

WEBINAR 5

Sustainable Hospitality Digitalisation Toolkit

Development of Entrepreneurial Ideas and Professional Networking

September 20, 2023

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

Duration: 1 hour 10 minutes

ZOOM LINK for 20.09.2023.

[https://us02web.zoom.us/j/84972137623?](https://us02web.zoom.us/j/84972137623?pwd=NGxKeU1CdS9OU0hmMjlcVEI0clNHQT09)

[pwd=NGxKeU1CdS9OU0hmMjlcVEI0clNHQT09](https://us02web.zoom.us/j/84972137623?pwd=NGxKeU1CdS9OU0hmMjlcVEI0clNHQT09)

CLICK HERE:

Meeting ID: 839 2479 0510

Passcode: 666267



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WEBINAR 5 on September 20, 2023

Sustainable Hospitality Digitalisation Toolkit

Development of Entrepreneurial Ideas and Professional Networking

Entrepreneurial skills and digital competence are two basic competences in people's education in the 21st century. They are also transversal competences in university degrees. We carried out an analysis of European models, which suggest areas and indicators within these two competencies (entrepreneurial and digital), with the ultimate goal of elaborating an original model of digital entrepreneurship competence, which we have named EmDigital. (Prendes-Espinosa, P., Solano Fernández, I. M., García-Tudela, P.A. (2021).

ONLINE REGISTRATION LINK:

<https://forms.gle/Xkat1x1rW17KdPU4A>



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

HOTEL SCHOOL
HOTEL MANAGEMENT COLLEGE

City
UNIVERSITY
College
NICOSTIA

ITALIAN
HOSPITALITY
SCHOOL

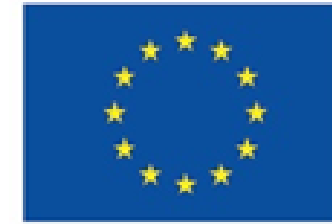
ERHVERVSAKADEMI

inerciadigital
Boost your digital skills

digital guest



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:

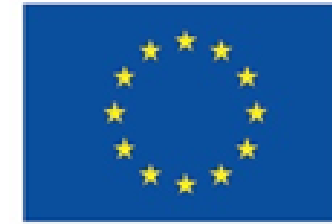
Lecture/content (~ 35 minutes)

Discussion (~ 10-15 minutes)

Q&A (~ 10-15 minutes)

Closure (~ 5 minutes)

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



Co-funded by
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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

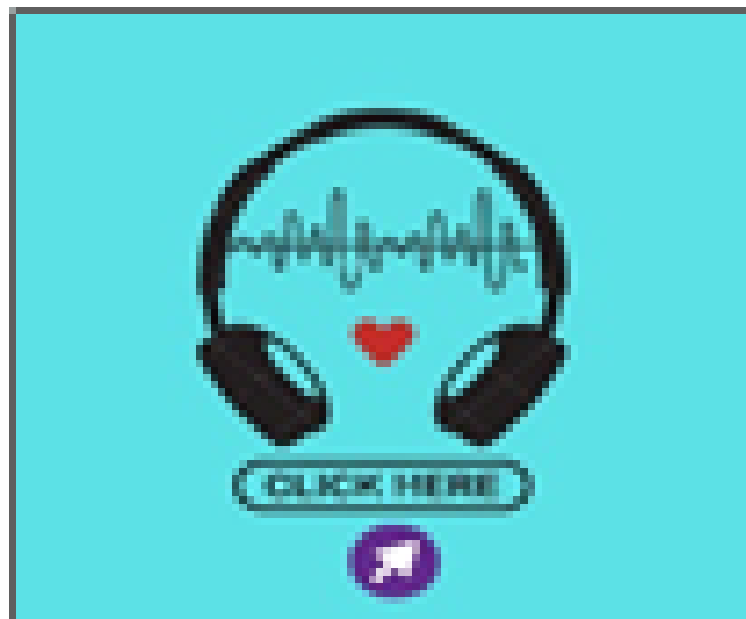


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Erasmus + Project 2021-1-LV01-KA220-VET-000033140 “Sustainable Hospitality Digitalisation Toolkit”

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

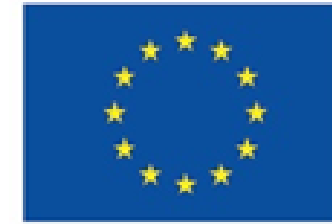
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Erasmus+ Project
No. 2021-1-LV01-KA220-VET-000033140



DEVELOPMENT OF ENTREPRENEURIAL IDEAS TO BENEFIT FROM COMPETENCES



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Entrepreneurial skills and digital competence are two basic competences in people's education in the 21st century.

They are also transversal competences in university degrees.

The ultimate goal of elaborating an original **model of digital entrepreneurship competence**, which is named **EmDigital**.

(Prendes-Espinosa, P., Solano-Fernández, I. M., García-Tudela, P.A. (2021).

EmDigital Model



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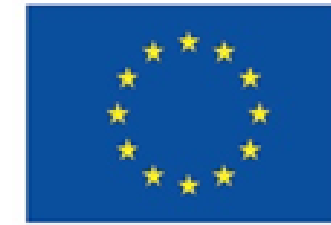
The EmDigital model is composed of a total of 15 competences, distributed as follows:

- dimension 1 of identification of opportunities (three sub-competences);
- dimension 2 on action planning (three sub-competences);
- dimension 3 of implementation and collaboration (four sub-competences); and finally,
- dimension 4, related to management and safety (five sub-competences).

With the aim of favoring the practical realization of the EmDigital model, each one of the 15 sub-competencies described is summed up with different indicators, as in the reference models (EntreComp and DigComp). **A total of 45 indicators form the EmDigital model.**

(Prendes-Espinosa, P., Solano-Fernández, I. M., García-Tudela, P.A. (2021).

EmDigital Model



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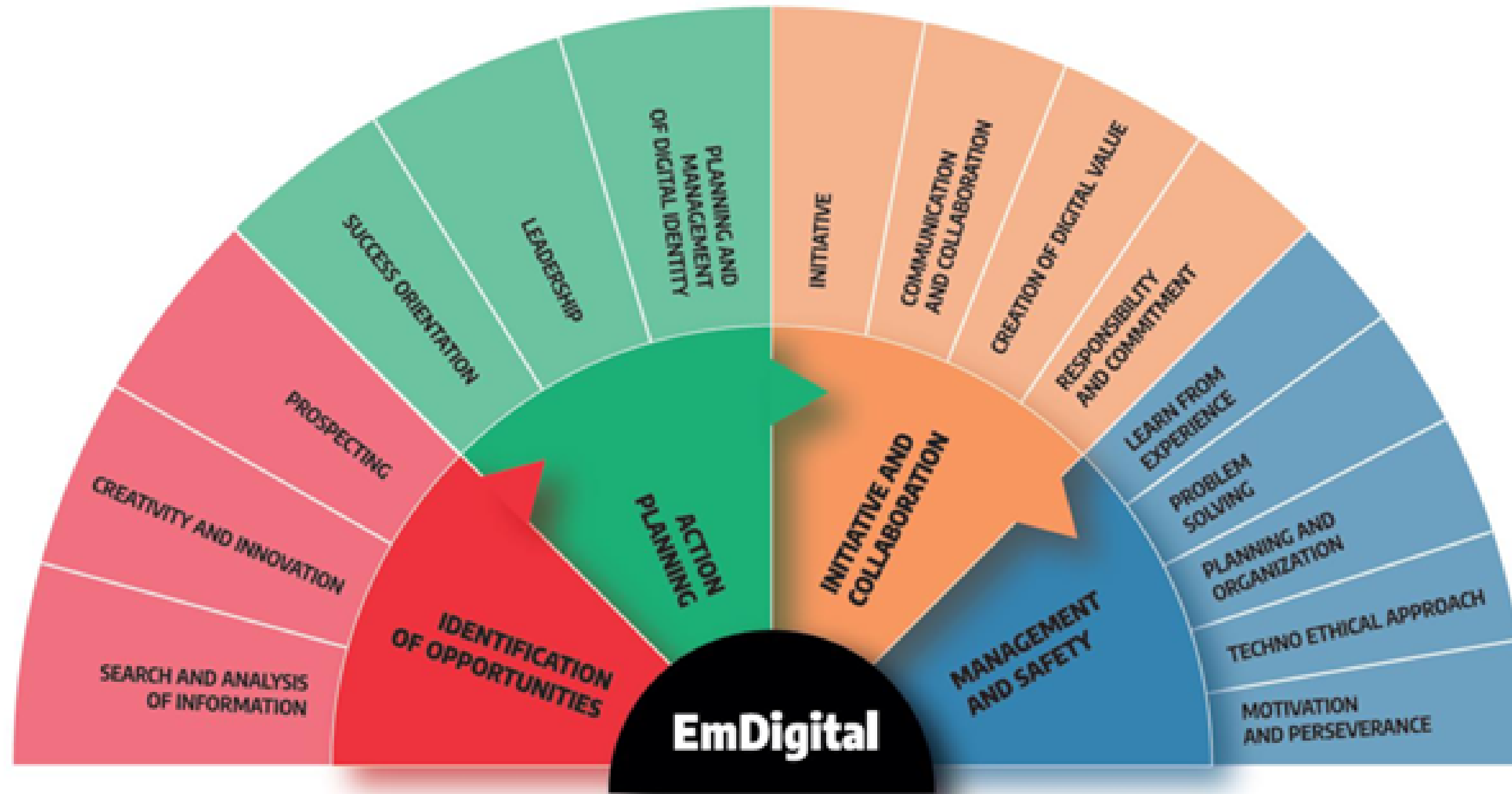
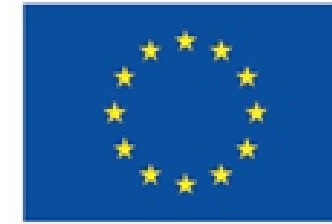


Figure 27, (Prendes-Espinosa, P., Solano-Fernández, García-Tudela, P.A. (2021). EmDigital

Description of the competences and sub-competences of the EmDigital model.



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1. Identification of opportunities

C1. Search for and analysis of information

C2. Creativity and innovation

C3. Prospecting

C4. Success orientation

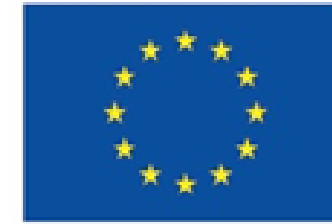
2. Action planning

C5. Leadership

C6. Planning and management of digital identity

C7. Initiative

DESCRIPTION OF THE COMPETENCES AND SUB-COMPETENCES OF THE EMDIGITAL MODEL.



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3. Initiative and collaboration

C8. Communication and
collaboration

C9. Creation of digital value

C10. Responsibility and
commitment

C11. Learning from experience

C12. Problem solving

4. Management and safety

C13. Planning and organization

C14. Techno-ethical approach

C15. Motivation and perseverance

The Relation between EmDigital Model and Open Innovation



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The Relation between EmDigital Model and Open Innovation

At a time like the present, in which technology is a key element in sociocultural evolution and business development, **it is necessary to consider what an entrepreneur needs to know in order to develop and succeed in a digital context.**

Open innovation is a strategy that can promote the success of any start-up. The EmDigital model could therefore be a good support for such a strategy because it has a complete collection and description of the main competences of digital entrepreneurs.

(Prendes-Espinosa, P., Solano-Fernández, I. M., García-Tudela, P.A. (2021).

CASE - THE STORY BEGINS



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CASE - DEVELOPING THE IDEA!



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CASE - DEVELOPING THE IDEA!



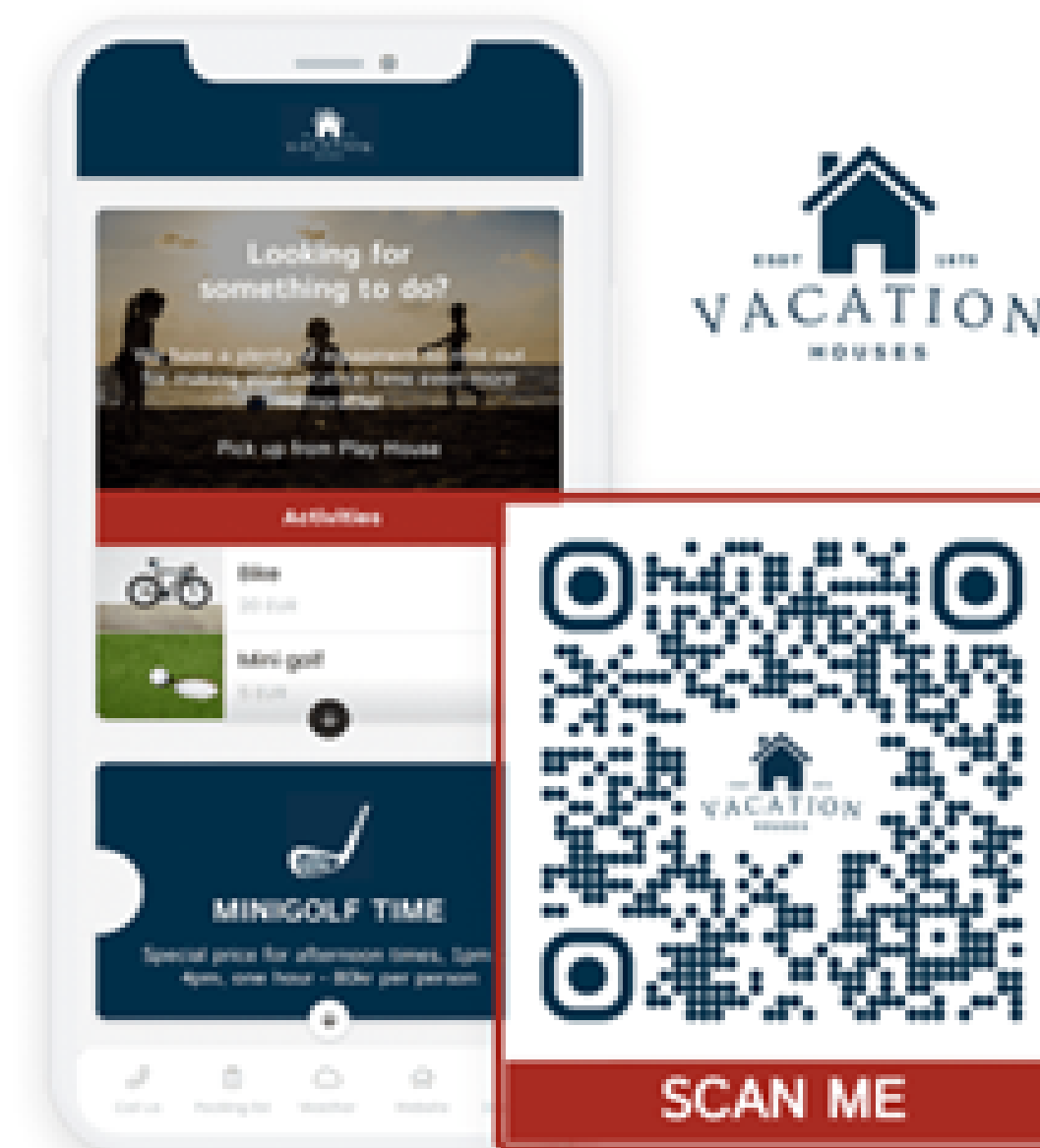
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Vacation houses

If you are renting out holiday cottages, cabins, luxury villas, or something similar, then check out this demo platform. You'll find enhancing content to bring local attractions closer to your guests and you'll get inspiration to share how-to-guides in a sustainable way. No more prints. Here are some other great examples:

- Door code to the vacation house
- Guides to read the electricity, using fireplace or pool
- Discounts to amusement parks, museums and etc.
- To do tips for families with kids
- Rent of sport equipment
- Local attractions
- Important numbers
- Checklist before leaving

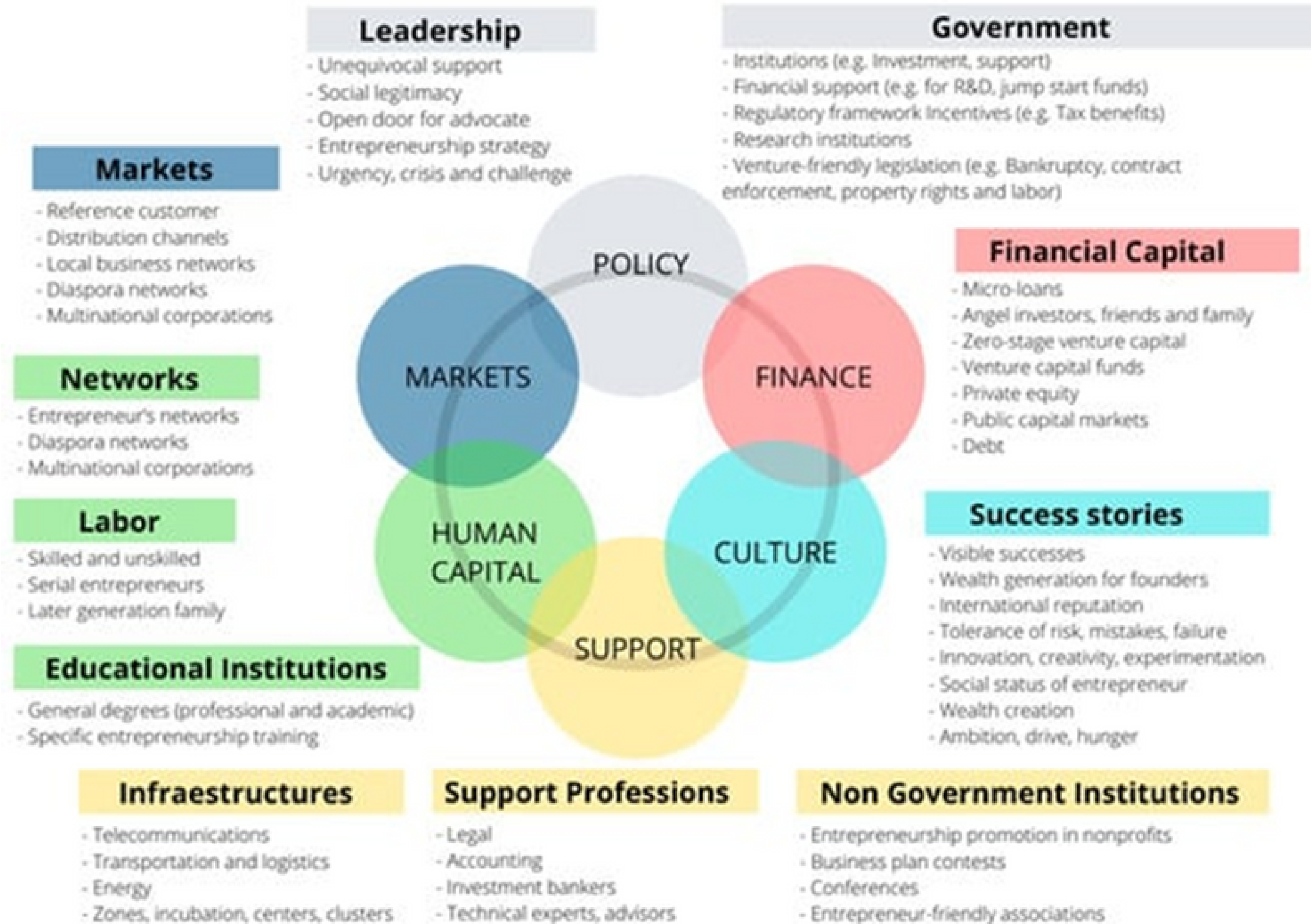


DOMAINS OF THE ENTREPRENEURSHIP ECOSYSTEM.

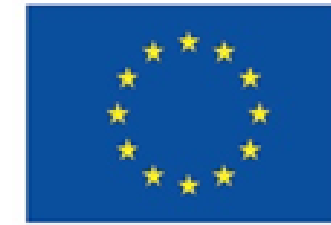


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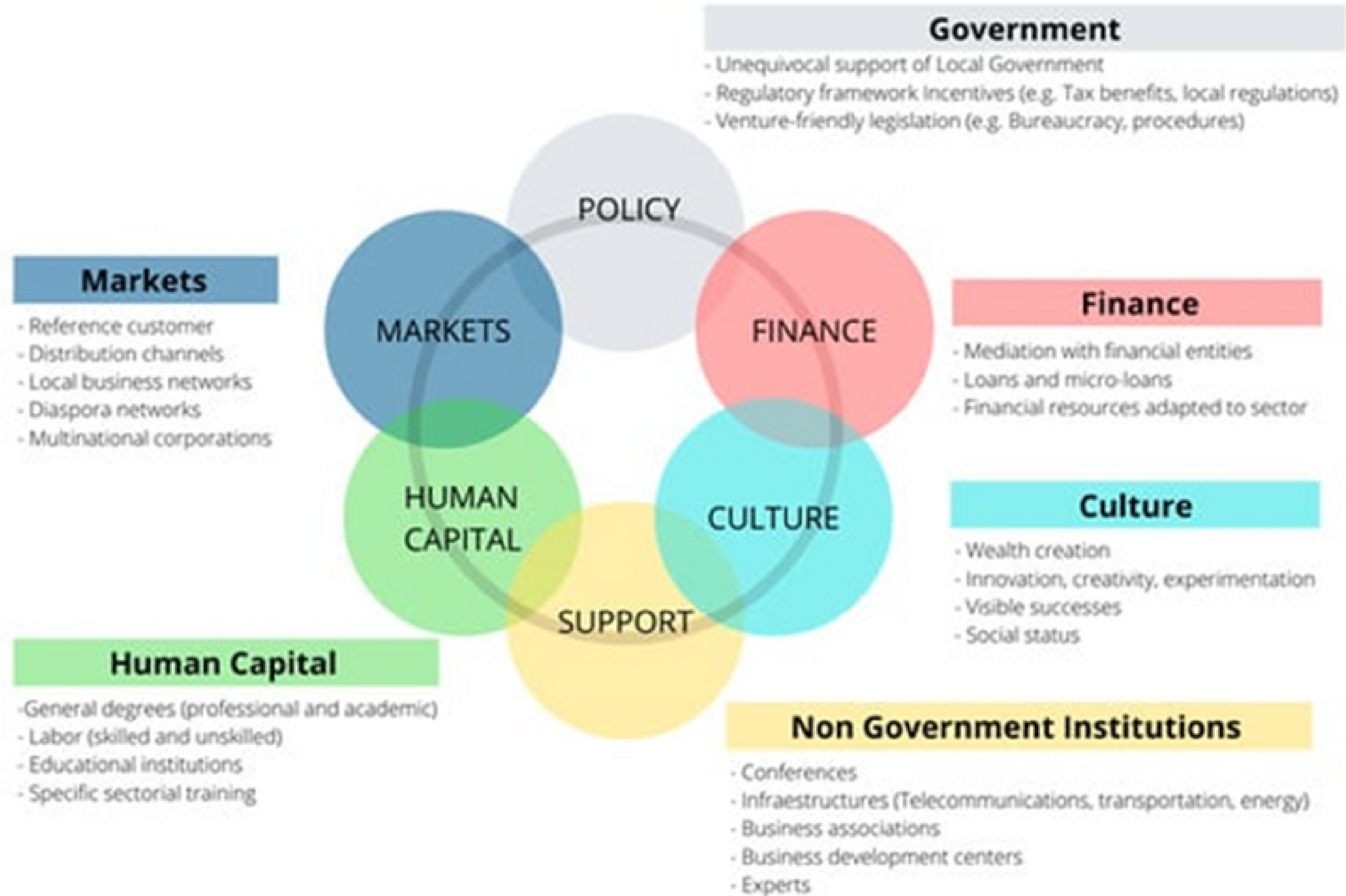


DOMAINS OF THE TOURISM ECOSYSTEM



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BUSINESS PLAN FOR AN ENTREPRENEURIAL HOSPITALITY START UP:

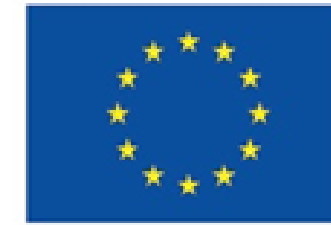


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CASE - DEVELOPING THE IDEA!

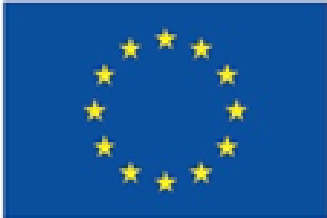


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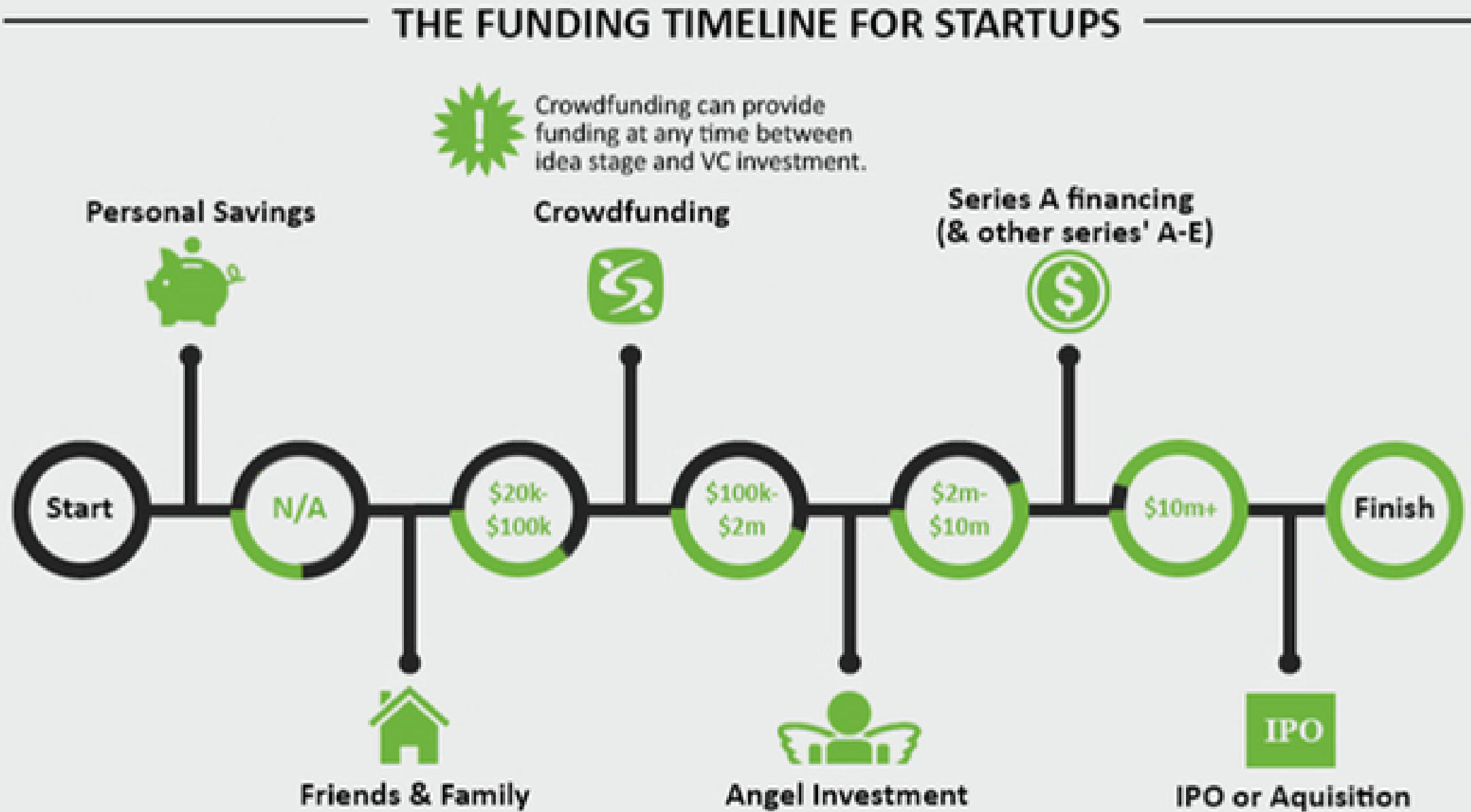


THE FUNDING TIMELINE FOR STARTUPS.

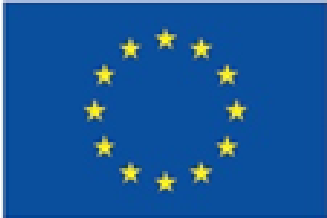


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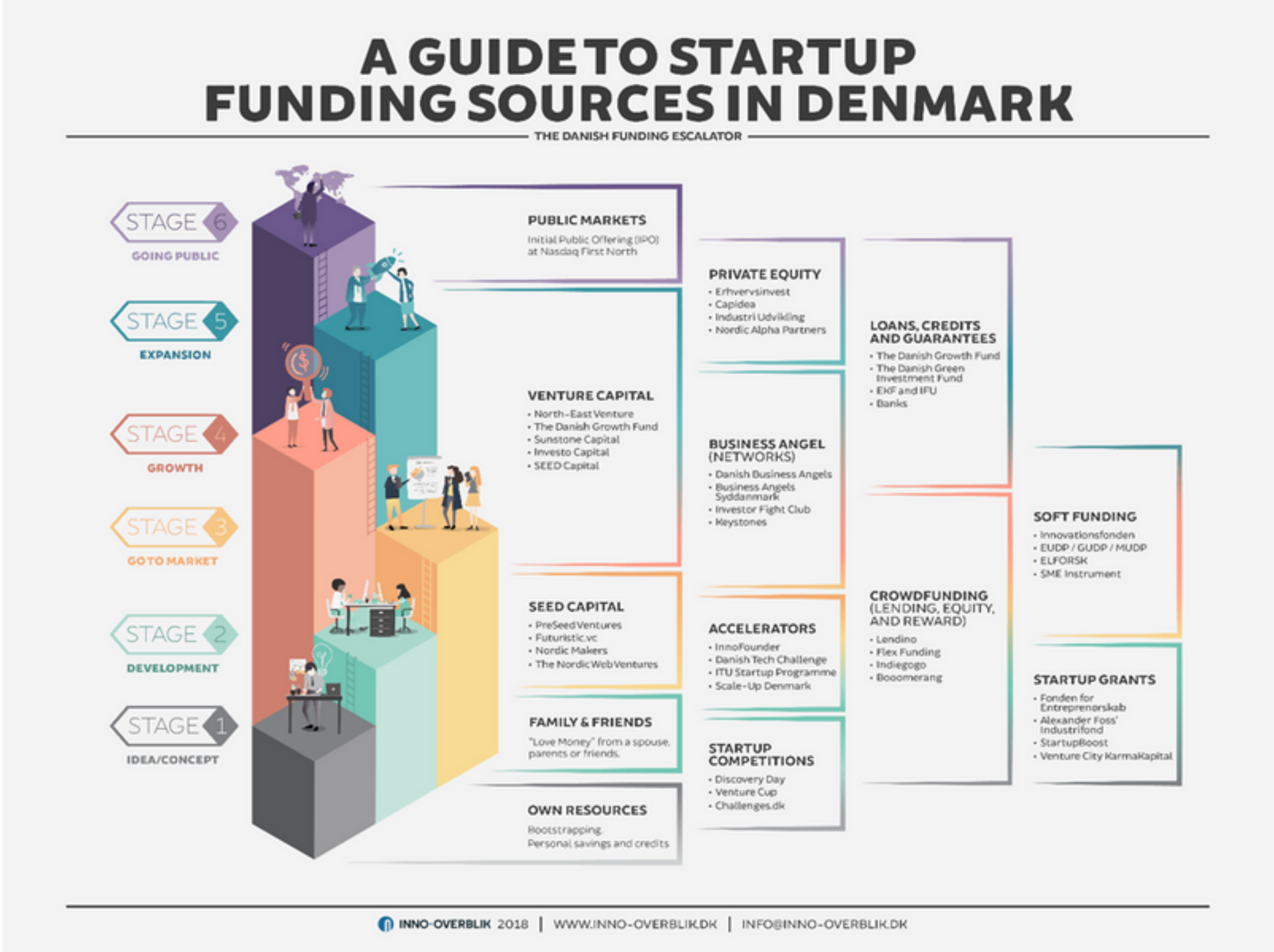


A GUIDE TO STARTUP FUNDING SOURCES IN DENMARK.



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PROFESSIONAL NETWORK IN SPAIN



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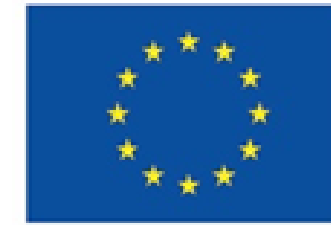
Project No. 2021-1-LV01-KA220-VET-000033140



GEM Spain brings together **more than 180 specialists in the field of entrepreneurship research** from all over the country, who are part of an impressive national network of more than 1000 entrepreneurship experts.

<https://www.gem-spain.com>

PROFESSIONAL NETWORK IN SPAIN



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THE VALUE:

- GEM focuses on the individual entrepreneur.
- GEM understands entrepreneurship as a process.

COMPOSITION:

In Spain, the GEM Spain Entrepreneurship Observatory is made up of 19 teams of researchers from academia and business.

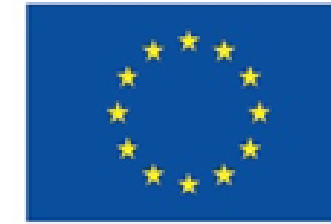
ACTIVITIES:

- Research and report.
- Conferences and workshops.
- University network.



<https://www.gem-spain.com>

WEBINAR FEEDBACK FORM



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Webinar 5, Sustainable Hospitality Digitalisation Toolkit - Development of Entrepreneurial Ideas and Professional Networking: WEBINAR PARTICIPANT SURVEY FEEDBACK FORM

"Webinar 5, Sustainable Hospitality Digitalisation Toolkit -

Development of Entrepreneurial Ideas and Professional Networking. "

Sustainable Hospitality Digitalisation Toolkit - Project No. 2021-1-LV01-KA220-VET-
000033140

September 20, 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 SRI (IT), Italy, web page: <https://hschool.it/>

Your opinion helps us to improve!

<https://forms.gle/YdJeg652Pfnx3n7x5>





*Thank
you!*



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