

NEWSLETTER #3

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



InterCultural Hotel

Welcome to the 3rd newsletter of InterCultural Hotel!

We're very happy to send you an update regarding all the developments in the InterCultural Hotel project. In this newsletter you will find the most important developments in the project. The most exciting activity of the last half year has of course been the international training in Cyprus. You can read more about this training on the last page of this newsletter!

Remember that we talked about the prototypes describing critical incidents where cultural differences played a role? These are part of our first result, and have been finished in the last months. The Bulgarian, Dutch, Greek, Italian, Lithuanian and Slovenian versions can be found soon on the platform.

Besides these prototypes, also extra cultural information on Russian and Chinese tourists has been developed and translated in the last months. And probably you will not be surprised, these can be found on the platform soon too! :)

The 360-degree pictures have been finalised and partners have put even more information and more tips into the pictures.

In short, you already get the feeling: it's time for your contributions! The method for testing has been prepared and as soon as the platform is online in all partner languages, we invite you to take a look and give us your honest opinions! :)





"Intercultural skills do not require to know with which culture you're dealing at the moment, but being understanding and flexible enough to deal with any culture" (expert in intercultural skills from the Netherlands)

What will be InterCultural Hotel's next steps?

What can you expect from us in the future?

Result #2 - Targeting languages and localisation/contextualisation

Our partners from Plovdiv university developed language teaching materials in Chinese and Russian (with their translation into English) including basic key words and phrases as well as socio-cultural information about the visitors from these two countries to be utilised by hotel staff members (owners, managers and employees).

In June, the materials, as well as the concept of the InterCultural Hotel project were presented at the Chinese Ambassador Grant Award Ceremony held in the impressive Sofia University aula and attended also by the Bulgarian Minister of Education and Science, the rectors of the leading Bulgarian universities, the directors of Confucius institutes across Bulgaria, teachers and students of Chinese, etc.

Just as the other elements of this project result, the materials are currently being translated and soon you will be able to find them online. Keep an eye on our Facebook page and website and let us know what you think!



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 (simulate) the real workplace, here is another sneak peak of our work so far.



The partners have been working on more tips in the situations sketched in on the platform, to make more use of these amazing pictures. The training modules are currently being translated, so it will not take long before you will be able to check them out online!

Result #4 - Improvement of teaching materials

After finalising the online training modules and the mobile app, InterCultural Hotel partners will devote the upcoming months to piloting activities. Following a specific methodology developed by the Italian partner, this testing phase will involve at least 20 representatives of the target group in each country of the partnership, and it will be a great opportunity to further increase the quality of our final products, verifying their impact on Hospitality and Tourism professionals, as well as on other relevant stakeholders. The received feedback will then be gathered in a general report that will be used to implement any necessary changes or improvements.



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Our training activity in Cyprus!

A glimpse on our training in Cyprus for testing our materials



Training results

During the training in Cyprus it appeared that all of the participants were satisfied with what has been done so far. Most valued aspects were the varied aspects that are covered, very clear information, many details and the use of 360-degree technology. The training revealed that stereotyping is around the corner, we have to be cautious of that. The quizzes and final tests also needed a final touch. All has been done and you can expect final versions on the platform very soon. Keep an eye on our Facebook and website for updates!



Training activities in Limassol, Cyprus

We are thrilled to share the successful execution of our recent training activity in the picturesque city of Limassol, Cyprus.

The event was graced by experts from different fields relevant to the project, who rigorously tested our latest training modules and online tools, including our new web-based version and mobile app. Their invaluable insights and constructive feedback are currently being incorporated into our offerings to enhance user experience and effectiveness. This significant milestone underscores our commitment to continuous improvement and delivering high-quality, innovative training solutions.



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