

NEWSLETTER #2

What have we been up to with the InterCultural Hotel project?



InterCultural Hotel

What has been done so far?

Finalizing the needs analysis for our [first result](#), we involved InterCultural Hotel's target group (hotel guests and staff) in order to specify the most significant intercultural challenges in the hospitality sector in all partner countries. The collected data was used to illustrate a more comprehensive overview of each partner country and develop a list of the most common intercultural critical incidents in the hospitality sector. Three prototypes were created for each of the following hotel departments:

- Front desk
- Food & beverage
- Housekeeping
- Management

All of these prototypes include dialogues which serve as examples of possible intercultural challenges in the hospitality sector.

For our [second result](#), we have asked feedback from the target group on the developed critical incidents through an online survey and interviews. We have also analyzed our countries' customs and etiquette, based on the feedback from both analyses. We have re-examined the incidents and proceeded with the contextualization and localization. We are now in the process of translating the critical incidents into Bulgarian, Dutch, Greek, Italian, Lithuanian and Slovenian. Keep an eye on our Facebook and our website for the final result!





Quotes from the guests and staff surveys

"There should be more communication between services in the hotel" (hotel guest from Ireland)

"We once had an Arabian princess checking in, and eating at the hotel bar. We were kindly asked not to look her in the eyes while communicating." (hotel staff member from Slovenia)

What will be InterCultural Hotel's next steps?

What can you expect from us in the future?

Result #2 - Targeting languages and localisation/contextualisation

This result will also provide basic key words/phrases in Chinese and Russian for the relevant fields of hospitality, just as relevant cultural information about the visitors from these two countries (China and Russian Federation). At the moment the partner responsible for these result outcomes, University of Plovdiv, has been working on them. They shared their initial ideas and samples of materials that their team is already working on.

In addition to that, in January 2023 part of the University of Plovdiv team, which is specialised in Chinese, met in Belgrade with colleagues from the Confucius Institute and presented them with the project results so far. Besides dissemination, this meeting was important in terms of discussing the possibility to use the expertise of the specialists from the Confucius Institute in Belgrade for feedback and ideas while developing the Chinese part of the training materials.

InterCultural Hotel project was also presented during the annual Slavic Forum at the University of Belgrade in January 2023. Part of the participants there, who have experience in hospitality working with Russian guests gave their opinions and shared their observations in the survey organised by the partners from University of Plovdiv in order to gather ideas while starting to work on the Russian training materials.

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

Working on creating our virtual, 360 degrees scenes shot with a special camera that will create (stimulate) the real workplace, here is a sneak peak of our work so far.



At the same time, partners are progressing on the environments for the training modules that will be accessible online not only through a PC but also through a mobile phone.

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. The first phase of the testing will be happening soon in Limassol, Cyprus! You can read more about it on the next page.



University of Plovdiv at University of Belgrade



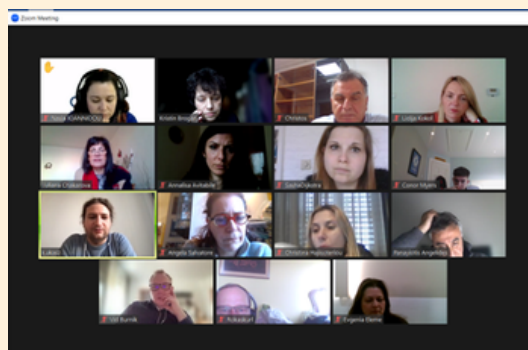
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Online meetings and upcoming training activities in Cyprus!

A glimpse on our online meetings and our upcoming training in Cyprus for testing our materials

Our online meetings are a success!

As the physical meetings don't take place regularly, luckily, each month the Intercultural Hotel partnership has online meetings to discuss the progress of the project and check what needs to be done to eventually provide the target groups with great materials! Although held remotely, those monthly meetings have been very effective, giving the consortium the opportunity to share ideas, re-set priorities and plan activities on a regular monthly basis.



Training activities in Limassol, Cyprus

In the second half of May the selected expert trainers will be able to test our training modules and the online tools (web based version and mobile app) from the third project result. The training content will be focused on the Reception, Food and Beverage, Housekeeping and Management areas of the hotel industry. There will also be a specific focus on testing the Chinese and Russian materials. The testing participants will verify the efficiency level of the materials created, but also the dynamics of the web and mobile application developed. After the improvements based on their feedback, the materials will be translated in the national languages and piloted within the project's target group.

Want to know more about InterCultural Hotel?

Check our [website](#)

and our [Facebook](#)



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