

WEBINAR 3

Sustainable Hospitality Digitalisation Toolkit

The Tools of Digitalisation in Hospitality

September 12, 2023

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

Duration: 1 hour 10 minutes

ZOOM LINK for 12.09.2023.

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

CLICK HERE:

Meeting ID: 849 7213 7623

Passcode: 803143

Next Webinars (Riga/Cyprus/Helsinki Time):

September 19, 2023 at 10:30 a.m.

September 20, 2023 at 10:30 a.m.



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WEBINAR 3 on September 12, 2023
Sustainable Hospitality Digitalisation Toolkit

The Tools of Digitalisation in Hospitality:

- 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/EAWKM5vstnSXzXhj8>



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

HOTEL SCHOOL
HOTEL MANAGEMENT COLLEGE



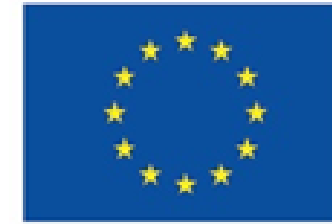
ITALIAN
HOSPITALITY
SCHOOL

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)

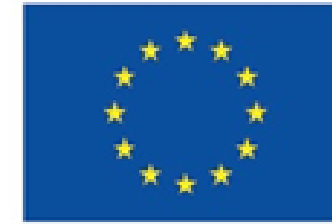
Q&A (~ 10-15 minutes)

Closure (~ 5 minutes)

FUTURE WEBINARS:

- **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



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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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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

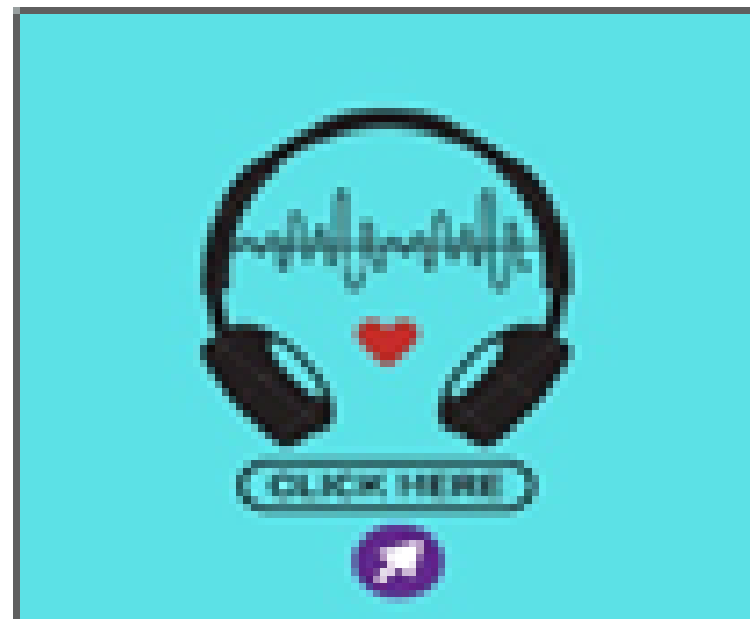


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Erasmus + Project 2021-1-LV01-KA220-VET-000033140 “Sustainable Hospitality Digitalisation Toolkit”

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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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

PREPARED BY:

HOTEL SCHOOL Viesniču biznesa koledža, SIA
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The Refugee Museum of Denmark

FLUGT – refugee
museum of
Denmark



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



Hvad ville du tage med på flugt?
 Was würdest du auf einer Flucht mitnehmen?
 What would you bring if you were fleeing?

FOTOS
 VAERAT Tøj
 Værdier
 Personlige Papirer

Har du, eller en du kender, været flygtning?
 Warst du, oder jemand den du kennst, Flüchtling?
 Have you, or someone you know, been a refugee?

Jeg har kendt en vietnamesisk flygtning og kender flere som kender, de har mitte huse!

Hvad ville du tage med på flugt?
 Was würdest du auf einer Flucht mitnehmen?
 What would you bring if you were fleeing?

Jeg bin hvor kein Flüchtling
 Aber ich kann Flüchtling

Hvad ville du tage med fra din hverdag, hvis du flygtede?
 Was würdest du als Flüchtling am meisten aus deinem Alltag vermissen?
 What would you miss the most from your everyday life, if you fled?

Min Hund, familie og mine mest personlige ting

Hvad er et hjem for dig?
 Was bedeutet ein zu Hause für dich?
 What is a home for you?

Ein Ort an dem ich mich wohlfühle
 Ruhe
 Freunde, Familie

Hvad ville du tage med på flugt?
 Was würdest du auf einer Flucht mitnehmen?
 What would you bring if you were fleeing?

Zuhause, meine Familie
 IPAD

Sikkerhed?
 In Sicherheit?
 Safety?

Synes du det er en god idé, at europæiske lande betaler andre lande, for ikke selv at skulle tage imod flygtninge?
 Synes du det er en god idé, at europæiske lande betaler andre lande, for ikke selv at skulle tage imod flygtninge?

Stop
 Endnu et dilemma

de i fly
 marl

værdigt liv
 har jaget 100.000
 100.000 roh
 Også ret til et
 a-flygtninge sendes til ul

Fritid Freizeit
 Leisur

Aiden by Best Western Herning



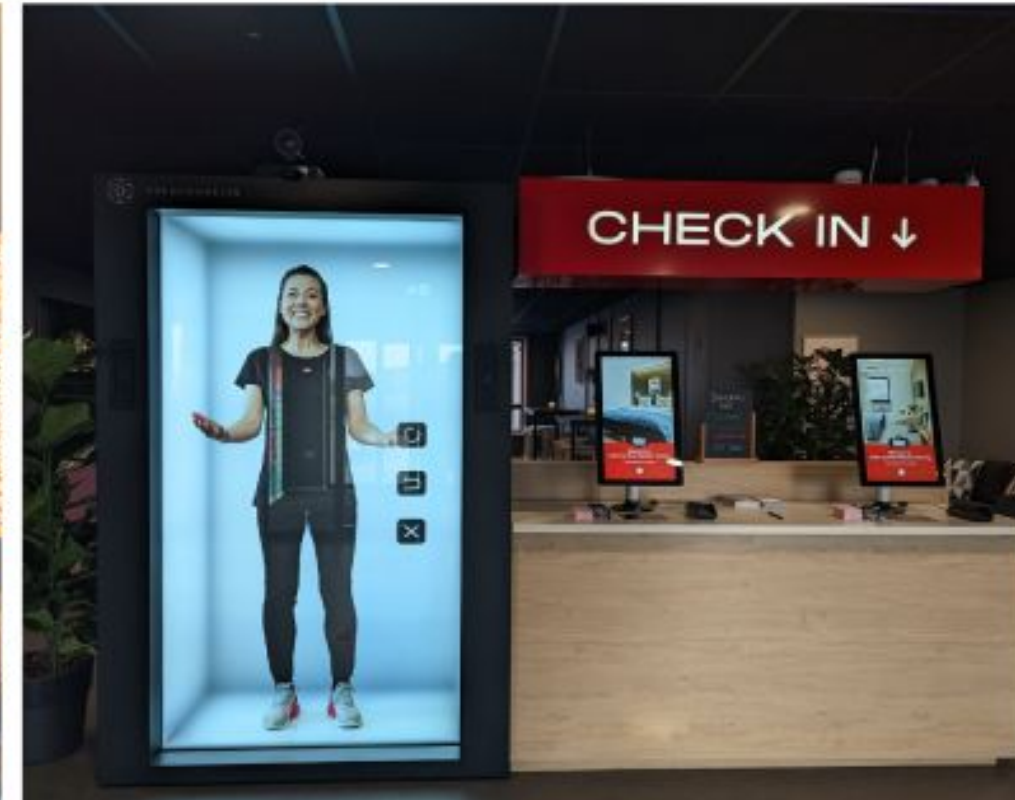
by BEST WESTERN

The guests in the 204 rooms hotel can e.g. make use of a number of digital self-service solutions. For example, guests can check themselves into the hotel via the digital check-in machines or via hologram receptionist, food and drink can be ordered at the touch of a button at the cashless hotel, while streaming takes place directly on their own devices.



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Tools, Software, and Benefits

Tools for modern Hospitality

- Apps for payment
- A point of sale
- Control the restaurant from your phone
- Cash register
- Digital signature solutions
- Contactless technology
- Accessibility support
- Eco-applications

Software and Devices for Efficiency

- Reduce costs by automating tasks.
- Increase revenue by automating marketing and revenue management.
- Enhance staff efficiency.
- Improve staff productivity.
- Rationalize accounts.
- Replace paperwork processes and help the environment.
- Communicate more effectively with customers.
- Keep your booking dashboard updated at all times.



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Understanding Big Data

Volume: Big Data involves collecting and analyzing large amounts of data for specific purposes.

Variety: It encompasses diverse data types, such as text, videos, and audio, collected consciously for a particular purpose.

Velocity: Big Data is generated in real-time with a high speed of creation.

Veracity: It poses challenges related to data reliability and uncertainty, especially in predicting future behaviors.

Compliance: Compliance with data protection regulations, such as GDPR in Europe, is crucial to avoid fines and legal issues.

Reliance on Paying By Card: Increased use of card payments exposes the hospitality sector to cyber threats like card data theft.

High Staff Turnover: Frequent staff turnover can lead to a lack of consistent data security knowledge among employees.

Insider Threats: Employees may steal and sell customer information, including card numbers and personal preferences, to external parties.

Security and Privacy

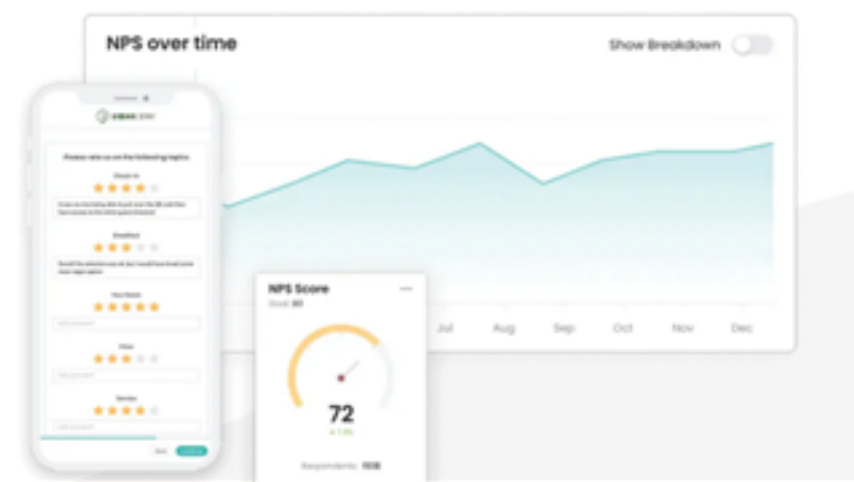


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Digital Guest solutions

Post-stay

- ✔ Personalized post-stay emails
- ✔ Customized guest surveys
- ✔ Measure & analyze guest feedback
- ✔ Dashboard & NPS score
- ✔ Increase direct bookings



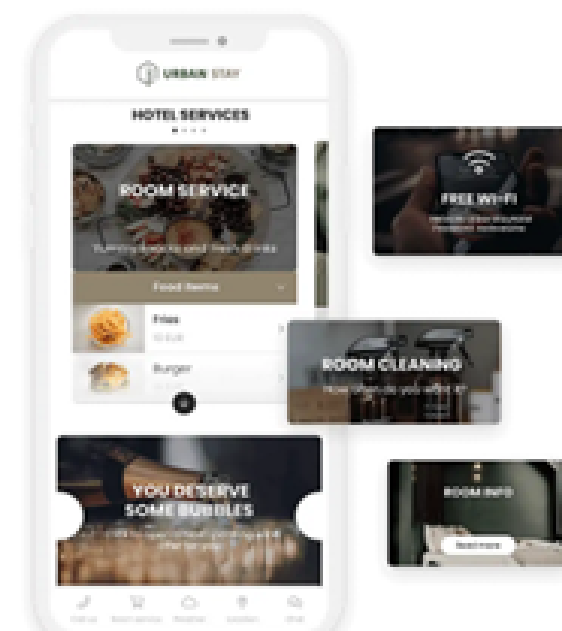
Pre-stay

- ✔ Customized pre-arrival email & SMS flow
- ✔ Digital Registration Form
- ✔ Segmented upselling offers
- ✔ Practical information
- ✔ Room upgrades
- ✔ Arrivals lists & Guest communication
- ✔ Dashboard and insights



In-stay

- ✔ Web-based guest directory
- ✔ Room service & Vouchers
- ✔ In-stay communication
- ✔ Segmentation & Room categories
- ✔ QR code generator



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Digital Guest solutions



That hotel feeling

We've created a demo platform with the feel of an Urban hotel to showcase our platform in action. Get design inspiration and discover all the content opportunities you have, such as:

- Pre-stay upgrades
- Parking instructions in the city
- Reception contact information
- Wi-fi code
- Your hotel's menu cards
- Recommendations by the staff
- Events in the city
- Stayover cleaning preferences

Just to name a few!

Munkbjerget Hotel is using Target Groups feature



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Go camping

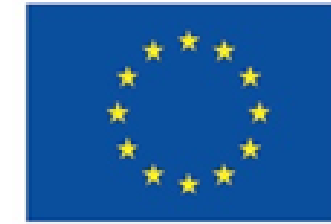
In this platform, you will see a great example how DigitalGuest could look like at a camping place and what kind of content it could include. At camping places the accommodations often are placed in larger areas, that's why it's even more important to have all the information in the palm of your guest's hands easily. Here are some ideas of what you can share in the platform:

- Inspiration to explore nature in the area
- A map of the Camping area / Route to their reserved place
- Code to access the shower facilities
- A voucher for a discount on the minigolf
- Common kitchen rules
- Order Pick up Breakfast



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WEBINAR FEEDBACK FORM



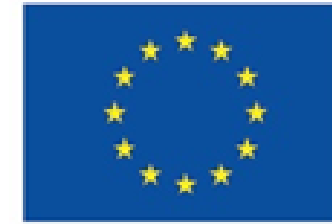
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Your opinion helps us to improve!

<https://forms.gle/8diGNz9M11B8CBzEA>



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*Thank
you!*



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