

*Comprehensive Guidebook
for Hospitality Messengers:
supporting the Implementation of the
Pathway to Hospitality Project*



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Introduction

Background and Context

Derived from the Latin word “hospes”, meaning host (one who provides lodging or entertainment for a guest or visitor), **hospitality** has its roots in ancient history. The ancient Greeks used the word “xenia” to define the sacred rule of hospitality: the generosity and courtesy shown to those who are far from home or associates of the person bestowing guest-friendship. Away from home, surrounded by strangers and yet feeling welcome (from <https://hospitalityinsights.ehl.edu/hospitality-industry>)

While it might seem intuitive that hospitality has always been a fundamental feature of human interaction, it's crucial to recognize its role in shaping the modern world into a global community. At its core, hospitality facilitates connections between individuals, whether for professional or leisure purposes, thereby fostering a sense of unity.

Beyond its societal and cultural significance, the hospitality industry holds considerable economic influence. Prior to the pandemic, the Travel & Tourism sector was a significant driver of job creation, accounting for one in four new jobs worldwide, employing over 333 million people, and contributing 10.3% to global GDP, with international visitor spending reaching US\$1.8 trillion in 2019 alone.

Despite advancements in automation and artificial intelligence leading to job redundancies across various sectors, the hospitality industry remains predominantly reliant on human interaction and soft skills, rendering it less susceptible to automation.

At the local level, hospitality establishments play a vital role in enhancing the appeal of their respective regions, breathing life into communities and contributing to social and economic development.

However, despite its substantial economic, social, and cultural contributions, the hospitality industry struggles with stereotypes, prejudices, and pressing challenges such as labor shortages and staff retention issues, exacerbated by the COVID-19 pandemic. Reintegrating skilled workers who may have transitioned to other sectors during the crisis poses a significant obstacle.

Therefore, retaining and attracting younger generations of hospitality professionals is paramount for the industry, given its unique capacity to generate employment and foster growth.



Pathway to Hospitality Objectives and Scope

In response to the pressing needs of the hospitality sector, the Pathway to Hospitality (PtH) project addresses the following objectives:

Alleviate the Issue of Understaffing and Staff Turnover:

Hospitality faces a chronic problem of understaffing and high turnover rates, exacerbated by the COVID-19 pandemic. PtH initiative aims to tackle this issue by creating new programs to renew interest in vocational training and ensure that everyone has opportunities in the industry. PTH actively involves potential staff in hands-on learning experiences to renew progress and energy within the sector.

Enhance Occupational Guidance:

PtH aims to bridge the gap in occupational guidance related to hospitality jobs by collaborating with vocational guidance agents, training centers, and businesses. **Hospitality Messengers** are specifically recruited to serve as ambassadors and advocates for the hospitality industry. Their task is to showcase the diverse opportunities within the industry and improve its image, in order to attract new talents, particularly among youngsters and job seekers.

Strengthen Cooperation Between Vocational Training and Businesses:

Facilitating collaboration between the vocational training sector and hospitality businesses is crucial, especially with an increasing emphasis on work-based learning models like apprenticeships. PtH promotes synergy between these sectors to enhance skill development and meet industry demands effectively.

Promote Sustainable Practices and Corporate Social Responsibility (CSR):

PtH advocates for the engagement of hospitality businesses in adopting sustainable practices and implementing CSR policies. By aligning with green initiatives and emphasizing the social pillar of CSR, PtH enhances the industry's attractiveness, particularly to younger generations, and foster strategic self-promotion among businesses to attract new talents.

Purpose of the Guidebook

The guidebook of the Pathway to Hospitality project serves as a comprehensive resource to support the implementation of the project's objectives and activities. It serves as a valuable resource for Hospitality Messengers, providing them with the information, tools, and guidance necessary to effectively carry out their roles within the Pathway to Hospitality project

The guidebook is organized in the following sections, each addressing specific aspects of the project:

[Selection and Commitment of the Hospitality Messengers](#): this section includes the purpose and scope of the Position Paper, which serves as a foundational document for selecting and committing messengers. It defines the criteria, expectations, and responsibilities of Hospitality Messengers, providing a clear understanding of their role within the project. Practical guidance is also provided on utilizing the position paper effectively.



[Toolkit for the Hospitality Messengers](#): this part outlines tools and resources available to Hospitality Messengers, such as The Job on Trial and the Serious Game. Each tool is accompanied by an explanation of its purpose and scope, along with guidance on effective implementation.

[Training of the Hospitality Messengers](#): this section details the training program for Hospitality Messengers. It equips them with the knowledge, skills, and resources needed to effectively communicate project goals and methodologies to stakeholders and participants. By standardizing training procedures, the program promotes uniformity in project implementation, maintaining quality and coherence across different activities.

[Lessons to be learned from the evaluation of our piloting-tools phase](#): this section serves as a platform for firsthand feedbacks from project partners who have implemented the PtH approach. It provides invaluable insights into the practical application of PtH methodologies, offering a glimpse into the real-world impact of the project. Through these reports, stakeholders gain a deeper understanding of the challenges faced, the successes achieved, and the lessons learned during the implementation process. By sharing their experiences, project partners contribute to a collective pool of knowledge, enabling others to learn from both success and obstacles.



Selection and Commitment of the Hospitality Messengers

The Position Paper "The Difficulty of the Hospitality Industry to Attract and Retain Employees"

The purpose of the [Position Paper](#) is to address the challenges the industry faces in recruiting and retaining talent. It emphasizes the potential of the industry and the pride of belonging to a sector dedicated to caring for people.

The document systematically addresses common prejudices associated with the industry such as long working hours, lack of free weekends, job insecurity, a perceived strict atmosphere, especially in kitchen settings, and limited motivational activities. Through comprehensive evidence, the Position Paper effectively dismantles these stereotypes and misconceptions, while accentuating the industry's positive attributes.

Future Hospitality Messengers are expected to read, agree with, and sign the document before beginning their mission as ambassadors of the trade. Signing the paper signifies their commitment to:

- Change perceptions: one of the key aims is to shift the perception of hospitality careers from ordinary or unremarkable to inspiring and fulfilling. This involves highlighting the intrinsic value of hospitality in meeting fundamental human needs like care, acceptance, and enjoyment.
- Debunk Prejudices: the Position Paper seeks to counter any negative stereotypes or prejudices associated with hospitality professions. It emphasizes the positive aspects of working in the industry, such as career progression, personal development, and financial rewards.
- Support partnership with training organizations: collaboration with training institutions is vital for ensuring a steady pipeline of skilled and committed professionals. The Position Paper advocates for fostering strong partnerships with these organizations to enhance training opportunities and address turnover issues.
- Promote work experience and internships: by promoting on-the-job work experience and internships, the Position Paper aims to attract individuals who may develop a genuine passion for hospitality. It emphasizes the importance of creating supportive and nurturing environments to retain talent.

Practical guidance on how to use the Position Paper effectively

As part of the Pathway to Hospitality approach, the Position Paper (translated in French, Estonian, Hungarian and Italian) has been thought to serve as a recruitment and engagement tool for the Hospitality Messengers. By following the practical guidance steps outlined below, the Position Paper can be effectively leveraged to promote positive perceptions of the hospitality industry, attract and retain talent, and ultimately contribute to its growth and success:



- **Distribution:** ensure that the Position Paper reaches relevant stakeholders within the industry, including hospitality professionals, training organizations, educational institutions, policymakers, and potential recruits. Distribute it through various channels such as industry conferences, training seminars, educational institutions, and online platforms.
- **Training Sessions:** organize training sessions or workshops where the content of the Position Paper is discussed in detail. Encourage open dialogue and discussion to address any questions or concerns raised by participants. Use these sessions to deepen understanding and commitment to the goals outlined in the document.
- **Integration into Recruitment Processes:** incorporate the key messages from the Position Paper into your organization's recruitment processes. Use it as a tool to attract and engage potential candidates by highlighting the positive aspects of working in the hospitality industry and addressing common misconceptions.
- **Employee Onboarding:** use the Position Paper as part of the onboarding process for new employees. Provide them with a copy of the document and discuss its contents to ensure they understand the industry's challenges and potential. Emphasize their role as ambassadors of the trade and encourage their active participation in promoting the industry.
- **Networking and Advocacy:** Encourage Hospitality Messengers to actively engage in networking and advocacy efforts within their communities and professional circles. Encourage them to share the Position Paper with colleagues, friends, and acquaintances to raise awareness and promote positive perceptions of the industry.
- **Regular Review and Updates:** Periodically review and update the Position Paper to ensure its relevance and effectiveness. Incorporate feedback from stakeholders and new developments within the industry to keep the document current and impactful.



Toolkit for the Hospitality Messengers

Once recruited, Hospitality Messengers receive a comprehensive toolkit specifically designed by the PTH project partners. This toolkit serves as a resource to aid Hospitality Messengers in their mission to promote the hospitality industry and engage with potential workers effectively.

The first component of this toolkit is the Job on Trial (JOT) method, which originated in France as a means of social and occupational guidance for the unemployed. In JOT sessions, participants engage in role-playing scenarios where specific jobs or entire trades are "put on trial," allowing for a deeper exploration of the industry's various aspects, including its strengths, weaknesses, advantages, and drawbacks.

The second tool provided in the toolkit is the Serious Game, an interactive and engaging method designed to educate and train individuals about the hospitality industry in a fun and immersive way. This game-based approach allows participants to learn about different aspects of the industry, from customer service to management, in a simulated environment.

The third tool in the Hospitality Messengers toolkit is the "Success Stories" component. This feature involves interviewing individuals currently working in the hospitality industry across various countries to share their positive experiences and insights. These interviews highlight the personal journeys, challenges overcome, and successes achieved by workers within the industry.

The Job on Trial (JOT)

The scope of [JOT](#) extends beyond traditional employment training approaches by incorporating elements of serious gaming and collaborative work. It involves role-playing a court hearing where specific jobs or entire trades are "put on trial," allowing participants to explore the strengths, weaknesses, advantages, and drawbacks of various professions. Stakeholders from the industry, employees, and other beneficiaries participate by providing testimonies, thereby fostering a deeper understanding of different job roles and industries.

The ultimate goal of JOT is to boost employability, promote equal opportunity policies, and overcome prejudices while fostering interest in various professions. By engaging participants in collaborative work and discussions with corporate representatives, JOT aims to develop self-esteem and promote diversity and equality within the workforce.

Hospitality Messengers can leverage this method to facilitate the exploration of the hospitality industry, its various professions, and the unique characteristics of different roles. It serves as an engaging and interactive activity for individuals interested in learning about career opportunities within the sector.

As part of the PTH project, JOT sessions were organized in each country. The videos showcasing these sessions are in PTH [YouTube channel](#)



How to use the Job on trial

Jobs On Trial methodology can be effectively adopted following the practical guidance steps outlined below:

- Familiarize with the Handbook (available in [English](#), [Estonian](#), [French](#), [Hungarian](#), [Italian](#) and [Polish](#)): the handbook provides clear information and guidance on how to organize the JOT process and the key roles you need to assign (the justice, the prosecutors, the defence attorneys and the accused, the jury, the registrars, the reporters, the receptionist)
- Identify target institutions: given the scope of the PTH project and the versatility of the JOT methodology, consider the following range of institutions and organizations where JOT can be successfully implemented:
 - Job centers
 - NGOs focusing on social and occupational inclusion
 - Comprehensive, basic, or secondary schools
 - Vocational Education and Training (VET) providers
 - Stakeholders' organizations involved in career guidance and orientation
 - Training centers
 - Your own college (if applicable)
 - Any other interested institution or organization
- Customize the implementation approach: Tailor the implementation approach of JOT according to the specific needs and objectives of each institution or organization. Consider factors such as the target audience, available resources, and existing infrastructure.
- Establish partnerships: engage with relevant stakeholders, including educators, trainers, career counselors, and community leaders, to foster collaborations and ensure the successful execution of the JOT methodology.
- Train (*new*) Hospitality Messengers: provide training sessions for the Hospitality Messengers who will be responsible for organising the JOT process within the chosen institutions or organizations. Ensure they understand the methodology, communication techniques, and evaluation criteria outlined in the handbook.
- Plan and implement JOT sessions: organize JOT sessions according to the predetermined schedule and agenda. Ensure that participants are fully engaged and actively participate in the trial jobs to gain practical experience and insights into potential career paths within the hospitality industry.
- Share best practices and replicate success from the JOT implementation with other institutions and organizations interested in adopting the methodology.



- Adapt to changing circumstances and emerging trends to ensure its relevance and effectiveness in promoting vocational training and occupational inclusion within the hospitality industry.

The Serious Game

The toolkit for Hospitality Messengers incorporates the Serious Game, designed to infuse education with entertainment, a concept known as "edutainment." This interactive method aims to familiarise and train individuals about the hospitality industry in an enjoyable and immersive manner. Through a game-based approach, participants are not only educated but also actively engaged, exploring different aspects of the industry ranging from customer service to managerial roles within a simulated environment.

This is a 2-step game which offers a comprehensive learning experience.

Serious Game 1 (*more in detail in the next paragraph*) serves as an introductory tool, strategically designed to create interest in hospitality employment among its players. Tailored to attract younger audiences, the introductory game also provides essential career guidance pathways. By blending entertainment with education, Serious Game 1 aims to simplify complex concepts, making them accessible and attracting to participants.

Serious Game 2 (*more in detail in the next paragraph*) explores deeper the hospitality industry. Here, participants embark on a more extensive journey, exploring various positions and departments within the industry. This advanced game offers a deeper understanding of the diverse roles and responsibilities.

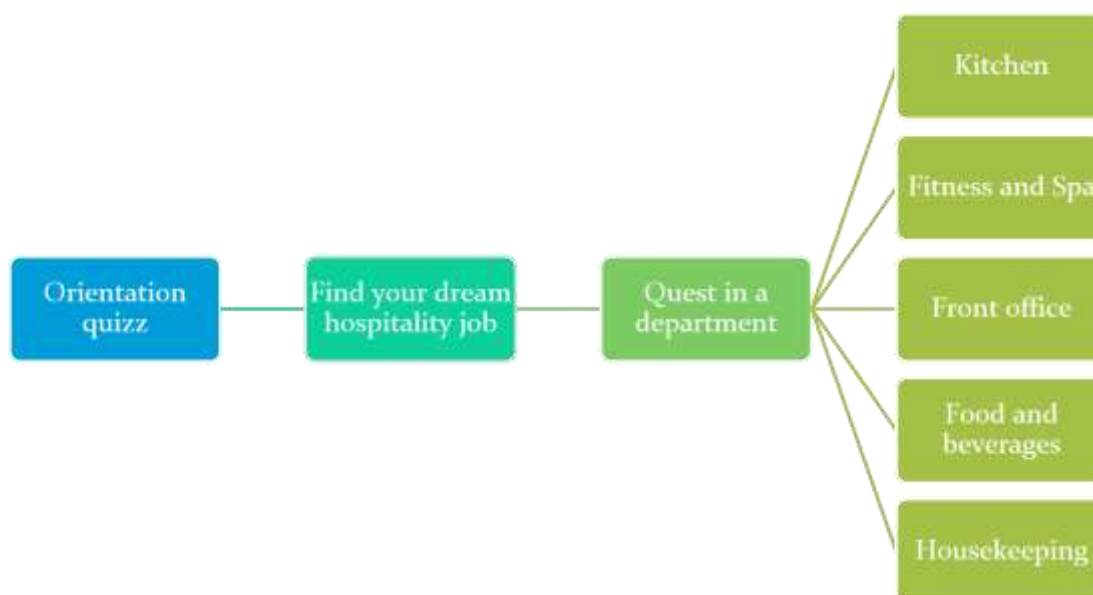
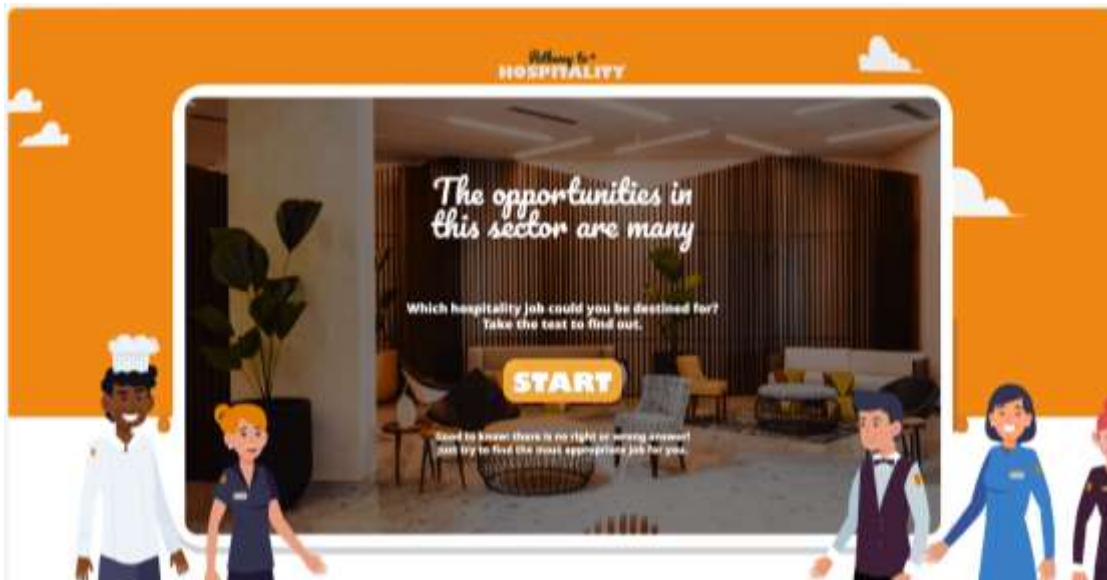


Figure 1 – the steps of the Serious Game

The Serious Game Part 1

To access Serious game 1, click [here](#)

The introductory game seeks to answer the question, "*Do you know what Hospitality is all about?*". The game provides an overview of the main opportunities within the hospitality industry, including restaurants/cafés, hotels, and wellness facilities.



Progression in the game is facilitated through answering simple questions designed to engage and inspire youngsters about various occupations within the industry. As an initial career guidance tool, the game supports players in identifying the roles that align best with their strengths and interests.





The game is based on the positive notion that hospitality entails providing essential services such as food, accommodation, and entertainment to people away from their homes. This concept has existed for thousands of years, rooted in the idea of hosting and hospitality. The game aims to instill pride in belonging to an industry dedicated to making people happy through food, accommodation, and entertainment while also emphasizing the industry's commitment to sustainability.



The game concludes by highlighting the shared goal of the hospitality industry: to ensure each guest has an enjoyable experience, whether through dining, relaxation, or rest. This emphasis on individualized guest care underscores the pride associated with belonging to such a trade





The Serious Game Part 2

To access Serious Game 2, click [here](#)

The aim of the second part of the game is to provide players with a comprehensive understanding of various hospitality jobs while engaging them in an interactive and immersive experience.

The primary objective is to introduce players to the different departments within the hospitality industry, including housekeeping, restaurant dining room, restaurant kitchen, front desk, and spa. Each department visit offers players a deeper insight into the roles, responsibilities, and challenges associated with these positions. Along the way, players gain a broader perspective on hospitality trades, understanding not only the drawbacks but also the evolving trends and rewarding aspects of these careers.

Quizzes incorporated into each departmental experience serve as interactive learning tools, allowing players to test their knowledge and understanding of the job functions. However, the presence of the Nasty Warden, who has smuggled wrong answers into the quizzes, adds a layer of challenge and intrigue to the game.

By successfully navigating through the quizzes and overcoming obstacles, players accumulate H-points, ultimately leading them to uncover the truth hidden by the Nasty Warden and obtain the H-Factor. The H factor is a token used to represent a special quality or talent that makes you perfect for working in the hospitality sector.

The storyboard

Noah and Sylvie, seeking a summer job, arrive at Fairway Hotel, an esteemed establishment in Europe.

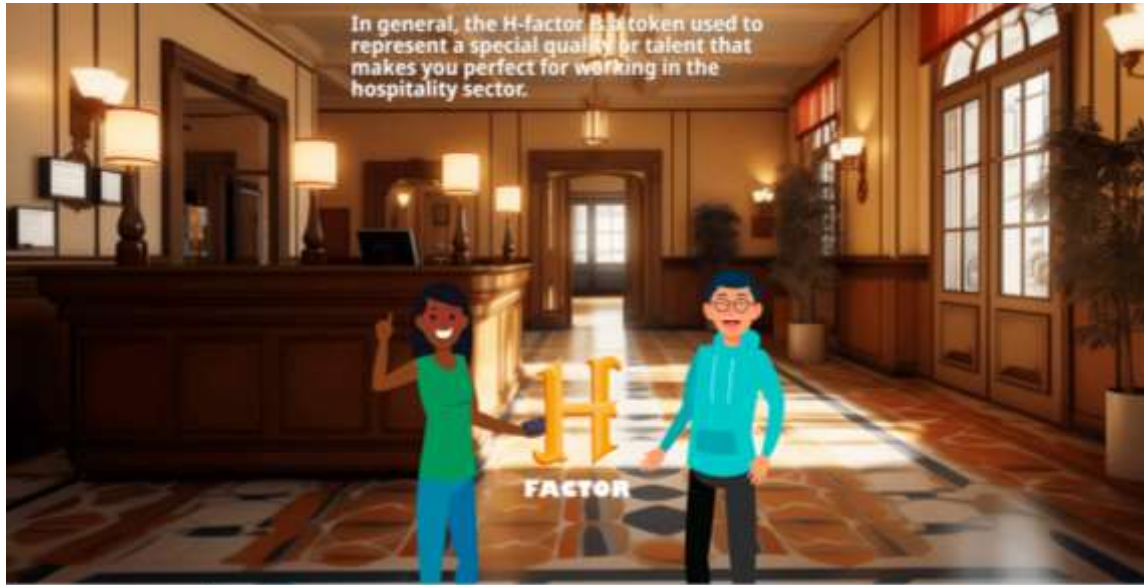


Pathway to → HOSPITALITY

They are not qualified yet, but this could be an opportunity to engage in a training pathway to qualify for a job starting in September.

Mr. Fairway welcomes the two students to his hotel and invites them to visit its five departments, meet the staff and solve the puzzles they have prepared for you.

Should Noah and Sylvie demonstrate their ability by providing correct answers, they will earn the desired H-factor which symbolises a unique quality or talent that makes them ideal candidates for roles within the hospitality sector. With each correct response, they come closer to getting the opportunity of a rewarding summer job at Mr. Fairway's hotel.



Noah and Sylvie will have to pay attention to the Nasty Warden, a sinister figure, who has stolen the H-Factor and scattered wrong answers in quizzes across various departments to mislead future staff.



Noah and Sylvie can now start the departments exploration: housekeeping, restaurant dining room, restaurant kitchen, front desk, Spa.

They will meet:

Kathlyn, waitress at the Golden Apple restaurant,



Marco, one of the commis in the Golden apple Restaurant,



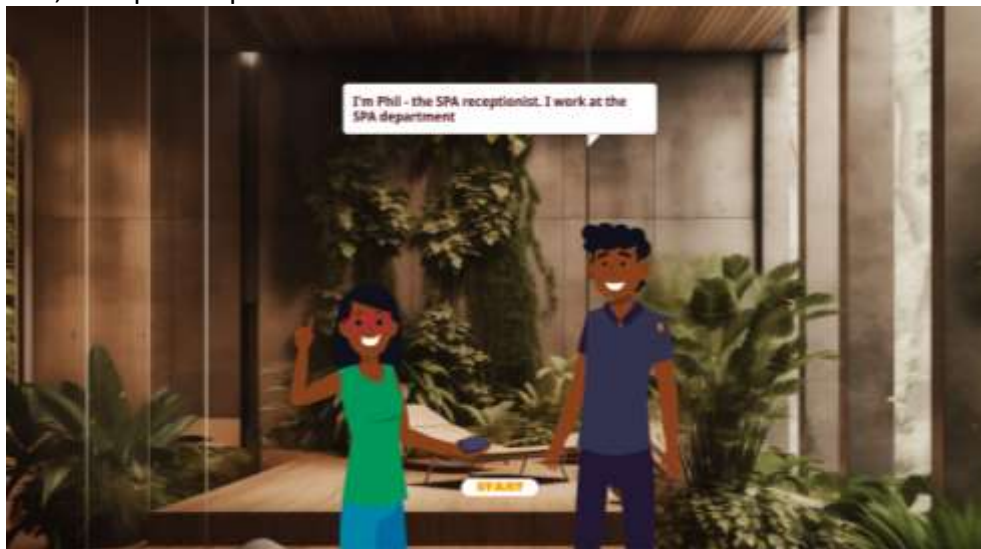
Antony, the receptionist



Mila, the room attendant



Phil, the spa receptionist



During their visit, Noah and Sylvie will explore the world of hospitality, gaining insights not only into the diverse roles within the industry but also developing a deeper understanding of current trends and challenges. The staff they encounter will offer valuable comments and tips regarding their prospective roles, guiding them along their journey. Throughout their exploration, Noah and Sylvie will come to appreciate how hospitality jobs continuously adapt to meet evolving customer expectations, with a particular focus on sustainable practices. They will witness firsthand the innovative approaches taken by the industry to cater to modern preferences and contribute to a more sustainable future.

Pathway to → HOSPITALITY



COMMUNICATION IS IMPORTANT

You now understand that communication skills are important. I am the first person they meet so I'm responsible for the best impression!

Let's see how would you react in following situations.



NEXT

Why do I like my job? The tasks are varied and it's always very thrilling to meet new people. I like taking care of guests. I know the hotel environment and can also advise on the tourist amenities. I have a great role to play - being in permanent touch with other departments like housekeeping or maintenance. As our hotel GOES GREEN I inform our guests about hotel's green policy.



NEXT

SCHEDULE

Cleaning the room takes place after the guests check out, checking out time is noon at our hotel. It gives me time to clean early leavers' rooms in the morning and late leavers' in the afternoon.

I like this schedule because it's one shift.



NEXT

In my family we did not do much cooking. I started getting interested in food when I got into this job. I observe carefully what the chef does. One day I will be a chef. My job is creative and thrilling! I realize we belong to a great chain which has started in a farm, meadows, fields and the sea.



NEXT

We like our job - we are keen on caring about our guests. We work in a well organised team in connection with the kitchen. There are plenty of catering types, from luxury establishments to trendy and relaxed ones, and therefore plenty of career opportunities! You'll have the opportunity to have plenty of professional and human experiences you will be proud of!



NEXT



At the end of their journey Noah and Sylvie with new knowledge and a changed perspective, are ready to embrace the rewarding and motivating aspects of hospitality careers. They can now reclaim the H-Factor, and secure their place at Fairway Hotel, equipped to excel in their role and contribute to the industry's success.



How to use the Serious Game

The Serious Game can be effectively utilized in various contexts to achieve educational objectives and enhance the image of the hospitality sector. Here's how it can be exploited in different scenarios:

1. Educational Introduction to the Hospitality Trade and Professions:

a. Schools: as an eye-opener, the game can be integrated into the job orientation process or classes for students aged 8-15, providing them with introduction to hospitality professions.

b. Horeca VET Schools: the game can serve as multimedia learning content, complementing existing curricula, to deepen students' understanding of hospitality careers. Moreover, during school open days or educational fairs, the game, along with the Job on Trial and the entire P2H toolkit, can be showcased to prospective students and their parents, highlighting the diverse opportunities in the sector.

c. Higher Education Students: career offices at universities can utilize the game as an infomercial to encourage students to consider summer jobs in the hospitality sector while promoting the five professions featured in the game.

d. Job Centers: the game can function as a career and job guidance tool, providing multimedia content to supplement and enrich the guidance process for individuals seeking employment in the hospitality industry.



e. Hotels/Restaurants/Hospitality Businesses: as an onboarding tool, the game can be used to familiarize trainees and apprentices with the various departments and roles within hospitality establishments. The training contents of the game can be utilized during periodical in-company training sessions or integration events to enhance the skills and knowledge of current employees.

2. Image-Building of the Sector:

a. Hotel and Restaurant Guests (especially older kids and teenagers): QR codes linking to the game can be displayed on screens at hotels and restaurants, allowing guests to play while waiting, thereby increasing their understanding of the importance of individual jobs within the establishment. Through the "Share your results to Facebook/Instagram" feature at the end of the game, players and guests can be incentivized to share their experiences and potentially earn small rewards from the hotel or restaurant, thereby enhancing the sector's image.

Success stories

[Success Stories](#) included in PTH toolkit are meant to be valuable testimonials and inspiration to effectively promote the hospitality industry as a rewarding and fulfilling career choice. These real-life accounts serve as powerful tools for engaging with potential workers and conveying the positive impact of joining the hospitality workforce.

Each Success Story is carefully crafted to showcase the diverse range of opportunities and rewards available in hospitality careers. By featuring individuals from different backgrounds, roles, and regions, the Success Stories tool aims to provide a comprehensive and relatable perspective on the benefits of working in hospitality.

Through these interviews, Hospitality Messengers gain valuable firsthand accounts of the fulfilling aspects of hospitality careers, such as:

Career Growth: Success Stories highlight opportunities for advancement and professional development within the industry. From entry-level positions to managerial roles, workers share their experiences of climbing the career ladder and achieving their goals.

Flexibility and Diversity: Interviews showcase the flexible work schedules and diverse environments available in hospitality. Workers discuss how the industry accommodates various lifestyles, preferences, and interests, making it an inclusive and dynamic field to be a part of.

Impact and Connection: Success Stories emphasize the meaningful connections forged with colleagues, guests, and communities through hospitality work. Workers share stories of how their roles enable them to make a positive difference in people's lives, whether through exceptional service, cultural exchange, or community engagement.

Passion and Satisfaction: Through personal stories and reflections, individuals express their passion for hospitality and the intrinsic satisfaction derived from serving others. Success



Stories inspire Hospitality Messengers by highlighting the intrinsic rewards and fulfillment that come from contributing to the industry.

Global Opportunities: Interviews with workers from different countries underscore the global nature of hospitality careers. From working in renowned tourist destinations to experiencing diverse cultures firsthand, Success Stories showcase the international appeal and opportunities within the industry.

How to use the Success stories

Hospitality Messengers can use Success Stories as educational tools to inspire and inform future workers about the hospitality industry.

Hospitality Messengers can leverage Success Stories as dynamic teaching tools to engage students and provide invaluable insights into the hospitality industry. These stories can be analysed as case studies, offering real-life examples of overcoming challenges and achieving success, thus offering practical lessons to students. The professionals interviewed can be presented as positive role models, conveying student's qualities such as perseverance and customer service excellence. Additionally, these narratives serve as a gateway for students to explore the diverse range of career opportunities available within hospitality, prompting reflection on personal interests and strengths. By bridging Success Stories with theoretical concepts in hospitality management, students can grasp the practical application of theoretical knowledge in real-world scenarios. Ultimately, these stories serve to inspire and motivate students by showcasing the passion and fulfillment found in hospitality careers, encouraging them to envision their own success within the industry.



Training of the Hospitality Messengers

The Pathway to Hospitality project includes a [training program](#) for Hospitality Messengers. HM are professionals of the training and/or the hospitality trade endowed with the following values:

- pride to belong to a trade serving guests and also offering a wide range of career opportunities
- knowledge of CSR issues and means to implement it and capable of promoting the efforts of the sector
- capacity to communicate with the appropriate posture with the target group to inspire them into the jobs of the trade as an ambassador of hospitality.

HM should be capable of enhancing and promoting these values with people in search of occupational projects.

Their mission is to attract individuals, particularly the genZ demographic, to the hospitality trade and address the sector's image rehabilitation and environmental responsibility.

The training program objectives are the following:

1. equip participants with comprehensive knowledge about the hospitality industry and its diverse career opportunities.
2. foster an understanding of Corporate Social Responsibility (CSR) principles and their application within the hospitality sector.
3. develop effective communication skills to engage with diverse audiences and inspire them to consider careers in hospitality.
4. instill a sense of pride in belonging to a trade dedicated to serving guests and promoting sustainability.

The training program could be articulated in the following modules:

1. Introduction to Hospitality Industry and Career Opportunities

- overview of the hospitality sector, including accommodation, food and beverage, tourism, and events.
- exploration of various career paths within the industry, highlighting opportunities for growth and advancement.

2. Understanding CSR in Hospitality

- Definition and importance of Corporate Social Responsibility (CSR).
- Examination of CSR initiatives within the hospitality sector, such as waste reduction, energy efficiency, and community engagement.
- Strategies for integrating CSR principles into daily operations and promoting sustainability.

3. Effective Communication

- Communication techniques tailored to different audiences, including genZ, potential job seekers, and disadvantaged groups.



- Practice sessions on delivering persuasive messages that emphasize the meaningfulness and social impact of hospitality careers.
 - Role-playing scenarios to develop confidence in engaging with individuals considering vocational paths.
4. Types of speeches to banish and effective tips for promoting hospitality jobs
- Showing [videos of three chefs](#) and examining their speeches
 - Discussion on the most effective ways to convey the message to the GenZ generation
5. Promoting Hospitality as a competitive job opportunity and sustainable career choice
- Practice on Job on Trial method
 - Practice on the Serious Game
 - Discussion and signature of the Position Paper.
 - Arranging a formal HMs' signature event, highly advertised, is recommended.

The program can be delivered through a combination of workshops, seminars and interactive activities. It is necessary to incorporate guest speakers from leading hospitality establishments, industry experts, and environmental advocates to provide real-world insights and inspiration.

Lessons to be learned from the evaluation of our piloting-tools phase

This experiment engaged the partners of the P2H consortium with their teams, their experts and many external partners: hospitality companies, restaurants, hotels, tourism and career guidance stakeholders who supported the project. It should be noted that P2H offers an integrated approach that provides training organisations, stakeholders and also the general public with a set of tools that forms a system (position paper, serious game, jobs on trial, training engineering of "Hospitality Messengers", U-tube channel with in particular the "success stories")

The training of HMs was analyzed through the survey feedback from participants in the two sessions, which confirms on the one hand, the importance of the issues relating to how to promote professions and their values and on the other hand the importance of know-how in terms of communication towards targets likely to get involved. It is therefore important to have people in the territories who are able to intervene according to needs.

The serious game "Fairway Hotel" in its two stages, through the surveys conducted, also shows us the importance of approaching professions in a fun but serious way. It definitely confirms to us that the vast majority of people express their interest in the sector and some tell us that the interest is to enable them to approach the values of professions and their challenges. Hospitality is inherent in human nature and employees in the sector are lucky to make it their job. The playful detour of the quizzes is based on the fight against the "Nasty Warden": what therefore emerges from the surveys is that the object is not to assess knowledge but to rely on the intuition that we have of the skills that must be mastered to work in the trade, through quizzes that facilitate getting to know the trade.



The implementation of “the jobs on trial” which is again based on a playful way of detour allowed us to have feedback from professionals in the sector, trainers, various stakeholders in employment and orientation, and beneficiaries. What emerges is that the JOTs are privileged moments where the issues of the sector are released open-mindedly, allowing hospitality professionals to express themselves on the evolution, the modernisation of human resources management, the involvement in sustainable development. We were also able to verify that the JOTs are also real opportunities to trigger inspiration for a profession, thanks in particular to meeting hospitality professionals. Meeting with passionate professionals helps to build confidence and encourages people to engage into these professions. The commitment of the beneficiaries upstream and during the sessions is seen as privileged moments of their orientation paths where many prejudices are removed.

The engineering outcomes available from P2H definitely appear to be a set of relevant tools for professional orientation towards hospitality professions.