WEBINAR 2
Sustainable Hospitality Digitalisation Toolkit
September 04, 2023

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

ZOOM LINK for 04.09.2023.

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

CLICK HERE:

Password 644781

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

SUSTAINABLE HOSPITALITY DIGITALISATION TOOLKIT

WEBINAR 2 on September 04. 2023
Sustainable Hospitality Digitalisation Toolkit
Trends in the Hospitality Sector:

- Hospitality digitalisation theoretical framework, concepts, components up-to-date international practices on digital technologies.
- Review of such digitalisation practices as guest-facing systems, in-room IoT sensors, hospitality services, body area sensors, energy management, and so on.
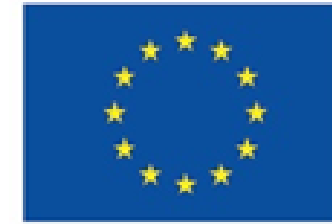
ONLINE REGISTRATION LINK:
https://forms.gle/sCENC7d1apZgaT1V6

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)
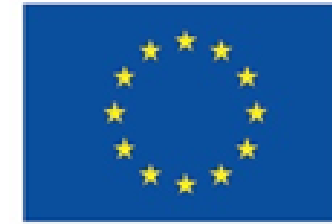Discussion (~ 10-15 minutes)
Q&A (~ 10-15 minutes)
Closure (~ 5 minutes)

FUTURE WEBINARS:

- **The Tools of Digitalisation in Hospitality**
  Sep. 12, 2023 (10:30 Cyprus time)

- **Economic Benefits from Sustainable Hospitality**
  Sep. 19, 2023 (10:30 Cyprus time)

- **Development of Entrepreneurial Ideas and Professional Networking**
  Sep. 20, 2023 (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 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)

HOTEL SCHOOL
★ ★ ★ ★ ★
HOTEL MANAGEMENT COLLEGE

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)

THE PROJECT OBJECTIVES

Co-funded by the European Union

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'
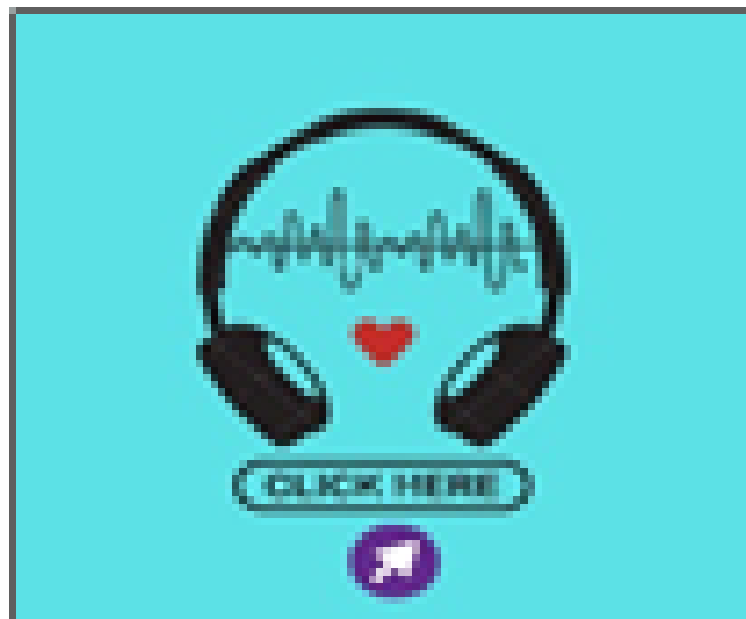
Co-funded by
the European Union

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

Definition of Sustainablity:

"Avoidance of depletion of natural resources in order to maintain an ecologic balance"

Brundtland Commission report "Our common future" as "meeting the need of the present without compromising the ability of future generations to meet their own needs"

Sustainable Development Goals

Definition of Hospitality

The etymological roots of the term hospitality can be identified as being Medieval Latin "hospes" (guests); "hospitari" (be a guest); and "hospitabilis" (put up as a guest) (American Heritage Dictionary, 2007)
The definition of the commercial modern era styled hospitality can be seen through the scope of societal development (Hepple, Kipps and Thomsom, 1990) by identifying four characteristics in its modern sense:

1) It is conferred by a host on a guest, who is away from home.
2) It is interactive, involving the coming together of a provider and a receiver.
3) It is comprised of a blend of tangible and intangible factors.
4) The host provides for the guest' security, psychological and physiological comfort.

This indicates or highlight that hospitality imply a reciprocal relationship with certain imposed obligations on the guest, however equally vice versa. The introduction of digital intermediaries e.g. Airbnb and various OTA's have altered and disturbed the direct interaction between guest and provider.

"Digitalisation"

"The usage of digital technologies and of data (digitised and natively digital) in order to create revenue, improve business, replace/transform business processes (not simply digitise them) and in doing so creating an environment for digital business, whereby digital information is at its core.

How to find the needed skills?

- Jobadvertisements
- Experience based – need
- DigComp framework

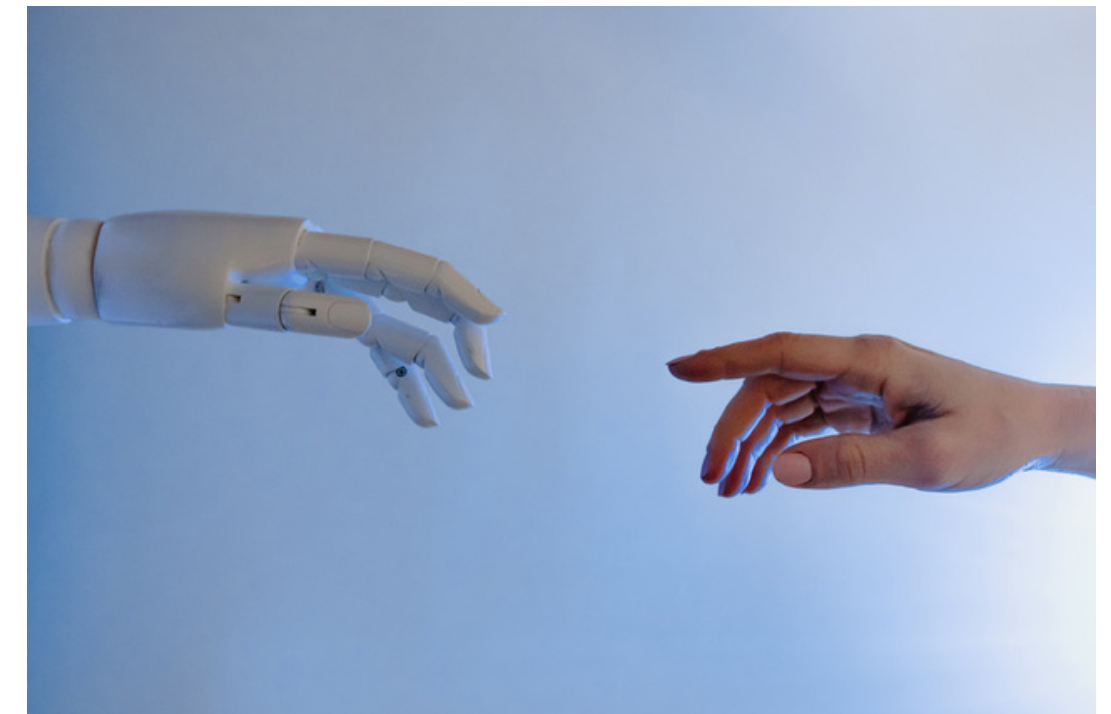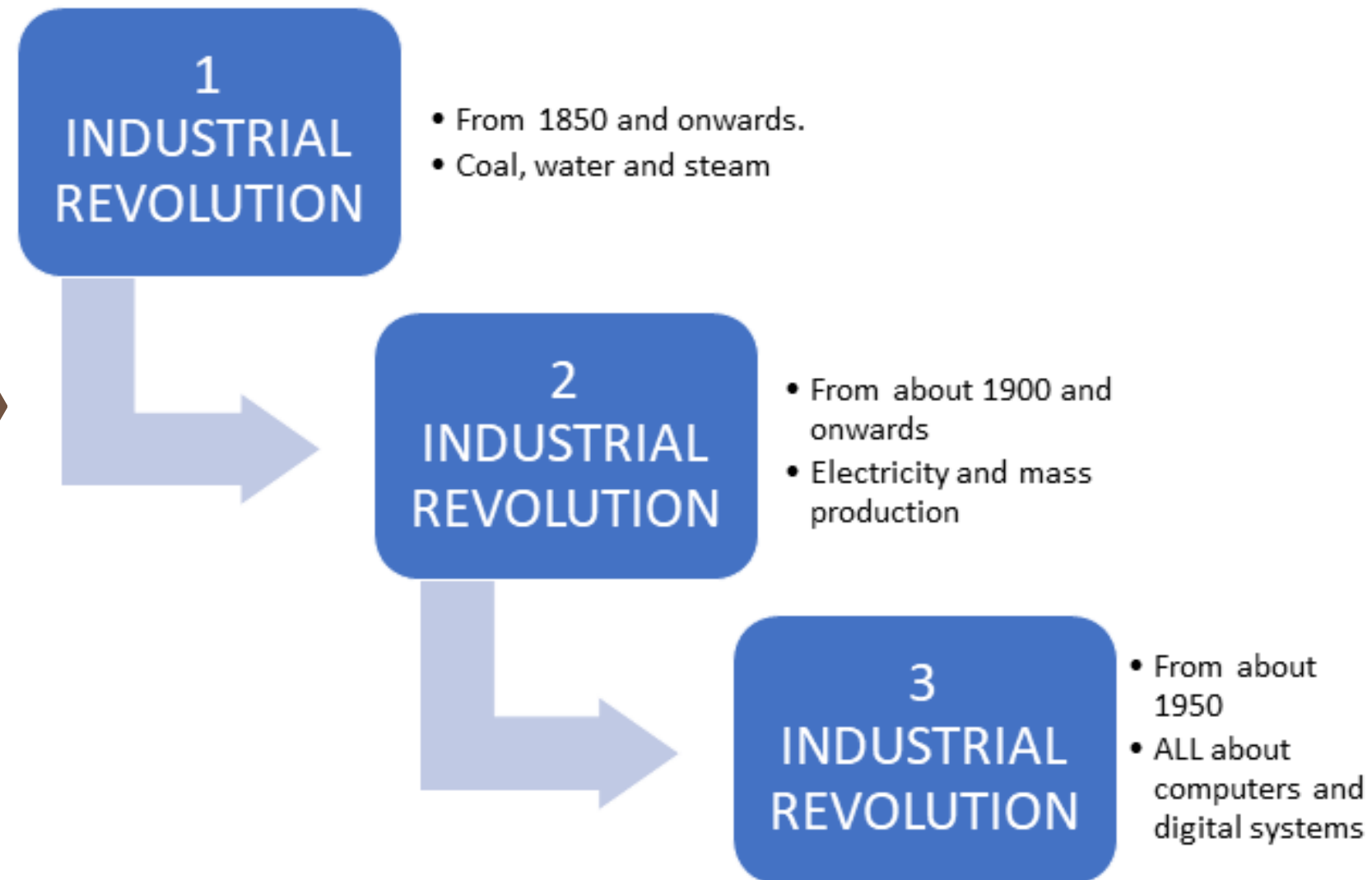Project No. 2021-1-LV01-KA220-VET-000033140

Detailed map of the Dig Comp competencies

https://joint-research-centre.ec.europa.eu/digcomp/digcomp-self-reflection-self-assessment-and-measurement-tools_en

The history of Digitalization

1 INDUSTRIAL REVOLUTION
- From 1850 and onwards.
- Coal, water and steam

2 INDUSTRIAL REVOLUTION
- From about 1900 and onwards
- Electricity and mass production

3 INDUSTRIAL REVOLUTION
- From about 1950
- ALL about computers and digital systems

Co-funded by the European Union

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The fifth revolution is closing in...

Applied AI: Models trained in machine learning can be used to solve classification, prediction, and control problems to automate activities, add or augment capabilities and offerings, and make better decisions.

How can hospitality companies update for example their booking systems using AI?

Advanced connectivity: 5G/6G cellular, wireless low-power networks, low-Earth-orbit satellites, and other technologies support a host of digital solutions that can drive growth and productivity across industries.

How will hospitality companies use this to enhance the remote exexperiences mentioned previously?

Future of sustainable consumption: Sustainable consumption involves transforming industrial and individual consumption through technology to address environmental risks, including climate change.

How will for example hotels make proactivly to reduce their food waste and thus become more sustainiable?

Immersive-reality technologies: Immersive-reality technologies use sensing technologies and spatial computing to help users "see the world differently" through mixed or augmented reality or "see a different world" through virtual reality.

In order to make Technologically manufactured personal experiences is it vital to understand the technology that enables it!

Trust architectures and digital identity: Digital-trust technologies enable organizations to build, scale, and maintain the trust of stakeholders in the use of their data and digital-enabled products and services.

In order to succed with the above mentoned trends, security and safety becomes a vital issue

Three challenges and the tecnology to solve them!

1

Mass tourism: This phenomenon has been an issue for several major cities in Europe such as Venice and Barcelona, where the influx of tourist to popular sights and attractions have proven to be problematic. Both for other tourist, as the sheer mass of people makes the experience lesser, but also the effect this has on the local population who might not be all too thrilled by seeing their local area crammed with foreigners . By using virtual reality technology this might help alleviate some of the pressure on these popular destinations. Imagine for example taking a guided personal tour through Venice without leaving the comfort of your own home, or go diving with great white sharks in South Africa without being wet?

Three challenges and the tecnology to solve them!

2

Personalized experiences: As mentioned before in this chapter, the personalization of experiences is on the rise among the future consumers of hospitality. By being able to extract knowledge from Big Data sources for example, hospitality companies will be able to customize offers and experiences to their customers based on their previous buying behavior. The hospitality companies that are able to do this will thus gain a competitive advantage over their competitor, and simultaneously create a better and more memorable experience for the customer.

Three challenges and the tecnology to solve them!

3

Sustainability: In itself, very few companies from within the hospitality sector are sustainable in their nature! The airplane we use to travel to Spain cost massive amounts of fuel, which is detrimental to the environment. The hotels we stay in have a massive consumption of resources in order to cater to our needs and so forth. Here, technology such as smart and adaptable lighting in hotel rooms might be of great value to reduce energy consumption! In the restaurant we eat at, smart meters in kitchen will prevent food waste and instead of using energy on transport we might travel the globe using VR technology!

Technologies used for hospitality digitalization
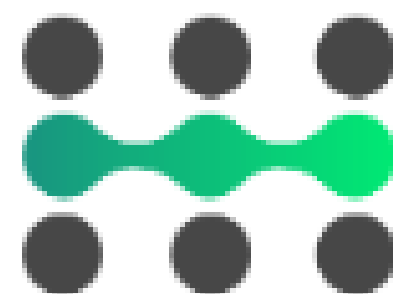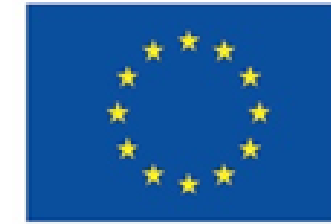
Ordering and paying in bars

Business management tool

Customised experience and Climate Change Adaptation for tourist accomodation

WEBINAR FEEDBACK FORM

Your opinion helps us to improve!
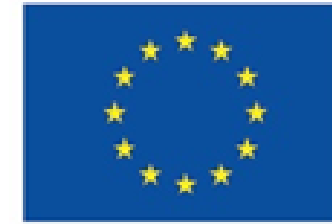
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