAGOGY OF SUSTAINABLE HOSPITALITY DIGITALISATION

is for

· <u>VET educators</u>

· <u>Trainers</u>

· Programme leads

· Hospitality field coaches

· Team leads from professional hospitality environment

but also definitely applicable to and potentially useful
for a wider audience,
an extended range of individuals and entities
(professionals and trainers)
involved and interested in hospitality at different levels

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Erasmus + Project 2021-1-LV01-KA220-VET-000033140 "Sustainable Hospitality Digitalisation Toolkit"

Innovative Open Educational Resources: Sustainable Hospitality Digitalisation Toolkit

Click here

PEDAGOGY OF SUSTAINABLE HOSPITALITY DIGITALISATION

focuses on HOW TO

Teach sustainable hospitality digitally

Design courses and materials on sustainable hospitality digitalisation

Embed digitalisation in hospitality VET programmes and
courses and how to deliver them by means of digitalisation

Design digital courses, materials, workshops
for hospitality VET studies and organizations

Infuse digitalisation in hospitality working environments

Measure sustainable hospitality digitalisation

Merge green skills and digitalisation skills effectively
in the wider framework of the Twin Transition for increasing sustainability of hospitality

HOW TO LEARN?

'For the users of "*Pedagogy of Sustainable Hospitality Digitalisation*" for VET Educators and hospitality business field coaches and team leads
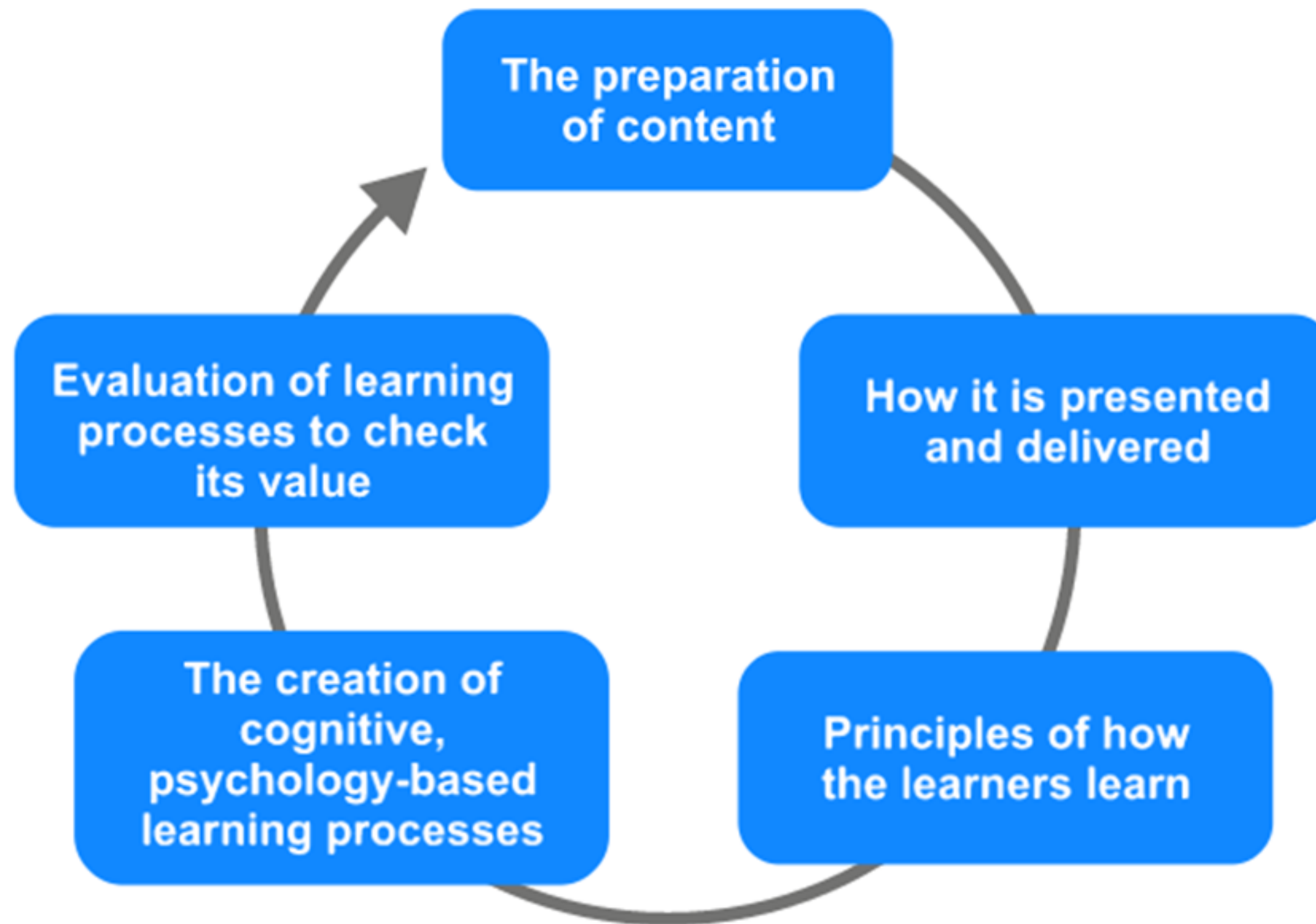
Target group for pedagogy:
Initial and continuous VET learners,
Hospitality industry employees

Click here

1) how to teach sustainable hospitality digitally
2) how to design physical course and materials
3) how to embed digitalisation process,
4) how to design digital courses, materials, and workshops
5) how to design materials and field workshops on digitalisation
6) how to measure sustainable hospitality digitalisation
7) how to merge green skills and digitalisation skills effectively

HOW TO LEARN?

PROJECT RESULT 3

Digital course 'Sustainable Hospitality Digitalisation Toolkit' with materials

Target group:
Initial and continuous VET learners,
Hospitality industry employees

15 digital session plans
digital session material
assessment material

PR3 Digital course 'Sustainable Hospitality Digitalisation Toolkit' with materials, will be a combination of the material developed for PR1 and PR2. The course elements will be integrated with the Moodle system but the CMS system for hotels and tourism companies is expected to be the cornerstone for the digital solution by Digital Guest (Sweden) embedded in this course. The course will include elements and features for 8 learners' styles (https://www.viewsonic.com/library/education/the-8-learning-styles/)

DIGITAL GUEST WEBPLATFORM

The project
platform

Co-funded by
the European Union

PROJECT RESULT 3

Digital course 'Sustainable Hospitality Digitalisation Toolkit' with materials

Target group:
Initial and continuous VET learners,
Hospitality industry employees

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PR3 Digital course 'Sustainable Hospitality Digitalisation Toolkit' with materials, will be a combination of the material developed for PR1 and PR2. The course elements will be integrated with the Moodle system but the CMS system for hotels and tourism companies is expected to be the cornerstone for the digital solution by Digital Guest (Sweden) embedded in this course. The course 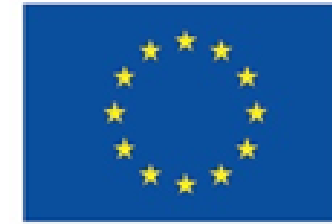will include elements and features for 8 learners' styles (https://www.viewsonic.com/library/education/the-8-learning-styles/)

Digital course 'Sustainable Hospitality Digitalisation Toolkit' with materials
PART IN MOODLE
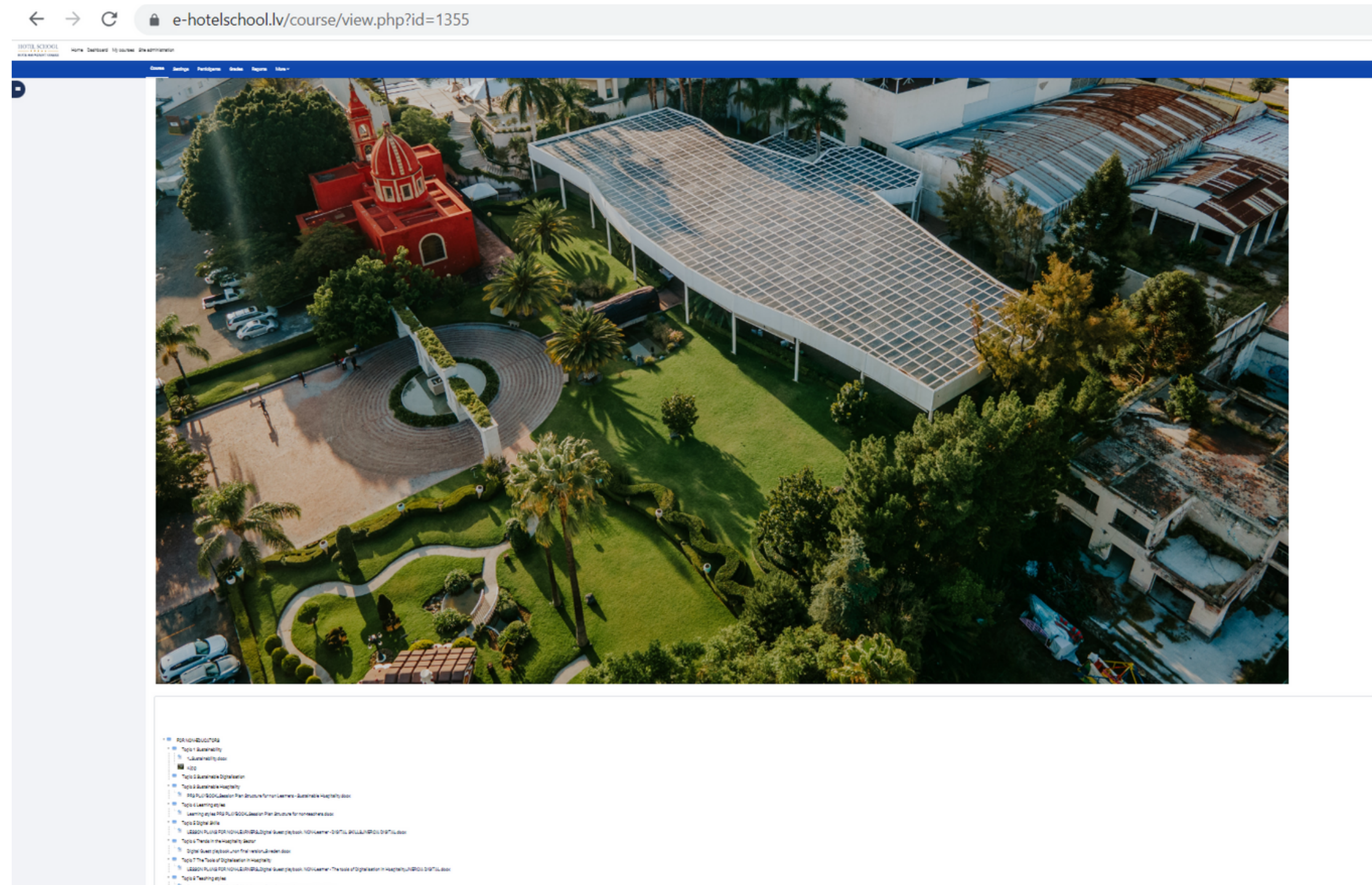
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Sep. 4 (10:30 Cyprus time)

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SUSTAINABLE HOSPITALITY
DIGITALISATION TOOLKIT

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Thank you!

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