VET Curriculum for Sustainability in Hospitality

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2022-1-PT01-KA220-VET-000088349

A. Curriculum Description

The HOSPECO VET Course and its Training Materials are addressed to VET Educators and Hospitality Managers and is aimed at the development of skills on Sustainability Leadership. Specifically, the HOSPECO Course will help prepare learners to take on sustainability challenges in the EU Hospitality sector by:

- Shifting them from traditional leadership styles to Sustainability Leadership
- Training them on how to apply sustainability in their strategic thinking
- Training them on how to use an e-tool to manage and monitor the ecological footprint of their establishment.

The HOSPECO VET Curriculum provides materials that support:

1. A blended learning environment for flexible course delivery
2. A digital course delivery
3. Physical course delivery

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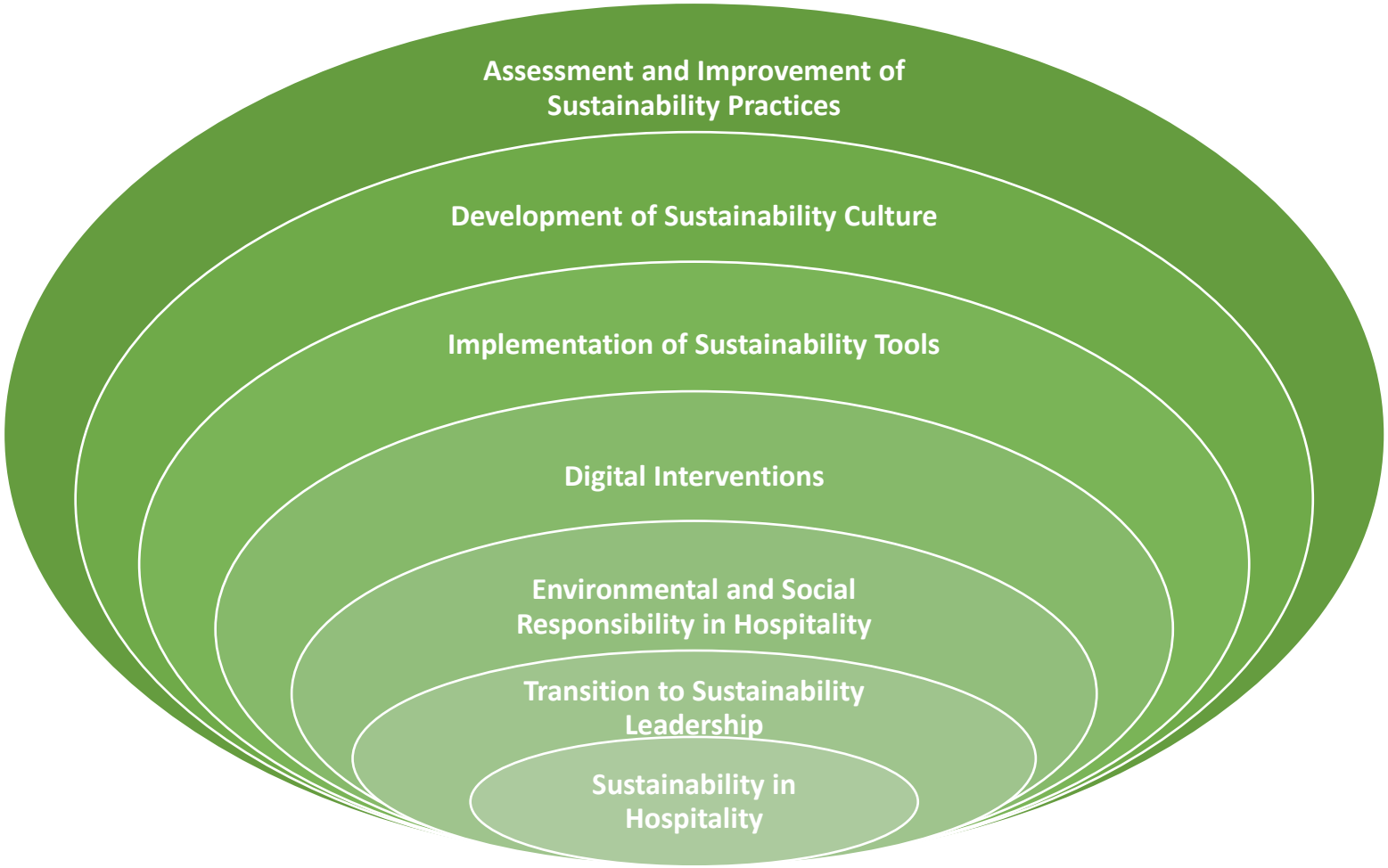
2. a. HOSP-ECO VET Curriculum: Overview of Knowledge Areas



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2b. Hospitality Management; Knowledge Areas covered by the HOSPECO Course

Knowledge Area 1: Fundamentals of Sustainability in Hospitality

Trainees will be trained on:

- **Defining Sustainability;**
    - Offering a clear, concise introduction to sustainability
    - Comprehending and emphasizing the multi-dimensional nature of sustainability beyond just environmental care
- **Global Trends;**
    - Exploring prevailing global trends in sustainability
    - Highlighting the influence of trends on industries and consumer expectations, with a focus on the hospitality sector.
- **Regulatory Landscape;**
    - Outlining emerging regulations increasingly oriented towards sustainability
    - Offering a glimpse into the evolving legal framework within which hotels operate

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Knowledge Area 2: Transition from Traditional Leadership to Sustainability Leadership

Trainees will learn about:

- **Comparing Leadership Styles;**
    - Providing an overview of traditional leadership styles in hospitality
    - Introducing sustainability leadership, highlighting key differences and the evolving need for a shift
- **The Journey to Sustainability Leadership;**
    - Exploring the steps and strategies for transitioning from traditional to sustainability leadership, including mindset shifts, skill development, and organizational change.
- **Challenges and Opportunities;**
    - Addressing potential challenges in the transition toward sustainability
    - Suggesting ways to overcome challenges, while emphasizing the opportunities that sustainability leadership brings to the hospitality sector

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Knowledge Area 3: Environmental and Social Responsibility in Hospitality

Trainees will learn about:

- **Key Concepts of Responsibility;**
    - Clarifying the core concepts of environmental and social responsibility
    - Offering definitions and examples to illustrate their practical implications in hospitality
- **Actionable Steps for Implementation;**
    - Suggesting a series of actionable steps that hotels can take to integrate environmental and social responsibility into their operations, including policy development, staff training, and stakeholder engagement.
- **Best Practices in the Industry:**
    - Share examples of hotels and hospitality businesses that have successfully implemented environmental and social responsibility initiatives
    - Highlighting the strategies used in the industry and the outcomes achieved
- **Measuring and Reporting Progress:**
    - Introducing tools and metrics for measuring the impact of environmental and social responsibility initiatives
    - Exploring how to communicate progress to stakeholders effectively

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Knowledge Area 4: Digital Interventions for Sustainable Hospitality

Trainees will learn about:

- **Technology and Sustainability;**
    - Exploring the intersection between technology and sustainability
    - Illustrating how digital tools can enhance eco-friendly practices within the hospitality industry
- **Smart Technologies and Financial Considerations;**
    - Discussing a range of smart technologies that optimize energy use, reduce waste, and enhance overall sustainability across the entire hotel premises
    - Gaining insights into the initial investment, maintenance costs, and long-term financial benefits associated with these technologies
- **Digitalisation of Business Processes;**
    - Exploring how the digitalisation of various business processes, including booking, customer service, and inventory management, can contribute to operational efficiency and sustainability
- **Future Trends;**
    - Discussing emerging digital trends and innovations that have the potential to further transform sustainability in the hospitality sector
    - Becoming prepared for future opportunities and challenges

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Knowledge Area 5: Implementing Sustainability Tools in Hospitality

Trainees will learn about:

- **Energy Efficiency;**
    - Exploring ways to reduce energy consumption and improve energy efficiency across the hotel premises
    - Discussing the implementation of energy-saving technologies and practices
- **Waste Management;**
    - Addressing strategies to lower waste production and enhance waste management
    - Exploring recycling initiatives and the reduction of single-use plastics
- **Water Conservation;**
    - Diving into practices that focus on reducing water consumption and improving water management
    - Exploring technologies and practices for water recycling and conservation
- **Society and Social Inclusion;**
    - Discussing the role of hospitality in promoting social inclusion and community engagement
    - Exploring initiatives that support local communities and promote diversity and inclusion
- **Implementation Strategies;**
    - Providing a roadmap for integrating these sustainability practices into daily operations
    - Discussing the challenges and solutions associated with transitioning to more sustainable practices

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Knowledge Area 6: Developing and Maintaining a Sustainability Culture

Trainees will learn about:

- **Employee Engagement;**
    - Strategies to educate and involve staff in sustainability initiatives
    - Ongoing training and awareness programs to enhance employee participation
- **Organizational Culture;**
    - Integrating sustainability into the organization's core values and operations
    - The role of leadership in fostering a culture of sustainability
- **Guest Involvement;**
    - Methods to engage guests in the hotel's sustainability efforts
    - Communication strategies to inform and involve guests

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Knowledge Area 7: Assessment and Continuous Improvement of Sustainability Practices

Trainees will learn about:

- **Sustainability Audits;**
    - Techniques for conducting internal audits to assess current sustainability practices
    - Identifying areas of improvement and compliance with sustainability standards
- **Key Performance Indicators (KPIs);**
    - Establishing and utilizing KPIs to measure sustainability performance
    - Analyzing data to inform decision-making and strategy development.
- **Continuous Improvement;**
    - Implementing feedback loops for ongoing assessment and enhancement of sustainability initiatives
    - Adapting practices to emerging trends, technologies, and regulatory requirements
- **Stakeholder Engagement;**
    - Involving employees, guests, and partners in the assessment process
    - Utilizing feedback to refine and enhance sustainability practices
- **Reporting and Communication;**
    - Strategies for transparent reporting of sustainability performance
    - Communicating achievements and improvements to stakeholders and the public

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D.a. HOSPECO VET Course Training Material: Details

The HOSPECO Training Material allows for blended, physical or digital delivery depending on the circumstances. The Training Course consists of a total of 7 Training Modules, covering the 6 Identified Knowledge Areas:

- **Module 1:** Fundamentals of Sustainability in Hospitality
- **Module 2:** Transition from Traditional Leadership to Sustainability Leadership
- **Module 3:** Environmental and Social Responsibility in Hospitality
- **Module 4:** Digital Interventions for Sustainable Hospitality
- **Module 5:** Implementing Sustainability Tools in Hospitality
- **Module 6:** Developing and Maintaining a Sustainability Culture
- **Module 7:** Assessment and Continuous Improvement of Sustainability Practices

Each HOSPECO Training Module, includes 2-3 exercises that will test the knowledge and skills of learners.

Each HOSPECO Training Module, includes a corresponding PowerPoint Presentation and Trainer Guide. Specifically:

- **The HOSPECO Module PowerPoint Presentations (or Slide Decks)** contain images and text designed to introduce learners to the key learning points of their corresponding Modules during Training Sessions.
- **The HOSPECO Module Trainer Guide** acts as a Training Guide for Trainers and they contain the 'narrative' of presenting each Module. Furthermore, the Trainer Guides include examples of exercises and group activities, questions that should be asked during the trainings and more.
- **The HOSPECO Training Assessment Tools:**

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i. **Learner Assessment Tool:** The HOSPECO VET Course has a tailored Self-Assessment Tool, which allows learners to self-assess their learning needs in order to be able to prioritise the Modules they need to study based on their understanding of the topics covered in the modules. The Assessment Tool can be found in the Annexes.

ii. **Training Session Assessment Tool:** This tool gives Trainees the opportunity to evaluate their experience of participation in HOSPECO Trainings. The Assessment Tool can be found in the Annexes.

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Tables: HOSPECO Course Module Descriptions

Module 1: Fundamentals of Sustainability in Hospitality

Module 1 Aim			Module 1 aims to introduce learners to the concept Sustainability in Hospitality, by its key principles and aspects.	
Learning Outcome		**Assessment Criteria**		**Content**
1	Definition of Sustainability	1.1	Comprehension of the Definition of Sustainability	• The definition of Sustainability in Business, focusing on the Hospitality Sector • Brief introduction to the definition of social responsibility (CSR) (more details in Module 3) • Brief Introduction to the definition of environmental sustainability (more details in Module 3) • Global market trends (customer trends and preferences, Hospitality organisations' trends and practices to match trends) • Description of General EU Sustainability Regulations (social and environmental) • EU Sustainability Targets • Resource Management toward sustainability
		1.2	Comprehension of the concept of social sustainability	
		1.3	Comprehension of the concept of environmental	
2	Knowledge on Global Trends	2.1	Comprehension on the impact of global market trends in Hospitality	
3	Knowledge on the Regulatory Landscape	3.1	Comprehension of EU Sustainability Regulations	
		3.2	Comprehension of strategies to implement regulations and dedicate resources without impacting performance	

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Module 2: Transition from Traditional Leadership to Sustainability Leadership

<table>
<tr><td colspan="2">Module 2 Aim</td><td colspan="2">Module 2 aims to educate learners so they can acquire the skills and knowledge that will help them transition their leadership practices and approach toward sustainability</td><td></td></tr>
<tr><th colspan="2">Learning Outcome</th><th colspan="2">Assessment Criteria</th><th>Content</th></tr>
<tr><td>1</td><td>Understanding Leadership Styles</td><td>1.1</td><td>Comprehension of Leadership styles and their impact in the sustainability mindset of people</td><td rowspan="5">• Presentation and overview of traditional leadership styles in hospitality
• The impact of effective leadership styles
• Introducing sustainability leadership
• Key differences between sustainability and traditional leadership
• Strategies for transitioning from traditional to sustainability leadership
• Sustainability leadership soft skills
• Managing Organizational Change.
• Strategies for managing challenges in the transition toward sustainability
• Strategies for managing opportunities that sustainability leadership brings to the hospitality sector</td></tr>
<tr><td rowspan="4">2</td><td rowspan="2">Switching to Sustainability Leadership</td><td>2.1</td><td>Understanding the Sustainability Leadership concept</td></tr>
<tr><td>2.2</td><td>Development of Sustainability Leadership soft skills</td></tr>
<tr><td rowspan="2">Identifying Challenges and Opportunities</td><td>3.1</td><td>Comprehension of strategies to manage challenges in sustainability in Hospitality</td></tr>
<tr><td>3.2</td><td>Comprehension of strategies to manage opportunities to improve in sustainability in Hospitality</td></tr>
</table>

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Module 3: Environmental and Social Responsibility in Hospitality

Module 3 Aim			Module 3 aims to educate learners on the concept of Corporate Environmental and Social Responsibility.	
Learning Outcome			**Assessment Criteria**	**Content**
1	Key Concepts of Responsibility	1.1	Ability to describe an Environmental and Social Responsibility Policy	• Core concepts of environmental and social responsibility • Definitions • Presentation of practical steps that hotels can take to integrate environmental and social responsibility into their operations • Case studies; examples of hotels and hospitality businesses that have successfully implemented environmental and social responsibility initiatives • Presentation of tools and metrics for measuring the impact of environmental and social responsibility initiatives • Communication of progress to stakeholders
2	Actionable Steps for Implementation	2.1	Comprehension of the development and implementation of an Environmental and Social Responsibility Policy	
3	Best Practices in the Industry	3.1	Awareness of best practices of implementation of Environmental and Social Responsibility Policies in the EU Hospitality Sector	
4	Measuring and Reporting Progress	4.1	Evaluating Challenges in implementing Environmental and Social Responsibility Policies	
		4.2	Policy KPIs; Monitoring and Evaluation of Achievements	

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Module 4: Digital Interventions for Sustainable Hospitality

<table>
<tr><td colspan="2">Module 4 Aim</td><td colspan="2">Module 4 will educate learners about the utilisation of digital tools and technologies that can enhance sustainability in Hospitality.</td><td></td></tr>
<tr><th colspan="2">Learning Outcome</th><th colspan="2">Assessment Criteria</th><th>Content</th></tr>
<tr><td rowspan="2">1</td><td rowspan="2">Technology and Sustainability</td><td>1.1</td><td>Awareness of Available Tools</td><td rowspan="6">The impact of technology in sustainability
Brief Presentation and Introduction of digital tools and how they can enhance sustainability (more in module 5)
Presentation of smart technologies that optimize energy use, reduce waste, and enhance overall sustainability in hospitality
Presentation of initial investments, maintenance costs, and long-term financial benefits associated with technologies
to operational efficiency and sustainability
Presentation of emerging digital trends and innovations
Identifying challenges and opportunities related to digitalisation</td></tr>
<tr><td>1.2</td><td>Comprehension of the impact of Tools, specifically to maintaining and monitoring sustainability</td></tr>
<tr><td rowspan="2">2</td><td rowspan="2">Smart Technologies and Financial Considerations</td><td>2.1</td><td>Awareness of smart technologies for sustainability in business, and specifically the hospitality sector</td></tr>
<tr><td>2.2</td><td>Ability to manage resources for acquiring tools and technologies</td></tr>
<tr><td rowspan="2">3</td><td rowspan="2">Digitalisation of Business Processes</td><td>3.1</td><td>Comprehension of the definition of digitalisation of processes</td></tr>
<tr><td>3.2</td><td>Awareness of future trends</td></tr>
</table>

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Module 5: Implementing Sustainability Tools in Hospitality

<table>
<tr><td colspan="2">Module 5 Unit Aim</td><td colspan="2">Module 5 will educate learners on enhancing the efficiency of hospitality organisations, and how they tackle challenges related to the transition toward sustainability.</td><td></td></tr>
<tr><th colspan="3">Learning Outcome</th><th>Assessment Criteria</th><th>Content</th></tr>
<tr><td>1</td><td>Energy Efficiency</td><td>1.1</td><td>Comprehension of energy reduction practices</td><td rowspan="5">• Case studies of how the digitalisation of various business processes, including booking, customer service, and inventory management, can contribute to sustainability
• Presentation of ways to reduce energy consumption and improve energy efficiency in hotels
• Presentation of strategies for waste management
• Presentation of recycling initiatives
• Presentation of practices for water management
• Presentation of technologies and practices for water recycling and conservation
• Elaboration on the role of hospitality in promoting social inclusion and community engagement
• How to create roadmap for integrating these sustainability practices into daily operations
• How to use the HOSPECO e-Tool</td></tr>
<tr><td>2</td><td>Waste Management</td><td>2.1</td><td>Comprehension of waste reduction practices</td></tr>
<tr><td>3</td><td>Water Conservation</td><td>3.1</td><td>Comprehension of water conservation practices</td></tr>
<tr><td rowspan="2">4</td><td rowspan="2">HOSPECO e-Tool Utilisation</td><td>4.1</td><td>Comprehension of the role of hospitality in promoting social inclusion</td></tr>
<tr><td>4.2</td><td>Comprehension of how address challenges related to sustainability transition</td></tr>
</table>

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Module 6: Developing and Maintaining a Sustainability Culture

<table>
<tr><td colspan="2">Module 6 Aim</td><td colspan="2">Module 6 aims to educate learners on how they can involve staff and guests in hospitality, in order to enhance their sustainability practices</td><td></td></tr>
<tr><th colspan="3">Learning Outcome</th><th>Assessment Criteria</th><th>Content</th></tr>
<tr><td rowspan="2">1</td><td rowspan="2">Understanding how organizational culture enables Staff Involvement in sustainability</td><td>1.1</td><td>Comprehension of how to involve staff in sustainability practices</td><td rowspan="4">• Strategies to educate and involve staff in sustainability initiatives
• Ongoing training and awareness programs to enhance employee participation
• How to motivate and incentivize staff to participate
• How to integrate sustainability into the organization’s core values and operations
• Presentation of the role of leadership in fostering a culture of sustainability in the hotel and in the community
• Presentation of methods to engage guests in the hotel’s sustainability efforts
• Presentation of Communication and marketing strategies to inform and involve guests</td></tr>
<tr><td>1.2</td><td>Comprehension of how to enhance the participation of staff (training, motivators)</td></tr>
<tr><td rowspan="2">2</td><td rowspan="2">Understanding how organizational culture enables Guest Involvement in sustainability</td><td>2.1</td><td>Comprehension of how to involve guests in sustainability practices</td></tr>
<tr><td>3.2</td><td>Comprehension of how to enhance the participation of guests (marketing, motivators)</td></tr>
</table>

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Module 7: Assessment and Continuous Improvement of Sustainability Practices

<table>
<tr><td colspan="2">Module 7 Aim</td><td colspan="2">Module 7 aims to educate trainees on how to establish, monitor and evaluate KPIs for the continuous improvement of their sustainability practices, and how to involve stakeholders in the evaluation process.</td><td></td></tr>
<tr><th colspan="2">Learning Outcome</th><th colspan="2">Assessment Criteria</th><th>Content</th></tr>
<tr><td>1</td><td>Sustainability Audits;</td><td>1.1</td><td>General knowledge about the aspects of Sustainability Audits; targets, monitoring and evaluation</td><td rowspan="4">• Practices of internal sustainability audits
• How to identify areas of improvement
• Establishing and utilizing KPIs
• Analyzing data to inform decision-making
• Implementing feedback loops for ongoing assessment
• Emerging trends, technologies, and regulations
• Involving employees, guests, and partners
• Utilizing feedback
• Transparency
• Communicating achievements</td></tr>
<tr><td rowspan="2">2</td><td rowspan="2">Key Performance Indicators (KPIs);
Continuous Improvement</td><td>2.1</td><td>Ability to establish and monitor sustainability KPIs</td></tr>
<tr><td>2.2</td><td>Ability to identify areas of improvement for compliance with sustainability standards and implement action plans</td></tr>
<tr><td>3</td><td>Stakeholder Engagement in the assessment process</td><td>3.1</td><td>Comprehension of the concept of feedback loops and effective strategies of implementation</td></tr>
</table>

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E. HOSPECO VET Training Course Specification

1. VET Course Objectives

- To train VET Educators and Hospitality management on the concept of sustainability in Hospitality, how to implement sustainability practices, how steer the culture of their organisation toward sustainability and how to use relevant tools such as the HOSPECO e-Tool in their day-to-day work.
- To include training components that support Blended, Physical and fully Digital Delivery Methods.
- To provide VET Educators with trainer guides, that will assist the delivery of HOSPECO-themed training courses.

2. Course Target Groups/Trainee Profile

The target groups of the HOSPECO VET Training Course are:

- VET Providers who are involved in education of Hospitality Management
- Hospitality Management, responsible for implementing innovations and practices in hotels

More specifically, the HOSPECO VET Course is useful for learners who:

- Are interested in learning more about environmental and social sustainability in hospitality
- Are engaged in the education and professional development of Management, particularly Hospitality Management
- Are interested in enhancing the Social and Environmental Sustainability of the European Hospitality Sector

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G. ANNEXES

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Annex 1.

Self-Assessment Tool for Learners

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Using the HOSPECO Self-Assessment Tool

Step 1: The HOSPECO Self-Assessment Tool includes 28 statements and a corresponding grid for scoring them.

Step 2: Dedicate a few minutes of self-reflection and score* each statement between 1 and 4, based on your knowledge and comprehension of the topic in each statement using the following scale:

Score 1 =	**No knowledge and comprehension**
Score 2 =	**Limited knowledge and comprehension**
Score 3 =	**Good knowledge and comprehension**
Score 4 =	**Extensive knowledge and comprehension**

***Note:** You should enter your score in the **bold cell in each column**, as seen in the example below:

Statement	A	B	C	D	E	F	G
7. Smart technologies for sustainability in the hospitality sector				**2**			
8. Energy utilisation reduction practices					**1**		
9. Involvement of staff in sustainability practices						**4**	

Step 3: Complete scoring the statements in the **bold cells** on the grid. Make sure that all **bold cells** have a score number.

Step 4: Add up your score for each column and write the total column score in the **bottom cells** of the grid marked '**Total Scores'**. **The maximum score you can have in the Total Score cells for any column is '16' and the minimum is '4'.**

Step 5: Transfer your **Total Scores** to the Assessment Results Page to identify which of the HOSPECO learning modules and training materials will be the most relevant to meet your learning needs.

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Score each one of the following statements, on a scale between 1 and 4:

Statements	A	B	C	D	E	F	G
1. The definition of Sustainability (Environmental and Social Responsibility)							
2. Leadership styles and their impact in the sustainability mindset							
3. Environmental and Social Responsibility Policy							
4. Smart technologies for sustainability in the hospitality sector							
5. Energy utilisation reduction practices							
6. Involvement of staff in sustainability practices							
7. Internal Sustainability Audits; targets, monitoring and evaluation							
8. The impact of global market trends in Hospitality							
9. Acting as a leader to inspire staff to engage in sustainability							
10. Development and implementation a Sustainability Policy							
11. Management of resources for acquiring tools and technologies							
12. Waste reduction practices							
13. Enhancing the participation of staff in sustainability practices							
14. Establishing and monitoring of sustainability KPIs							
13. EU Sustainability Regulations							
16. Strategies to manage challenges in sustainability in Hospitality							
17. Evaluating Challenges in implementing Sustainability Policies							
18. Digitalisation of processes							
19. Water conservation practices							
20. Involvement of guests in sustainability practices							
21. Identifying improvement areas for compliance with sustainability standards							
22. Strategies of compliance with EU sustainability regulations							
23. Managing opportunities to improve in sustainability in Hospitality							
24. Sustainability Policy KPIs; Monitoring and Evaluation of Achievements							
25. Knowledge of future trends							
26. Addressing challenges related to sustainability transition							
27. Enhancing the participation of guests in sustainability practices							
28. Utilisation of feedback							
Total Column Score							

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Assessment Results

Enter your scores into the table below, which will help you determine which HOSPECO Modules you should prioritise:

Score	Module	Module Content
A =….	Module 1: Fundamentals of Sustainability in Hospitality	Module 1 aims to introduce learners to the concept Sustainability in Hospitality, by its key principles and aspects.
B =….	Module 2: Transition from Traditional Leadership to Sustainability Leadership	Module 2 aims to educate learners so they can acquire the skills and knowledge that will help them transition their leadership practices and approach toward sustainability
C =….	Module 3: Environmental and Social Responsibility in Hospitality	Module 3 aims to educate learners on the concept of Corporate Environmental and Social Responsibility
D =….	Module 4: Digital Interventions for Sustainable Hospitality	Module 4 will educate learners about the utilisation of digital tools and technologies that can enhance sustainability in Hospitality.
E =….	Module 5: Implementing Sustainability Tools in Hospitality	Module 5 will educate learners on enhancing the efficiency of hospitality organisations, and how they tackle challenges related to the transition toward sustainability.
F =….	Module 6: Developing and Maintaining a Sustainability Culture	Module 6 aims to educate learners on how they can involve staff and guests in hospitality, in order to enhance their sustainability practices
G =….	Module 7: Assessment and Continuous Improvement of Sustainability Practices	Module 7 aims to educate trainees on how to establish, monitor and evaluate KPIs for the continuous improvement of their sustainability practices, and how to involve stakeholders in the evaluation process.

Score Table	
1– 5 points in any column	It is recommended that you complete the corresponding modules as this will provide you with basic understanding of the topics covered
6 – 11 points in any column	You will strengthen your knowledge and understanding in the topics covered by the corresponding modules.
12 – 16 points in any column	You will find the modules are a practical way of refreshing your knowledge and understanding of the module topics.

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Annex 3.

HOSPECO Training Course

Evaluation Form

Location:

Date:

Evaluator:	

1. What did you like about the module content?

2. What do you think can be improved about the module content?

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3. What did you like the HOSPECO e-Tool?

4. What do you think can be improved in the HOSPECO e-Tool?

5. Please rate the following statements using a scale from 'Totally Disagree' to 'Totally Agree'

	Totally disagree	Somewhat disagree	Neutral	Somewhat agree	Totally agree
The HOSPECO Modules are an effective learning resource about sustainability education					
The HOSPECO Modules contain clear information about the topics covered					
The HOSPECO e-Tool is practical and can be easily used by Hospitality Managers					
The HOSPECO Training Material is based on relevant theory and practices					

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6. Would you like to make any final comments on the HOSPECO Training Materials or e-Tool?

Thank you!

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