



## REPORT ON DISSIMINATION EVENT IN PARIS

### HOTEL ACADEMY

*Project funded by the European Commission within the ERASMUS+ programme under the agreement n° 2019-1-FR01-KA202-063097*

#### **Deliverable D7.2 – Version I**

<b>Type of Activity</b>		
<b>IO</b>	Intellectual Output	
<b>A</b>	Project Management and Implementation	
<b>M</b>	Transnational Project Meeting	
<b>E</b>	Multiplier Event	<b>X</b>

<b>Nature of the deliverable</b>		
	Feedback from participants	<b>X</b>
	Direct effect on participants and project partners	
	Practical & reusable resources for the practitioners	
	Research material bringing forward the reflexion in the sector	
	Community building tools	
	Partnerships and Cooperation	
	Dissemination material	
	Organizational and working documents	<b>X</b>

<b>Dissemination Level</b>		
<b>PU</b>	Public	<b>X</b>
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	

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The project runs from September 1<sup>st</sup>, 2019 to December 31<sup>st</sup>, 2021 (28 months), it involves 4 partners (MANZAVISION, France; MBA ESG, France; European University Cyprus, Cyprus; Fach-Hochschule Dresden, Germany) and is coordinated by Manzavision.

### **List of participants**

<b>Participant No*</b>	<b>Participant organisation name</b>	<b>Acronym</b>	<b>Country</b>
1 (coordinator)	Manzavision	MZV	France
2	MBA ESG	ESG	France
3	European University Cyprus	EUC	Cyprus
4	Fachhochschule Dresden	FHD	Germany

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### **Abbreviations**

VR: Virtual Reality

## I INTRODUCTION

### I.1 PARIS MULTIPLIER EVENT – ORGANISATION AND IMPLEMENTATION

The second multiplier event of Hotel Academy was planned to take place at the premises of MBA in Paris, France. Fortunately, the situation of COVID-19 helped the consortium to organise a physical event. The purpose of the event was to introduce the project and its nature, to present the first results, but also, given the current crisis, to analyse the project's significance and application during and post COVID-19 period through the mass testing phase.

The link of the website where information regarding the event can be found is: <https://www.erasmus-hotelacademy.com/post/come-join-us>.

#### I.1.1 Organisation

The online event was organised by MBA with the help and contribution of all partners. The event was held on Tuesday 7th December 2021 from 9.30 (CET)/10.30 (Cyprus) till 3.30 (CET)/4.30 (Cyprus). The event was structured into four main thematic areas:

Start	End	Duration	Partner	Tasks
9:30	10:00	30 min	ALL	REGISTRATION
10:00	10:20	20 min	ESG MZV	<ul style="list-style-type: none"> <li>Welcome</li> <li>Introduction to the project</li> </ul>
10:20	10:50	30 min	ESG FHD	<ul style="list-style-type: none"> <li>Use cases testing feedbacks and measurements</li> </ul>
Coffee break				
11:00	11:30	30 min	FHD	<ul style="list-style-type: none"> <li>Results analysis and framework validation</li> </ul>
11:30	12:00	30 min	MZV	<ul style="list-style-type: none"> <li>Professional metaverse</li> </ul>
Lunch break				
1:00	3:00	120 min	ALL	<ul style="list-style-type: none"> <li>Workshop to experience the VR application &amp; Roleplay scenario in real life</li> </ul>
<b>3:30 Event closing</b>				

#### I.1.2 Implementation of the event

The event was split in three rooms: (a) an Amphitheatre, (b) one meeting room, (c) one second test room. Three moderators and one IT technician were responsible for the smooth implementation of the event.

Initially, an introduction of the event was initiated by ESG's Hospitality Dean Pierre Chevallier, followed by a welcome speech and a presentation of the school. Then, an overview of the project by Manzalab, followed by a presentation of the Use cases testing feedbacks and measurements (Maik Arnold and Stefan Jung, FHD) were demonstrated. After a coffee break, another presentation by FHD on the project's Results analysis and framework validation was employed, followed by a keynote speech by Clément Merville, Manzalab, about the Metaverse concept and how professional metaverses could improve our quality of life at work.

The event proceeded after a lunch break with a VR testing session including professionals and students. Due to time constraints, a limited number of participants were able to test the VR application: 6 professionals and 15 students from MBA ESG and a parent Tourism program. Three groups played two scenarios chosen in advance. In addition, the rest of the audience had the opportunity to be connected in the amphitheatre with each room and view the experiment and test live.

### **1.1.3 Event Participants**

Specifically, the following people actively participated at the event:

- (a) Moderator: Pierre CHEVALLIER
- (b) Introduction of Hotel Academy: Jazmin Zaraik, Manzalab, France
- (c) Use cases testing feedbacks and measurements: Maik Arnold and Stefan Jung, FHD, Germany
- (d) Results analysis and framework validation: Maik Arnold and Stefan Jung, FHD, Germany
- (e) Presentation on the Professional Metaverse: Clément Merville, Manzalab, France
- (f) Workshop: Nuno Santos and two IT assistants from MBA ESG IT Team, with the help of Maik Arnold and Stefan Jung, FHD, Jazmin Zaraik and Lynda Chitti, Manzalab, France

### **1.1.4 Audiences and attendance**

The online event targeted various audiences representing international hotel managers and students from two schools and two academics (Parisian Tourism University) as well as the general public.

Overall, 82 people participated in the event. From them, 37 were members of the partner organisations while 45 participants were people from other organisations. Regarding the nationality of the participants, the majority were from France, Germany, Cyprus (countries of the partner organisations).

Finally, as far as the activity of the participants is concerned the majority were students, academics and educators, students professionals (mostly in tourism and hospitality), students employed in the industry as apprentice, as detailed below:

- Students: 66
- Professionals: 8 hotel General managers and hotel group executives
- Education: 7 (French University, Partners: FHD, EUC)
- Others: 1 (French Ministry of Tourism representant)

## **1.2 PARIS MULTIPLIER EVENT – QUESTIONNAIRE RESULTS**

The organising team of the multiplier event prepared a short questionnaire in order to register the experience as well as the views of the participants from the event and its organisation as well as the

program itself. Overall, 42 people participated in this survey and a summary of the results is presented below. The consortium used the same questionnaire as the online Cyprus multiplier event.

### 1.2.1 Opinions about the project

The respondents were asked to rate their opinion for a series of statements regarding the program (**Table I**). Overall, the majority agrees that the project could be an innovative way to be incorporated into the education world of hospitality industry and in academic institutions.

**Table I** Could you please state your level of agreement for the following statements? (Number of people per each response)

A/A	Statement	Strongly Agree	Agree	Neutral
1	The proposed set of digital tools is an innovative way in the education for hospitality and tourism themes.	17	23	2
2	The proposed set for digital tools suggested could address the contemporary challenges of the tourism and hospitality industries.	15	16	10
3	The proposed set of digital tools can be easily integrated into the regular practices in the tourism and hospitality industries.	6	19	9
4	The proposed set of digital tools allow trainees to develop different roles in the hotel industry with efficiency.	17	17	5
5	The proposed set of digital tools could be considered a competitive advantage for professionals in the tourism and hospitality industries.	14	19	10

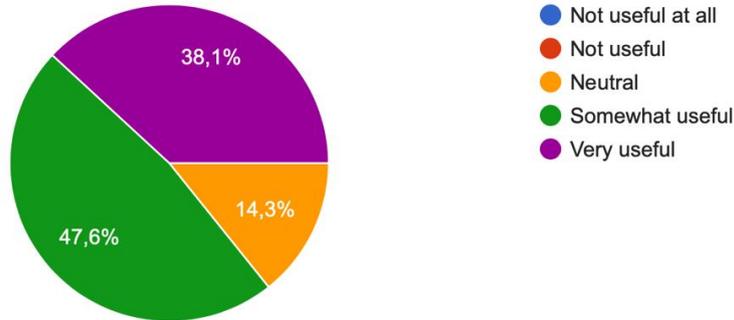
### 1.2.2 Evaluation of the project's content

The respondents were asked to evaluate the content of the project presented. Overall, the majority finds the content of the project presented very useful (**Figure I**).

**Figure I** Evaluation of the project's content.

2. How do you evaluate the content of the project presented?

42 réponses



85% of the participants agreed upon the project presentation. The technical and testing experience fully satisfied the audience.

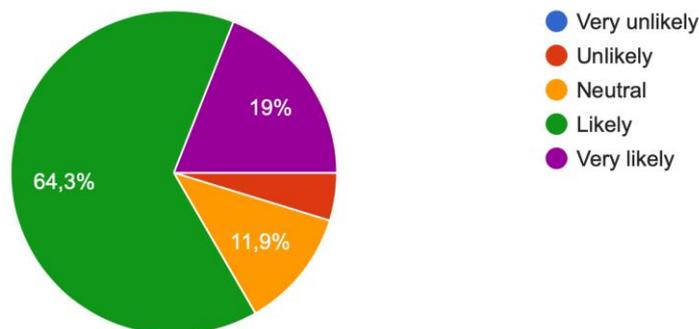
1.2.3 Recommendation and organisation of the event

The majority of the respondents would recommend this event to friends and relatives: 84% (Figure 2). The same is also valid regarding the organisation of the event.

Figure 2 Recommendation of the event

4. How likely is that you recommend this event to a friend or a colleague?

42 réponses

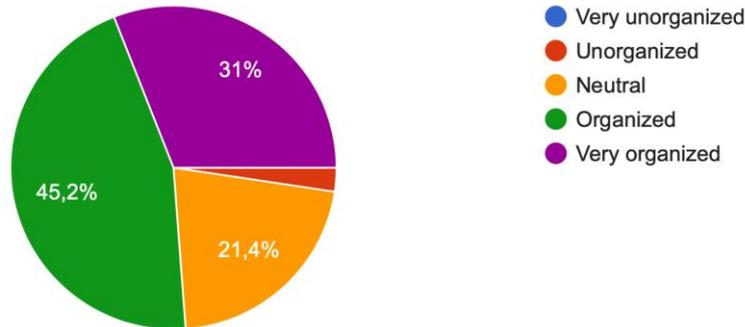


This kind of experiments brings an 84% satisfaction upon 42 participants.

Figure 3 Organisation of the event

## 5. How did you find the organization of the event?

42 réponses



### I.2.4 Satisfaction from the event

Respondents were asked to state their level of satisfaction from the event regarding a series of specific event items (**Table 2**). Overall, respondents were satisfied from the event.

**Table 2** Satisfaction from the event

A/A	Statement	Very Satisfactory	Satisfactory	Neutral
1	Program	11	25	5
2	Date and time	14	20	8
3	Speakers	23	14	4
4	Duration	8	18	14
5	Discussion	10	25	6
6	Workshop/themes/ quality	14	19	8

### I.2.5 Experience from the event and overall rating

In an effort to analyse the derived experience of participants from the event, they were asked to rate a series of relevant statements (**Table 3**). From the table it appears that more information needed to be communicated regarding the theme of the event beforehand, one more time after the Cyprus experiment. Overall, the event was very good to excellent.

**Table 3** Experience from the event (42 answers)

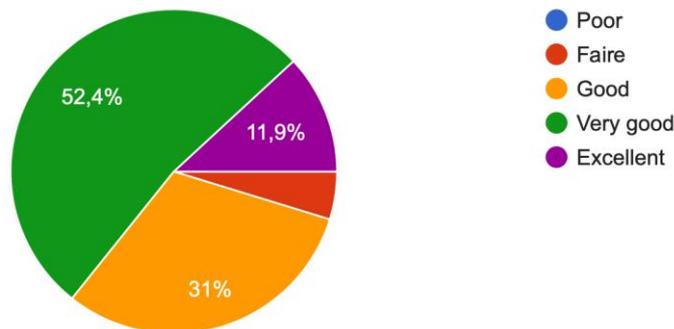
A/A	Statement	Strongly Agree	Agree	Neutral	Disagree
1	Prior the event, I gathered all the information I needed about the theme of the event.	4	14	14	10
2	The event was well promoted.	5	18	11	8
3	I gathered Information regarding the new trends in tourism and hospitality.	6	30	5	2
4	I learned about the incorporation of virtual reality on hospitality's operations.	16	22	4	0

The overall satisfaction regarding the event experience, opens new perspectives for vocational or academic training.

**Figure 4** Overall rating

8. Overall, how would you rate this event?

42&nbsp;réponses



The event was rated far over the average (94%). The innovative tools: VR and “real scenarios” drawn from daily operations gave opportunities to students and academic teams to compare their experiences. Professionals agreed upon the new way of offering vocational training to their operations teams.

### 1.2.6 Event’s weaknesses and strengths – Recommendations

- Duration of the online event

The event was planned from 10.00 am to 03:00 pm, with several breaks (coffee / lunch).

According to the responses and the overall feeling from the event, an important strength was its duration and various sequences: Consortium and feedback presentation (Manzalab), training for VR Testing, and experience instructions for a selected number of testers 20 people over 82. The test feedback was positive for those who tested the VR headsets and the audience in the amphitheatre, where most of non-testers were gathered.

- **Training the speakers**

The event was organised with the VR headsets whose configuration was prepared in advance for a beta test. Some rehearsal sessions were organized prior to the event by ESG IT and administrative team plus Manzalab IT Team. The consortium met less weakness on technical problems than on last Cyprus experiment, related to the technology. The scenarios were played in advance with three students one day before to get familiar to the interface and allowed smooth progression during the program.

None of the participants on December 7th were familiar with the use of VR headsets. Compared to the Cyprus experiment the testers encountered less technical issues during the event. The sound from the video contents we wanted to display was clear. The VR rehearsal avoided technical issues finally.

Topics linked to technical issues from former events had been analysed and monitored by the consortium and offered the opportunity to extend to an audience the tests in order to improve the scenario and modus operandi. The Cyprus event feedback gave some comments which had been solved for the Parisian Test.

- **Managing the participants**

We asked the participants to register using EventBrite platform. We could collect information from the participants and send them information about the event. It was not difficult to monitor the actual participants to the event and VR, the registration and number of testers were controlled by two coaches. They were preparing the groups before their tests.

- **Variety of attendants**

Regarding the strengths, the views of the participants and organisers are positive. The event was successful. This can also be seen by the participation rate as well as the results of the survey. Participants from various background joined: professionals from the field of hospitality and tourism but also education and students. And participants from 4 different countries joined: 75% from France and 25% foreign participants from Germany, Cyprus, India and China (students for the two last countries represent most of foreign students).

- **Sharing knowledge**

One of the outcomes of the event is that technology and digital tools are more than ever before necessary in education and training within the industries. The professional participants (hotel managers) are interested with the opportunity for vocational training sessions they tested for their front office staff. These training sessions need to be adapted to the characteristics of the Hospitality Industry (multi-sites and 24h/24h operations).

Overall, the international character of the event with the exchange of different views as well as its multicultural character appeared to be an asset of the event. Especially the variety of students and their connections to Hospitality professionals along the role play test.

## 2 CONCLUSION

This multiplier event organised by MBA ESG was successful despite the pandemic situation. For a future application, the need for a more efficient communication of the digital technology as well as a train the-trainers scheme should be planned. Overall, the event in Paris has underlined the necessity of the incorporation of new technologies in the teaching and learning environment, especially during the long COVID period and opens in addition new opportunities for vocational training in the near future for hotel professionals.