



## REPORT ON MID-TERM EVENT IN CYPRUS

### HOTEL ACADEMY

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

#### **Deliverable D7.1 – 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	
	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)	

## ACKNOWLEDGEMENT

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The project runs from September 1<sup>st</sup>, 2019 to October 31<sup>st</sup>, 2021 (26 months), it involves 4 partners (MANZAVISION, France; MBA ESG, France; European University Cyprus, Cyprus; Fachhochschule Dresden, Germany) and is coordinated by Manzavision.

### List of participants

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

## CONTENT

<b>I</b>	<b>Introduction</b> .....	<b>4</b>
I.1	Cyprus Multiplier Event – Organisation and Implementation .....	4
I.1.1	Organisation.....	4
I.1.2	Implementation of the event.....	4
I.1.3	Event Participants .....	5
I.1.4	Audiences and attendance.....	5
I.1.5	Presentations and Certificates of Attendance .....	7
I.2	Cyprus Multiplier Event – Questionnaire results.....	7
I.2.1	Opinions about the project.....	7
I.2.2	Evaluation of the project’s content .....	9
I.2.3	Recommendation and organisation of the event .....	9
I.2.4	Satisfaction from the event.....	10
I.2.5	Experience from the event and overall rating .....	10
I.2.6	Other feedback .....	11
I.2.7	Event’s weaknesses and strengths – Recommendations.....	12
<b>2</b>	<b>Conclusion</b> .....	<b>13</b>
<b>3</b>	<b>Annex I - Certificate</b> .....	<b>14</b>

### **Abbreviations**

VR: Virtual Reality

## I INTRODUCTION

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

The first multiplier event of Hotel Academy was planned to take place at the premises of EUC in Nicosia, Cyprus. Unfortunately, the situation of COVID-19 as well as the consequent series of measures in many countries (including Cyprus) necessitated for the event to be transformed from physical into an online 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.

The link of the website where information regarding the event can be found is: <https://www.erasmus-hotelacademy.com/multiplier-events>. Participants needed to register through *Eventbrite* website: <https://www.eventbrite.fr/e/multiplier-event-hotel-academy-registration-120398865247#>.

#### I.1.1 Organisation

The online event was organised by EUC with the help and contribution of all partners. The event was held on Thursday 19th of November from 8.30 (CET)/9.30 (Cyprus) till 15.30 (CET)/16.30 (Cyprus). The event was structured into four main thematic areas:

- (a) A welcome note and the introduction of the partners as well as the program including the presentation of the results of analysis of requirements for the implementation of digital tools in Hospitality management;
- (b) Keynote speeches from three professionals in tourism and hospitality regarding the topics of hospitality and tourism in the post-COVID period, virtual learning in the hospitality industry, the use of technology in the hospitality industry;
- (c) A discussion with experts from the hospitality industry about digital tools where views regarding these matters were exchanged and questions asked by the public were answered;
- (d) Two parallel workshops regarding digital leadership and digital tools for the management of human resources where the public was split in two different online groups to discuss about each topic.

#### I.1.2 Implementation of the event

For the implementation of the event, Microsoft Teams Software was used. The event was split in three virtual rooms: (a) the main meeting room, (b) the Workshop 1 meeting room, (c) the Workshop 2 meeting room. Two moderators and one IT technician were responsible for the smooth implementation of the event.

Initially, a presentation of the event by the moderators was initiated, followed by a welcome speech from the Vice Rector of Research and External Affairs of the EUC. A presentation of all participant organisations was managed through the projection of the organisations' videos. Then, an introduction of the project by Manzalab, followed by keynote speeches (Vassos Ioannou, 24/7 Mediterranean Travel Agency, Cyprus and André Courtin, Academy Accor Europe) and presentation of the results of analysis of requirements for the implementation of digital tools in hospitality management (Helge Fischer and Stefan Jung, FHD) were demonstrated. After a coffee break, a presentation on digital tools and virtual presence by Clement Merville, Manzalab, was employed followed by two more keynote speeches by Vassos Ioannou, 24/7 Mediterranean Travel Agency, Cyprus and Christos Kyriakidis, Rely Management,

Cyprus. The event proceeded after the lunch break with a panel discussion with all keynote speakers and through the coordination of moderators. In this discussion with experts, three questions were discussed (related to how the hoteliers see and feel the formation of experience during the period of transition, the effects of COVID in learning and development and the uses of digital tools in this new context). Every expert expressed his opinion and answered questions from the audience. Finally, the event continued into the parallel workshops chaired by Maik Arnold and Stefan Jung, FHD (Workshop 1) and Julien Caporal, Manzalab (Workshop 2) where the audience was separated into two groups. The event closed with the moderators introducing the questionnaire for recording the experience from the event and the program of the participants and preparing the ground for the next event in Paris, France.

### 1.1.3 Event Participants

Specifically, the following people actively participated at the event:

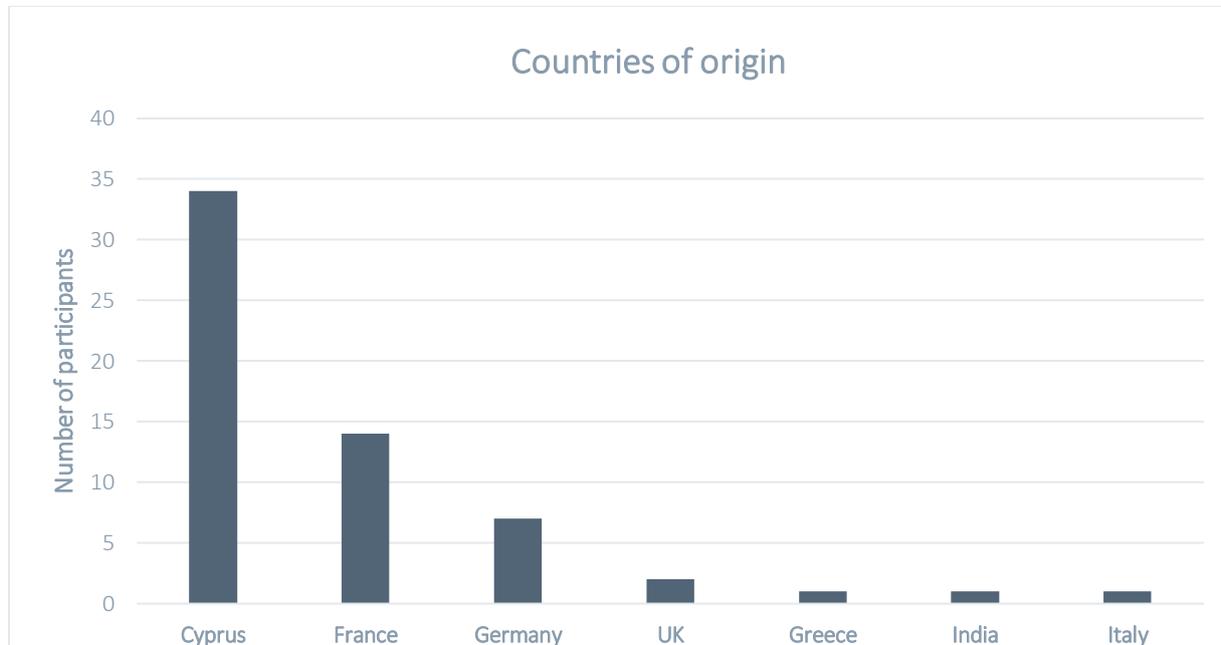
- (a) Moderators: Christakis Sourouklis and Nikolaos Boukas, EUC, Cyprus
- (b) Welcome speech: Andreas Efstathiou, Vice-Rector, EUC, Cyprus
- (c) Introduction of Hotel Academy: Jazmin Zarak, Manzalab, France
- (d) Results of analysis of requirements for the implementation of digital tools in Hospitality management: Helge Fischer and Stefan Jung, FHD, Germany
- (e) Keynote speech 1: Hospitality and Tourism in Cyprus and post-COVID period: Challenges and opportunities: Vassos Ioannou, 24/7 Mediterranean Travel Agency, Cyprus
- (f) Keynote speech 2: Virtual Learning in the hospitality industry, André Courtin, Academy Accor Europe
- (g) Keynote speech 3: Hospitality and Tourism and use of Technology (Digital tools / Social Media-Virtual Learning) Pre- and post-COVID period, Vassos Ioannou, 24/7 Mediterranean Travel Agency, Cyprus
- (h) Keynote speech 4: Hospitality and Tourism Projects Development, Pre- and Post-COVID period, Christos Kyriakidis, Rely Management, Cyprus
- (i) Presentation on digital tools and virtual presence: Clement Merville, Manzalab, France
- (j) Workshop 1: Digital leadership in the hospitality industry: Maik Arnold and Stefan Jung, FHD, Germany
- (k) Workshop 2: Digital tools for management of human resources: Julien Caporal, Manzalab, France
- (l) IT technician: George Antoniou, EUC, Cyprus

### 1.1.4 Audiences and attendance

The online event targeted various audiences representing the main stakeholders of tourism, professionals and policy makers, students and academics, as well as the general public.

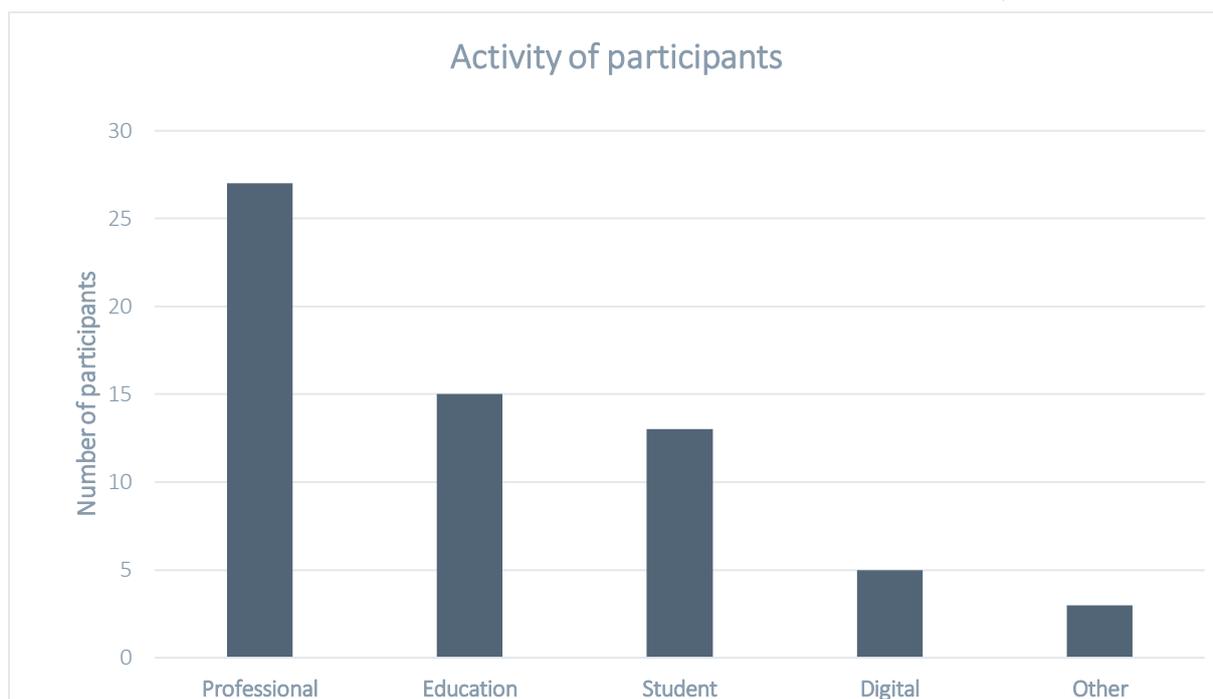
Overall, 62 people participated in the event. From them, 27 were members of the partner organisations while 35 participants were people from other organisations. Regarding the nationality of the participants the majority were from Cyprus, France, and Germany (countries of the partner organisations) (Figure 1).

**Figure 1** Participants' countries of origin



Finally, as far as the activity of the participants is concerned the majority were professionals (mostly in tourism and hospitality), followed by academics and educators, students, people employed in the digital profession and others (Figure 2).

**Figure 2** Activity of participants



### 1.1.5 Presentations and Certificates of Attendance

All presentations and work presented during the event have been uploaded to the Hotel Academy's website (<https://www.erasmus-hotelacademy.com/multiplier-events>). This was done in order for all the attendants to have access to the presented material and upon request for permission from the authors. Finally, and upon the request of a significant number of participants, the organising team of the event prepared a certificate of attendance to be provided to every participant (see Annex I - Certificate).

## 1.2 CYPRUS 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, 12 people participated in this survey and a summary of the results is presented below:

### 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; however, some believe that this is not so easy to be implemented.

**Table 1** Could you please state your level of agreement for the following statements? (Number of people per each response)

<b>A/A</b>	<b>Statement</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>
1	The proposed set of digital tools is an innovative way in the education for hospitality and tourism themes.	10	1	1
2	The proposed set for digital tools suggested could address the contemporary challenges of the tourism and hospitality industries.	7	5	0
3	The proposed set of digital tools can be easily integrated into the regular practices in the tourism and hospitality industries.	2	6	4
4	The proposed set of digital tools allow trainees to develop different roles in the hotel industry with efficiency.	8	4	0
5	The proposed set of digital tools could be considered a competitive advantage for professionals in the tourism and hospitality industries.	7	5	0

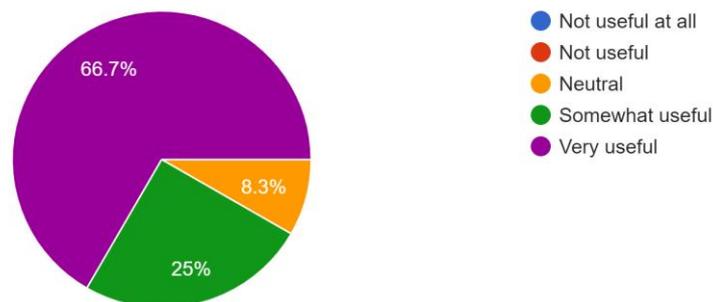
### I.2.2 Evaluation of the project's content

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 3).

**Figure 3** Evaluation of the project's content

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

12 responses



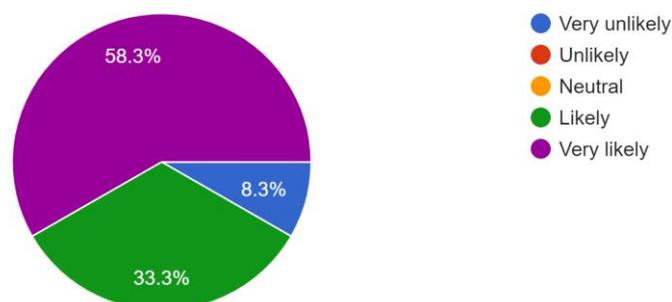
### I.2.3 Recommendation and organisation of the event

The majority of the respondents would recommend this event to friends and relatives (Figure 4). The same is also valid regarding the organisation of the event. Nonetheless, there was one answer (in both cases) which was negative. Unfortunately, there is no further explanation regarding this answer, but the underlined weaknesses of the event are followed in the next section.

**Figure 4** Recommendation of the event

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

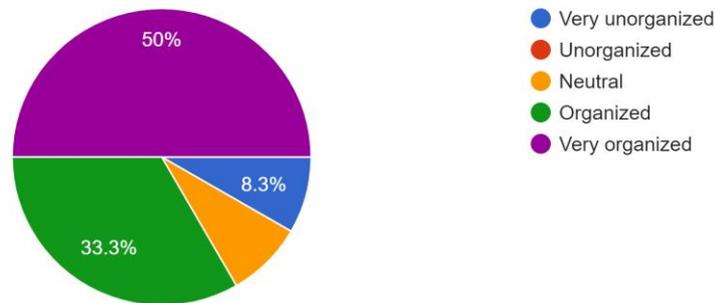
12 responses



**Figure 5** Organisation of the event

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

12 responses



### 1.2.4 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. However, the duration of the event appeared to dissatisfy one respondent.

**Table 2** Satisfaction from the event

A/A	Statement	Very Satisfactory	Satisfactory	Neutral	Unsatisfactory	Very Unsatisfactory
1	Program	8	4	0	0	0
2	Date and time	9	3	0	0	0
3	Speakers	5	7	0	0	0
4	Duration	8	3	0	0	1
5	Discussion	4	8	0	0	0
6	Workshops' themes and quality	7	4	1	0	0

### 1.2.5 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. This is also a note from the scores of the promotion of the event. The content of the event was appropriate to communicate new information, though more effort could be given in communicating results in a better and more suitable manner. Overall, the event was very good to excellent (**Figure 6**).

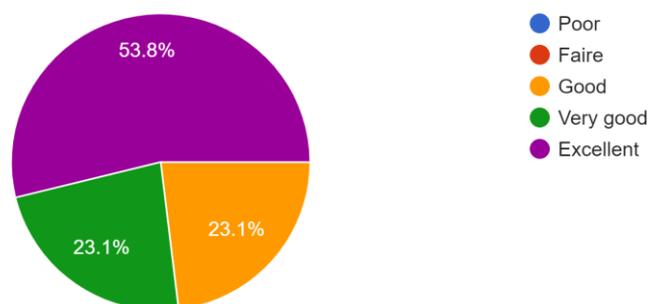
**Table 3** Experience from the event

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.	5	3	3	2
2	The event was well promoted.	4	6	1	2
3	I gathered Information regarding the new trends in tourism and hospitality.	6	5	2	0
4	I learned about the incorporation of virtual reality on hospitality's operations.	6	6	1	0

**Figure 6** Overall rating

8. Overall, how would you rate this event?

13 responses



### 1.2.6 Other feedback

In a series of open-ended questions, respondents expressed their views in a more qualitative manner. Regarding the content of the program, respondents stated that the presentation could be analysed more and enriched with further explanation and figures. In a question of what would the respondents change about the event it was mentioned that further interaction after presentation could be utilised while some people mentioned about the duration of the event (i.e., too long and too much information for one day). According to these two findings, it appears that the length of the event did not help to the full appreciation of its content. As mentioned, the online format was also another variable that made the event slightly tiring to follow in one day.

Among the top elements that respondents really found as positive contribution from the event were the program, the illustration of the digital tools, the international speakers and the multicultural environment. Some of the propositions for the future included the incorporation of the VR technology to the event's content and its demonstration as well as the organisation of similar events in the future.

### **1.2.7 Event's weaknesses and strengths – Recommendations**

#### **▪ Duration of the online event**

The event was planned from 10am to 16pm, with several breaks (coffee / lunch).

According to the responses and the overall feeling from the event, an important weakness was its duration as many people felt that it was very tiring to watch a monitor for so many hours. Of course, when the schedule of the event was planned there were still considerations for a physical format, something that unfortunately did not happen. Therefore, a first implication and suggestion for the future is either to hold a shorter event in one day or (even better) organise a two-day event with less hours in every day's schedule.

#### **▪ Training the speakers**

The event was organised with Microsoft TEAMS sharing the link to reach virtual conference space.

Another obvious weakness was the technical problems related to the technology.

Many of us are familiar with the use of the platform for daily team meetings. Yet, the use of the platform for such large event imposes particular constraint and we anticipated the need for speakers to get familiar to the interface and allow smooth progression during the program. To this end, we planned some rehearsal sessions prior to the event. This allowed to practice activation of webcam and screen sharing, as well as to prepare, share and implement a common background picture for the project partners and speakers to be identified among other participants.

Despite this training, we encountered some technical issues during the event. For instance, there was no sound from the videos content we wanted to display and thus there was a need to repeat them after the problem was fixed. It was due to the need properly set the application, which was not identified during the rehearsal.

#### **▪ Technical problems**

In the same line, the recording of the event was not feasible by the used software, due to evolution for regulation constraint (GDPR). In addition, a bug in chat did not allow for participants to express their written questions, and they should ask them verbally, which significantly refrain their participation, even in the workshop small groups.

These matters need more attention during the upcoming events since it appears that they affected the overall derived experience. Another recommendation is to organise a series of meetings where explanation regarding the use of technology in the formulation and implementation of meetings needs to be managed prior to their organisation.

#### **▪ 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, such as sending the links to join the virtual meeting rooms. Yet, it was difficult to monitor the actual participants to the event and TEAMS did not allow for precise recording. We had to look at the participant list live during the event and note each new participant that joined the room, possibly using a pseudonym. Then, using the information we had from the registration, we could match most users that joined TEAMS with the registered users via EventBrite. This was done manually.

Furthermore, we estimate that the list of participants that has been established may not be exhaustive as we have noticed, in some other use of the platform, that it happens that some users do not appear in the meeting logs, although they attend the online session. This is particularly important regarding the reporting matter of the project.

- **Variety of attendants**

Regarding the strengths, the views of the participants and organisers are positive. If the technical weaknesses are excluded, overall, 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: professional from the field of hospitality and tourism but also education, students and digital industry representatives. And participants from 7 different countries joined: 55% from Cyprus and 45% foreign participants from France, Germany, Italy, UK, Greece and even India.

- **Sharing knowledge**

Probably, the stronger part of the event is the generation and communication of new knowledge regarding tourism and hospitality management in the post-COVID period. 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.

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. This needs to be projected in the upcoming meetings.

## 2 CONCLUSION

Based on the above information the multiplier event organised by EUC was successful despite some drawbacks. Future events need to consider the time dimension especially if they are implemented virtually. Enriched content, efficient communication of the digital technology as well as speakers of international magnitude would be crucial for the success of the event. Overall, the event in Cyprus underlined the necessity of the incorporation of new technologies in the teaching and learning environment as well as the effective implementation of events.

### 3 ANNEX I - CERTIFICATE

  
**HOTEL  
ACADEMY**

  
**European  
University Cyprus**

  
**Erasmus+**

This Certificate is awarded to

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for having attended and successfully completed a webinar  
entitled **Multiplier Event Hotel Academy**  
at European University Cyprus  
On the 19<sup>th</sup> of November 2020

  
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