

NEWSLETTER #1

About InterCultural Hotel and its progress so far



InterCultural Hotel

What is the project about?

InterCultural Hotel project is going to develop a new, innovative intercultural training framework for the hospitality sector that would fit the actual needs of the hospitality professionals. The new intercultural training will be developed to prepare them for surprises that can arise in an intercultural situation and make sure they obtain intercultural awareness.

The hospitality and tourism industry is known for its culturally diverse workplaces and companies. However, research has shown a lack of proper training for industry managers and employees to overcome the many challenges of communication in intercultural settings. Therefore, the InterCultural Hotel project is now here to develop a new, innovative intercultural training framework for the hospitality sector that would fit the actual needs of the hospitality professionals. The new intercultural training will be developed to prepare them for surprises that can arise in an intercultural situation and make sure they obtain intercultural awareness.





The lack of effective intercultural training has slowed down:

- The improvement of relations between individuals from different cultures at hotel workplaces
- The improvement of services provided to international guests



What will be InterCultural Hotel's results?

All about what has been done so far and upcoming results

Result #1 - Needs analysis for prototype of teaching material & training methodology

At the moment we work very hard to finalise this result, which means that we almost have the three critical incident prototypes for each of these hotel departments:

- Front desk
- Food & beverage
- Housekeeping
- Management

These prototypes will be based on survey responses amongst hotel staff and hotel guests in all partner countries (Ireland, Cyprus, Poland, Greece, The Netherlands, Bulgaria, Lithuania, Italy and Slovenia).

All partners have contributed to the outcomes of these result under coordination of our Cypriot partners DEKAPLUS, the University of Nicosia and our Irish partner MTU.

Result #2 - Targeting languages and localisation/contextualisation

This result will provide basic key words/phrases in Chinese and Russian for the relevant fields of hospitality, as the number of visitors from these countries is on the rise. In addition to that, relevant cultural information about the visitors from these two countries (China and Russian Federation) will be offered.

Result #3 - InterCultural Hotel Training Modules (web and mobile)

One of the biggest highlights will be the use of virtual, 360 scenes shot with a special camera that will create (simulate) a real workplace.

Result #4 - Improvement of teaching materials

The results of the project will be tested by target group representatives. All feedback will be duly noted and integrated.



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Our meetings are a huge success!

We already had two face-to-face meetings in Italy and in Poland

1st meeting in Italy

In the beginning of December 2021, all partners met for the first time to discuss the InterCultural Hotel project and everything related in order to ensure the project creates a great impact. All the project results to be developed, were discussed and specifically the first project result - *Needs analysis for prototype of teaching material & training methodology*.

Also, the identified project management issues were discussed in order to have a smooth project collaboration and process overall.



2nd meeting in Poland

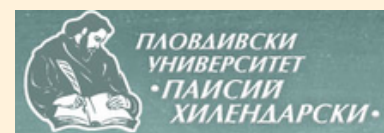
Quite recently, in mid-June 2022, there was the second face-to-face meeting for InterCultural Hotel and it was a very productive one, as we have made a lot of decisions and set tasks in order to create very good prototypes for the hotel staff. Other project results were also discussed more thoroughly than before. For example, one of the questions which needed the contribution of all partners, and especially the 3rd result leading partner CWEP, was *how to combine our critical incidents with 360 degree photos?*

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