

WEBINAR 4

Sustainable Hospitality Digitalisation Toolkit

Economic Benefits from Sustainable Hospitality

September 19, 2023

10:30 a.m. Riga / Cyprus / Helsinki time

Duration: 1 hour 10 minutes

ZOOM LINK for 19.09.2023.

<https://us02web.zoom.us/j/84972137623?pwd=NGxKeU1CdS9OU0hmMjlcVEI0clNHQT09>

CLICK HERE:

Meeting ID: 865 9442 4212

Passcode: 918815

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

HOTEL SCHOOL
HOTEL MANAGEMENT COLLEGE

City
UNITY
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NICOSTA

ITALIAN
HOSPITALITY
SCHOOL

ERHVERVSAKADEMI

inerciadigital
Boost your digital skills

digital guest



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WEBINAR 4 on September 19, 2023

Sustainable Hospitality Digitalisation Toolkit

Economic Benefits from Sustainable Hospitality:

In the model of the sharing economy, the participants—who are also consumers—offer their surplus capacities for use by the group in order to maximize the exploitation of their products and resources. In the context of the hospitality industry, resilient infrastructure based on digital technologies is essential for getting the best customer feedback on offering quality service. A hotel gains in numerous ways from implementing contemporary building technology. Overall, these systems improve performance, lower operational costs, and are also good for the environment.

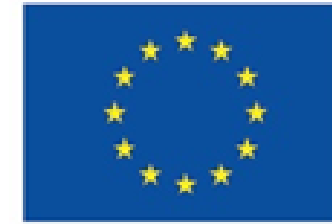
ONLINE REGISTRATION LINK

<https://forms.gle/ZDh5Tj3JaBxHah9P6>

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



THE WEBINAR STRUCTURE



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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)

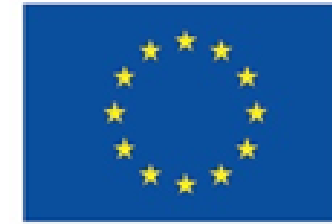
Q&A (~ 10-15 minutes)

Closure (~ 5 minutes)

FUTURE WEBINARS:

- **Development of Entrepreneurial Ideas and Professional Networking**
Sep. 20, 2023 (10:30 Cyprus time)

THE PROJECT AIM



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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 Latvia 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)



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

HOTEL SCHOOL
— ★ ★ ★ ★ ★ —
HOTEL MANAGEMENT COLLEGE

PROJECT PARTNERS



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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)**



THE PROJECT OBJECTIVES



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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



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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

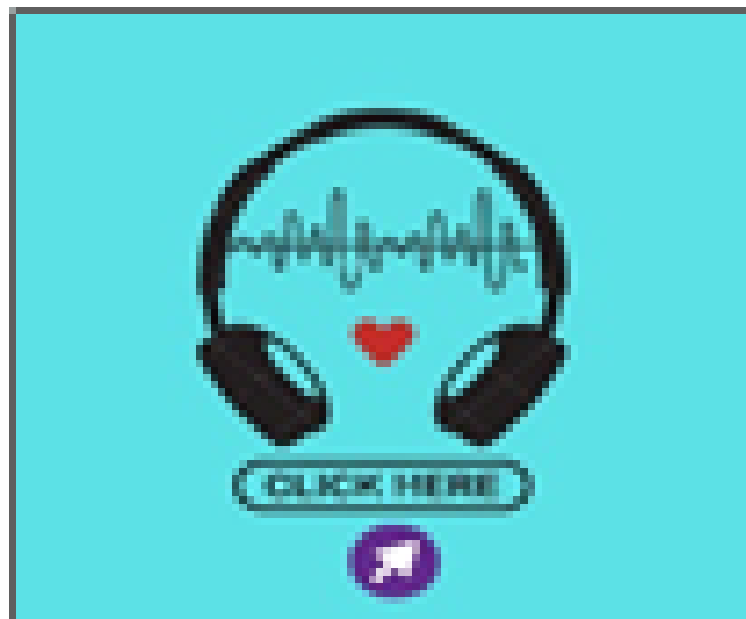


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Erasmus + Project 2021-1-LV01-KA220-VET-000033140 “Sustainable Hospitality Digitalisation Toolkit”

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

THE PROJECT RESULTS

THE PROJECT RESULTS: INNOVATIVE OPEN EDUCATIONAL RESOURCES



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

Innovative Open Educational Resources: Sustainable Hospitality Digitalisation Toolkit

SUSTAINABLE HOSPITALITY DIGITALISATION GUIDEBOOK for VET Learners and Professionals



2023

PREPARED BY:

HOTEL SCHOOL Viesniču biznesa koledža, SIA
ERHVERVSAKADEMI DANIA
Italian Hospitality School SRL
City Unity College Nicosia
DigitalGuest APS
INERCIA DIGITAL SL

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



PEDAGOGY OF SUSTAINABLE HOSPITALITY DIGITALISATION for VET Educators and Hospitality Business Field Coaches and Team Leads



2023

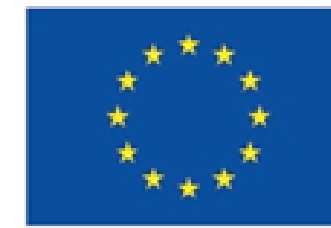
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ECONOMIC DEVELOPMENT SUSTAINABLE DEVELOPMENT TWIN TRANSITION



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UN Framework Convention on Climate Change UNFCCC, 1992.

The UN Framework Convention on Climate Change (UNFCCC) sets out the basic legal framework and principles for international climate change cooperation with the aim of stabilizing atmospheric concentrations of greenhouse gases (GHGs) to avoid “dangerous anthropogenic interference with the climate system.” (United Nations, 1992).

Sustainable Development Goals

In June 1992, at the Earth Summit in Rio de Janeiro, Brazil, more than 178 countries adopted Agenda 21, a comprehensive plan of action to build a global partnership for sustainable development to improve human lives and protect the environment.

Transforming our world: the 2030 Agenda for Sustainable Development with its 17 SDGs was adopted at the UN Sustainable Development Summit in New York in September 2015.



UN



UBC Blogs

The economic dimension (profit) regards the way in which the entity business organises its position in the marketplace to actively develop its sustainable profile by using its economic stability and profitability for continuous improvement.

TWIN TRANSITION



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Paris Agreement on Climate Change (December 2015).

The Katowice package adopted at the UN climate conference (COP24) in December 2018 contains common and detailed rules, procedures and guidelines that operationalise the Paris Agreement. The Katowice package adopted at the UN climate conference (COP24) in December 2018 contains common and detailed rules, procedures and guidelines that operationalise the Paris Agreement.

The European Green Deal (2019)

To overcome these challenges, the European Green Deal will transform the EU into a modern, resource-efficient and competitive economy, ensuring:

- no net emissions of greenhouse gases by 2050
- **economic growth decoupled from resource use**
- no person and no place left behind

The first climate-neutral continent by 2050

Some of the related SDGs: SDG 7 Affordable and Clean Energy, SDG 13 Climate Action, SDG 12 Responsible Consumption and Production

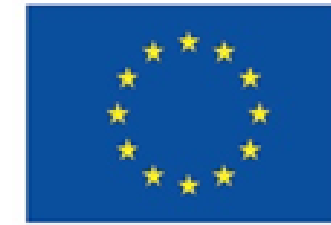
European Climate Law (2021)

The European Climate Law sets a legally binding target of net zero greenhouse gas emissions by 2050.

TWIN TRANSITION: How to merge green skills and digitalisation skills effectively for increasing sustainability of hospitality

GREEN + DIGITAL

TWIN TRANSITION GREEN + DIGITAL TRANSITIONS



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The twin green & digital transition: How sustainable digital technologies could enable a carbon-neutral EU by 2050. (European Commission, 2022).

The relationship between the two transitions

In economic terms, enabling markets are required to avoid getting stuck in an “innovation valley of death”, when research gains fail to materialise in applied form. A regulatory eco-system should be created that sets high green standards and internalises external costs of pollution and emissions. Upskilling of the labour force is needed to fully exploit the potential of digital technologies. (European Commission, 2022).

“Sustainable digitalisation, which incidental equal is known as sustainable digital transformation, as a concept refers to the process of digitalising the economy in a long-lasting, green, and organic way.

Sustainable digitalisation aims to support and enable...twin transition to a green a digital economy by building on its key strength: Innovative SMEs and their business ecosystems”. (European DIGITAL SME Alliance, 2023).

Sustainable digitalisation is a process whereby societies digitise themselves in a way that safeguards natural resources, respects the environment and people. It is about the transformation of organisations, people and societies that must take place in such a way that they have not yet made the shift to digital. (European Digital SME Alliance, 2023).

ECONOMIC BENEFITS FROM SUSTAINABLE DIGITALISATION



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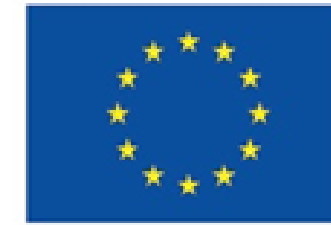
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The introduction and usage of sustainable digitalisation is all part of the digital era, which equally is referred to as the “Forth Industrial Revolution (4IR)” and in which the notion is all on the development of new technologies.

If you look apart from the individual effects, **emphasis is on economic factors e.g., innovation gains, generation of new sales and value growth opportunities while equally addressing higher productivity output and increased efficiency in processes. In this sense, efficiency improvements are crucial for reducing resource consumption.** (Fuchs, H. 2019).

Sustainable digitalization as an economic investment in the future of the organization. Digital hospitality can be categorized into four major themes - content production, enabling technology, content preservation, and promotion of digital sustainability within the organization. (Wut, T.M. et al, 2021).

ECONOMIC BENEFITS FROM SUSTAINABLE HOSPITALITY DIGITALISATION PRACTICES



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In order to achieve sustainability, digitization makes it possible to realize resilient infrastructure in every application (Narayan et al. 2022).

In the context of the hospitality industry, resilient infrastructure based on digital technologies is essential for getting the best customer feedback on offering quality service.

A hotel gains in numerous ways from implementing contemporary building technology. Overall, these systems improve performance, lower operational costs, and are also good for the environment. (Prihanto and Kurniasari 2019). The hospitality industry has been impacted by the emergence of travel and lodging applications.

In the model of the sharing economy, the participants—who are also consumers—offer their surplus capacities for use by the group in order to maximize the exploitation of their products and resources. So-called hybrid transactions that can be used to the fullest extent for both commercial and social objectives make up these economic processes. (Zsarnoczky, 2018).

Hotels need to "embrace" the new trends that are popular now, such as: tourism intelligence, big data technology, contactless solutions, business intelligence, smart tourist destinations (DTI), eco applications, smart technology if they want to achieve this. (Easygoband 2022).

CIRCULAR ECONOMY SHARING ECONOMY



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What is the circular economy?

The circular economy is a model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible. In this way, the life cycle of products is extended. (EC, 2022)

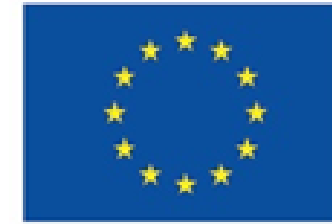
BENEFITS:

- To protect the environment**
- Reduce raw material dependence**
- Create jobs and save consumers money**

A Sharing Economy

A sharing economy can be described as an economic model in which goods and resources are shared by individuals and groups in a collaborative way such that physical assets become services.

The sharing economy's growth has been facilitated through advances in big data and online platforms. (Corporate Finance Institute,

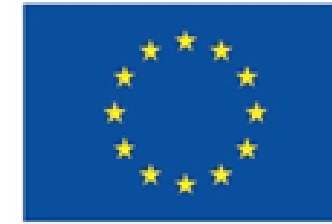


Sustainable Hospitality Digitalisation Practices

1. Resilience and Customer Feedback;

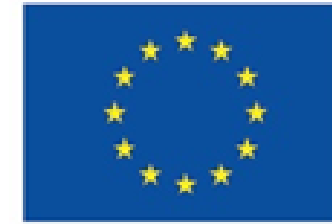
2. Economic Benefits:

*Improved Performance,
Lower Costs,
Environmental Friendliness*



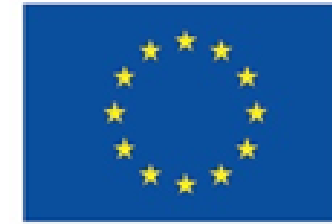
Industry Disruption

1. Impact of Digital Technology on Hospitality
2. Emergence of Travel and Lodging Applications
3. Adaptation to Changing Consumer Expectations



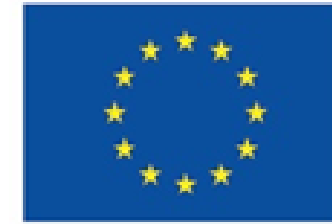
Transforming Business Operations

1. Adapting Management and Strategy
2. Enhancements in: Supply Chains, New Markets, Productivity,
and Efficiency
3. Efficient Adaptation and Leveraging Advancements



Hotel Management Software

1. Role of Property Management Systems (PMS)
2. Organizing Day-to-Day Operations
3. Improved Operational Efficiency and Reduced Environmental Impact
4. Features: Digital Billing, Paperless Invoices, Interactive Hotel Maps



Web-Based Booking and Sustainability

Advantages of Web-Based Booking Software: Reduced Paper Waste

2. Technology for Enhanced Guest Experience and Cost Savings:

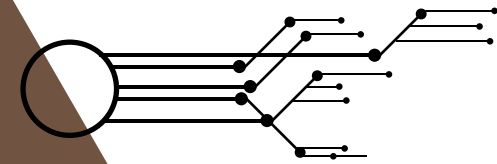
Smart Thermostats,
Tech-Enabled
Water Dispensers

3. Importance of Digitalization and Sustainability for Tourism Industry Survival

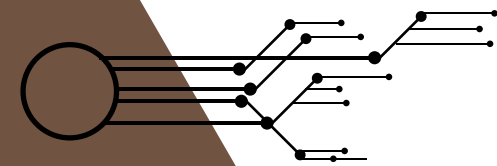
Trends:

Tourism Intelligence,
Smart Technology,
Sharing Economy Model and Social Well-Being
Prioritization

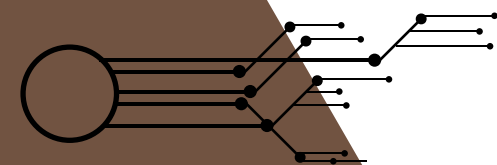
Innovative Services and Tools



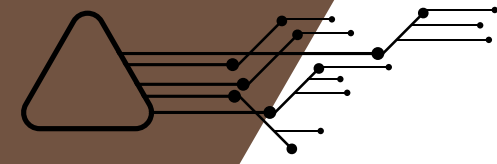
1. **Mobile Apps for Payments:** Streamline ordering and payments for guests, saving time and enhancing flexibility. (e.g., BR Bars and Restaurants)



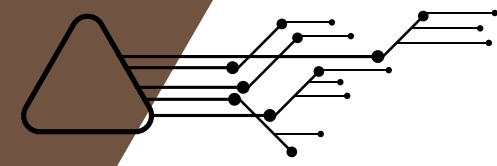
2. **Point-of-Sale Systems:** Hiopos provides real-time business insights and analysis for different types of businesses



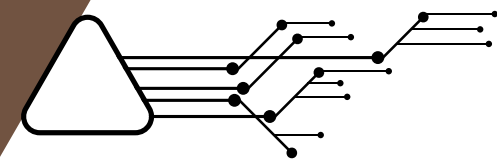
3. **Digital Signature Solutions:** Enhance check-in processes and reduce paper usage. Used for contracts, payrolls, and eco-friendly practices



4. **Contactless Technology:** Smart hotels offer guests self-check-in and access to in-room devices via mobile apps (e.g., Intelity, Bowo, Hoteza)



5. **Accessibility Support:** Tools like Mobility Mojo help hotels improve website accessibility for all guests.



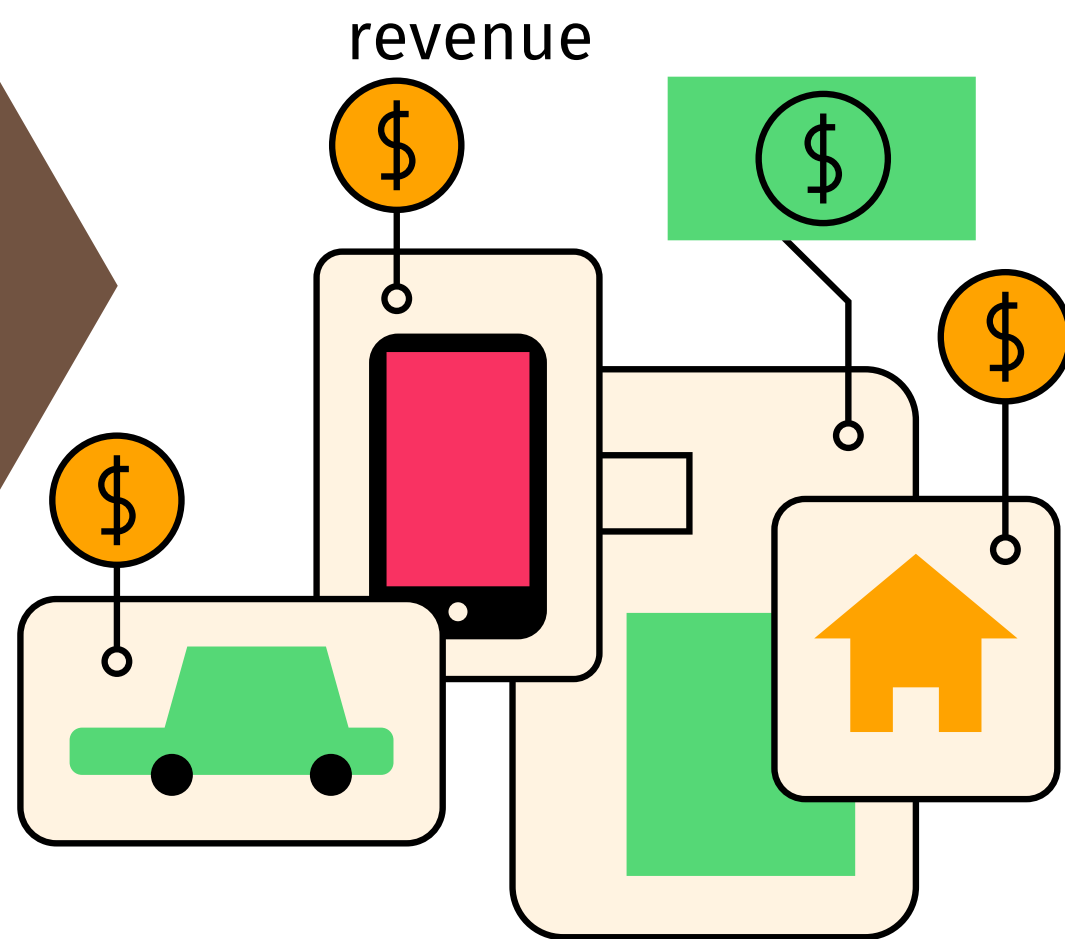
6. **Eco-Friendly Applications:** Some hotels create apps that promote sustainable tourism through guided walking tours.



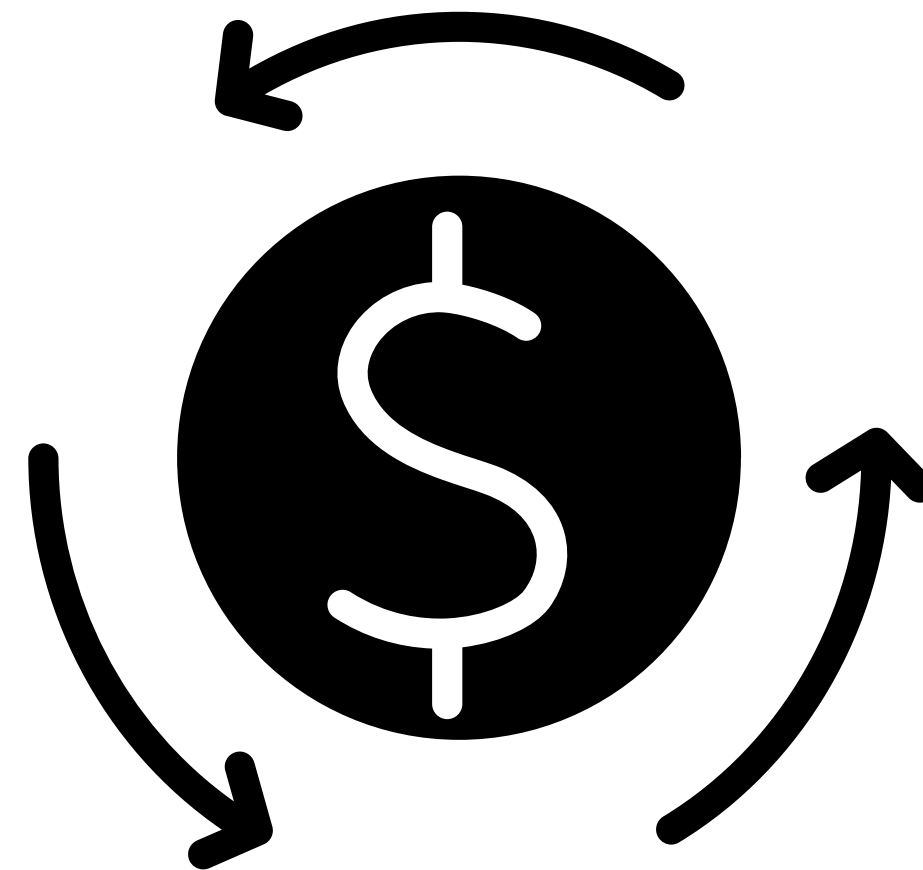
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Pricing and Return on Investment

Pricing Strategies: Sustainable digitalization allows hotels to implement dynamic pricing based on demand, optimizing revenue



Companies like **AccorHotels** and **Marriott International** have reported substantial ROI through digital initiatives, proving that sustainable practices can lead to sustainable profitability



Operational Efficiency: The digital guest engagement platform also streamlined housekeeping and maintenance tasks, reducing labor costs by 10% annually.



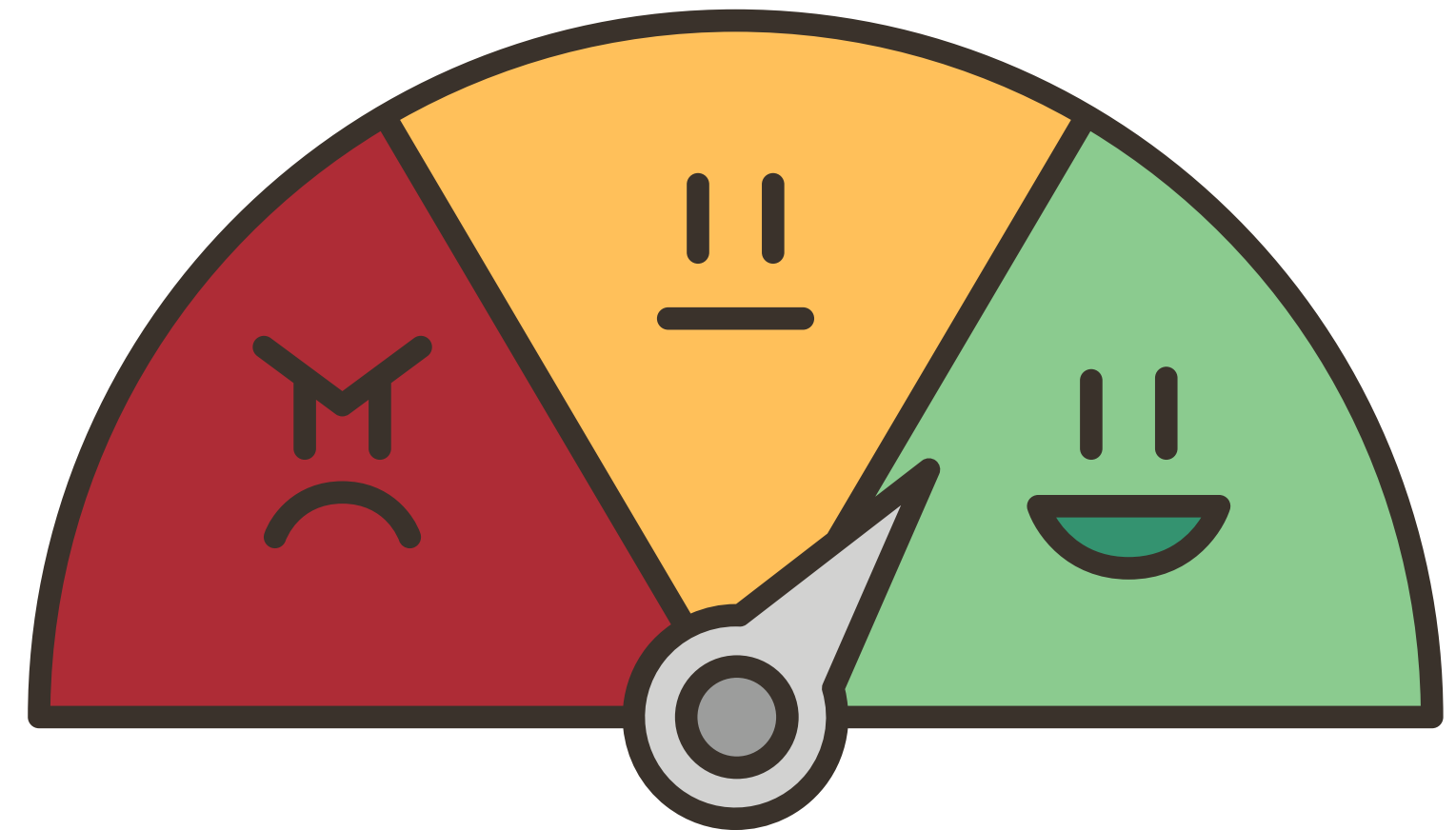
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Tangible and Intangible Assets

Tangible Assets: Examples include energy-efficient lighting, reduced paper usage, and resource conservation, contributing to cost savings and environmental sustainability.



Intangible Assets: Improved guest satisfaction, loyalty, and brand reputation are invaluable intangible assets achieved through digital transformation.



Scandic



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#1 INDUSTRY LEADER IN SUSTAINABILITY

Since the beginning of the 90s, Scandic has been leading the way when it comes to sustainability, driving industry development and paving the way for innovative ideas. In 1999, the first Scandic hotel was certified by the Nordic Swan Ecolabel, the official ecolabel in the Nordics. Over the years we have striven to meet its higher certification and our ambition is to certify all hotels in accordance with the new higher requirements. Read more about Scandic's sustainability initiatives on pages 36–64.



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76% ENVIRONMENTALLY CERTIFIED HOTELS

At the end of 2022, 207 of our 271 hotels were certified according to the Nordic Swan Ecolabel.



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GRAND SLAM FOR SCANDIC!

Scandic won five out of seven awards in the Danish Climate Awards which recognizes the most sustainable hotel in Denmark.



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ECOVADIS GOLD

In 2022, Scandic won a gold medal in EcoVadis' annual sustainability assessment. This puts Scandic among the top 5 percent most sustainable companies in the world.



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ENVIRONMENTAL CERTIFICATION – AN IMPORTANT FOCUS AREA

Our ambition to ensure all of our hotels are certified by the Nordic Swan Ecolabel means we take a holistic approach in our environmental initiatives. Being certified means that a hotel is evaluated based on 44 mandatory requirements and six “point requirements.”

As a Nordic Swan Ecolabeled hotel, Scandic shall:

- Reduce unsorted waste
- Increase the share of plant-based food
- Increase the share of organic food and drinks
- Buy ecolabeled furnishings and other products
- Buy a high share of ecolabeled chemicals
- Reduce energy consumption
- Reduce water use
- Work to minimize food waste
- Involve all team members and communicate clear environmental goals



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OUR VISION OF A CIRCULAR HOTEL ROOM

Scandic's Room Collection concept includes a selection of furnishing and fixtures that we use when building a new Scandic hotel or renovating an existing one.



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Goals

Results

CO₂e emissions

Decrease CO₂e/m² by 50% by 2030 compared with base year 2019.

CO₂e emissions/m² decreased by 29% in 2022.

Environmental certification

Our ambition is for 100% of our hotels to be certified by the Nordic Swan Ecolabel. At minimum, all hotels must comply with the Nordic Swan Ecolabel limit values for energy consumption per square meter, unsorted waste, water consumption and ecolabeled chemicals for cleaning, laundry and washing dishes.

76% of hotels are certified by the Nordic Swan Ecolabel.



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SCANDIC'S OPERATIONS ACCORDING TO THE EU TAXONOMY FOR SUSTAINABLE ACTIVITIES

Million SEK	Total	Share of taxonomy-non-eligible activities (%)	Share of taxonomy eligible activities that are not environmentally sustainable (%)	Share of taxonomy eligible activities that are environmentally sustainable (%)
Turnover	19,230	100.0	0.0	-
Capital expenditures (CapEx)	6,564	9.0	91.0	-
Operating expenses (OpEx)	242	100.0	0.0	-



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Governance and reporting | Scandic Hotels Group AB

Successful sustainability work requires a systematic approach. Our focus areas are at the centre of everythin...

scandichotelsgroup.com

In 2015, the UN adopted 17 goals for sustainable development towards 2030. In our opinion, DigitalGuest is in a unique position to contribute significantly to the global goals, which stand close to our core business and expertise.



Carbon neutral servers



People and responsibility



Sustainable procurement



Hotel Skagen Strand is using
Roomservice

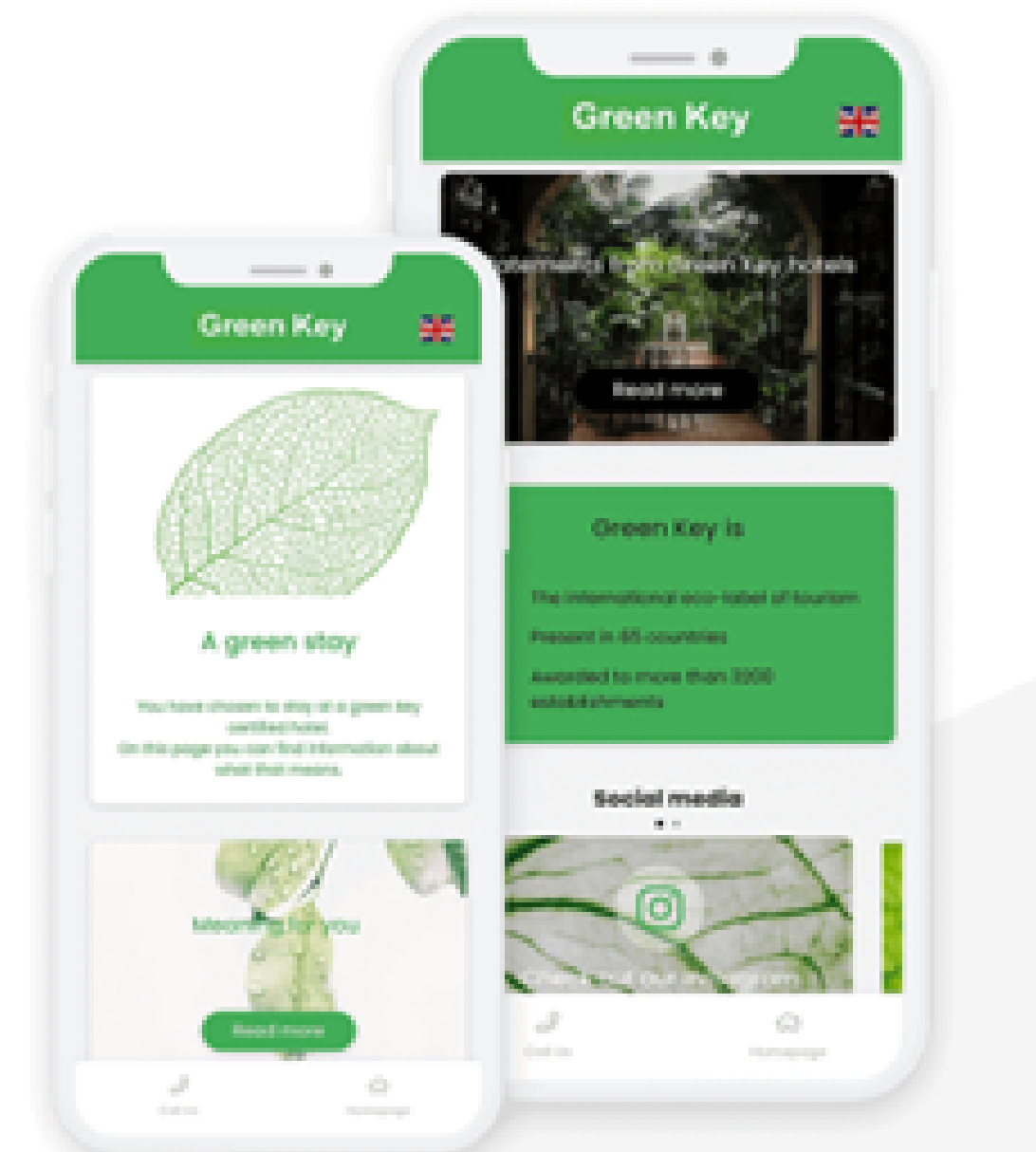


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Green Key

We have entered into an awesome **collaboration** with **Green Key** that gives access to digital information about the Green Key and the site's environmental efforts. When a guest checks into a Green Key-certified hotel, the hotel's many green initiatives will be displayed digitally.

By presenting Green Key through our platform, we're lowering the tourism industry's environmental footprint even more by eliminating print. Caring about the environment while also meeting guests need and expectation for digital accessibility – it's a win win for all.



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As part of our CSR strategy, we are collaborating with Forest of the World who is fighting for a nature more rich on animals and plants.

So by using the DigitalGuest platform you are not only reducing paper waste, you also contribute to rebuilding rainforest.



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Skagen Strand Feriecenter

A breakfast ordering form transformed from print to a digital solution saves Skagen Strand Feriecenter tons of paper every year, eases the workload, and has also increased the number of breakfast orders!

Before DigitalGuest there was a printed ordering form and a pen laying in each holiday cottage. The guest would then need to fill it out and bring it to the reception. Today the guest scans a QR code, fills out their order digitally, and submits it with just a few clicks. Rainforest saved, happy guests, and increased revenue – what's not to like?

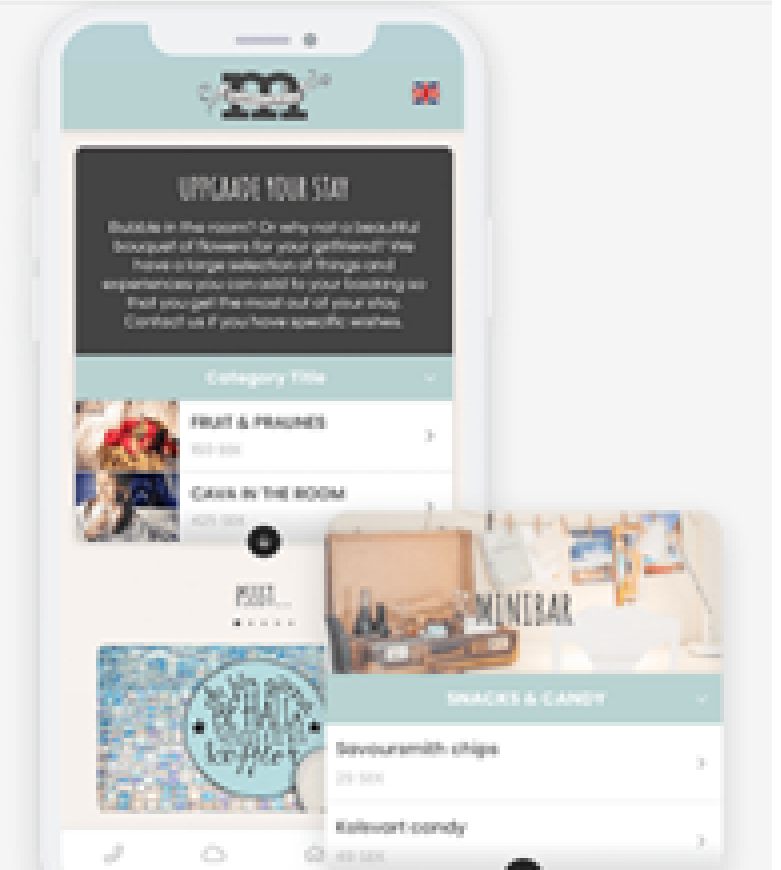


Digital ordering solution

ROI customer case

At Hotell Mossbylund they're generating revenue by offering **upgrades and the minibar menu digitally** in the DigitalGuest platform. This way guests can treat themselves with Saturday candy, sparkling and snacks during the stay or buy a spa treatment before they arrive at the hotel.

In just three months they've generated **€1215** in revenue with fruit, pralines and spa treatments being their most sold offers – which resulted in 329% ROI. Hotell Mossbylund makes sure to always have a sweet, enticing offer ready for guests, so they can maximize their revenue! Maybe you're ready to do the same?



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Standard

€1

/unit/mth
starting at €30/ property

Give your guests easy access to your platform through customized QR codes. No integration needed.



Premium

€2

/unit/mth
starting at €60/ property

Integrate your PMS to establish a fully automated communication flow. Includes everything in Standard, plus:



Elite

€3

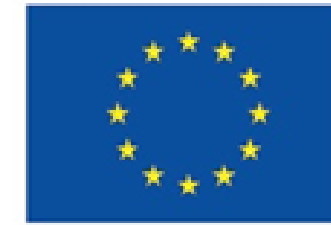
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Webinar 4, Sustainable Hospitality Digitalisation Toolkit - Economic Benefits from Sustainable Hospitality: WEBINAR PARTICIPANT SURVEY FEEDBACK FORM

"Webinar 4, Sustainable Hospitality Digitalisation Toolkit - Economic Benefits from Sustainable Hospitality"

Sustainable Hospitality Digitalisation Toolkit - Project No. 2021-1-LV01-KA220-VET-000033140
September 19, 2023

Project Partners:

Dania Academy (DK), University, College, Denmark, web page: www.eaDania.dk

HOTEL SCHOOL Hotel Management College (LV), Latvia, web page: www.hotelschool.lv

City Unity College Nicosia (CY), Cyprus, web page: <https://cityu.ac.cy/>

DigitalGuest APS (SE), Sweden, web page: <https://digitalguest.com/>

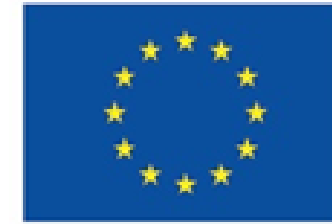
Italian Hospitality School SRL (IT), Italy, web page: <https://hoschool.it/>

Inercia Digital (SP), Spain, web page: <https://inerciadigital.com/>

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

FUTURE WEBINARS:

- **Development of Entrepreneurial Ideas and Professional Networking**
Sep. 20, 2023 (10:30 Cyprus time)



*Thank
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