



Success Stories

Developing Skills
for Employability with
German Partners

8 Case Studies from the
Hospitality and Tourism Sector



TRAINING – MADE IN GERMANY

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Preface

Globalisation and the digitalisation of markets has changed the competitive situation in the hospitality and tourism sector. Action is now needed because of increased demands and expectations of travellers on the one hand and increasing competition on the other. Only those companies focussed on service quality, caring for the environment and aiming for sustainability will be able to hold their own.

The hotel trade and hospitality industry in Germany have a long tradition, and in 2022 – due to the severe impacts on the sector due to the skilled worker shortage and the coronavirus pandemic – they updated their dual training occupations. The goal is that differentiated occupational profiles and modern, attractive training content addressing topics such as sustainability, environmental protection and digitalisation will generate greater interest among young people for a career in the hotel management and catering industry.

There is more and more training provided to restaurant specialists in events catering. In the future, professional caterers will organise all areas of a restaurant, control working procedures and monitor the quality of products and processes.

For cooks, training will address vegetarian and vegan cooking in greater depth as a response to trends in modified eating habits. The two-year training occupation of a “kitchen assistant” has been newly created. This is primarily aimed at young people with practical ability who will support cooks in the preparation of meals and dishes. For these young people, this opens up a professional qualification with further career options.

Germany’s economic success is reinforced by its expertise in vocational education and training [VET] and its dual training system. Germany has a long-standing tradition in this field and enjoys



a high reputation for the demand-driven and practical orientation of its qualification programmes. Cooperation is particularly successful since this German experience is adapted time and time again to the specific needs of each individual case. The integration of professional, social and methodological competencies is at the forefront of what German partners can provide for you.

iMOVE was established as an initiative by the Federal Ministry of Education and Research in 2001 in order to promote private sector cooperation of German training providers with international public and private organisations. iMOVE services include a database which contains information about German training providers, seminars, trainings and trade fairs abroad as well as a B2B marketplace, where specific international requests can be spread to iMOVE's provider network.

This brochure highlights eight success stories from the hospitality and tourism sector, realised in a joint effort by German and international partners. With its wide range of training programmes and its strong emphasis on employability, "Training – Made in Germany" has the potential to successfully contribute to the design process of training systems in many countries through transnational cooperation projects.

Not convinced yet? Have a look for yourself in the following best practice examples and be inspired!

Dr. Andreas Werner
[Universidade de São Paulo, Brazil]
Head of Division iMOVE at the BIBB

Eckert Schools International



New international recruits for Bavarian hotel and catering businesses

From June to August 2022, 43 young people from Vietnam completed a preparation course (German language course to level B1 and basic vocational concepts) at the Dr. Eckert Academy and at Eckert Schools International based in Regenstauf, Bavaria. In September, they then moved on to their training positions with Bavarian hotel and catering businesses. For this training activity, Eckert Schools is cooperating with the Bavarian regional association of the German Hotel and Restaurant Association (DEHOGA) and the German-Vietnamese personnel recruitment company V-Unite International GmbH.

In total, around 150 hotels from across Bavaria are involved and are looking forward to receiving this next generation of international skilled workers. "This is a pilot project of unprecedented size. Not only are we setting new standards, but we're also generating new opportunities and enabling active integration," says Son Pham, Managing Director of V-Unite, explaining her view of the international cooperation.

"The Dr. Eckert Academy is not only offering you a certified language course. We are also providing all-round support and ensuring you settle into life in Germany," explained Markus Johannes Zimmermann, Managing Director of the Eckert Academy at the official reception on 22 June 2022. Time spent on campus in Regenstauf is intended to prepare the Vietnamese trainees both linguistically and culturally for their training in Germany. "The first step to feeling at home is learning the language, and this starts here on the Eckert Schools campus," said Son Pham as motivation for the young people who were still right at the start of their journey.

Andreas Brunner, Vice President of DEHOGA Bavaria, also directly addressed the international guests. "I have huge respect for you all in taking this brave step into a new stage of your lives. Thank you for having confidence in us, and I'd like to welcome you all to Bavaria." His colleague Susanne Droux, Managing Director for VET and industry support at DEHOGA, continued the words of encouragement. "Having this training in your pock-

et will give you real security. We will support you from start to finish and help you on your way to professional success."

Representatives of companies providing the future training positions were also present at the reception in order to get to know their future trainees in person. "These young people are more than just a solution to the skilled worker shortage. And we are more than just training companies. We are there as a point of contact, to counsel and advise and as friends," emphasized a representative from the St. Georg Hotels in Bad Aibling.

One of the young people also stepped forward to address all of those present. "We are still in the starting blocks and it's already a lot of fun. It will not always be so easy, but we are all in the same boat. We will get through it fine, and we have to remain part of the strong community," explained the young lady from Vietnam who could not wait to get started with her training in Bad Aibling.

A short presentation then took place in the training kitchen. The Eckert Schools' hotel management school has been training skilled workers and managers in the fields of catering and hotel management for 40 years and therefore offered the perfect facilities for providing the Vietnamese trainees with interesting and practical insights into a sector offering great prospects. "Following the training, there are also numerous continuing vocational education and training options here on campus," explained Udo Haug, head of the training kitchen at the Dr. Eckert Academy, as further motivation for the young people. He introduced the equipment in the training kitchen and in the training bar as well as service in the "Baroque room" – a formal function room. He also provided those present with information about the most popular continuing VET courses: Bachelor Professional Cookery and Kitchen Management [CCI] and Bachelor of Hotel Management [CCI]

The next preparation course then started in November 2022, again with around 50 participants. This means that gradually all 150 participating training companies will be supplied with trainees.

E-Tourism Management for travel agencies and tour operators in Iraq

Deutsche Management Akademie Niedersachsen (DMAN) qualifies specialists and managers for success on international markets. DMAN offers practice-oriented knowledge transfer and exchange of experiences, supports companies in their strategic development and helps them tap new business potentials at home as well as abroad. Main target groups are stakeholders and experts from Eastern Europe, Africa, Asia and the MENA region.

Founded in 1989 by the Federal State of Lower Saxony and industry shareholders as a non-profit limited liability company, DMAN has its headquarters in Celle castle. The academy offers its qualification measures as customer-specific programmes for a defined group of participants, the content, format and agenda of which are closely coordinated with the client. Open seminars on general management topics, in which anyone interested can participate, are also available.

Almost 30,000 people have taken advantage of the opportunity to develop their expertise and leadership skills through DMAN programmes, and around 1,000 more are added each year. One third of them participate in the Manager Training Programme of the Federal Ministry of Economics and Climate Action (BMWK), for the implementation of which DMAN is an approved training centre of the Gesellschaft für Internationale Zusammenarbeit (GIZ).

Virtual event due to pandemic

On behalf of the German Liaison Office for Industry and Commerce in Iraq (AHK Iraq), Mr. Klaus-Peter Wagenführ, CEO and owner of Beratung und Training GbR Hamburg was the trainer and DMAN programme manager Mr. Yousef Nahhas developed a training measure for employees of travel agencies and tour operators in Iraq. The training on e-tourism management was originally supposed to take place on site. Due to the pandemic, though, DMAN remodelled the layout as a 5-day virtual event,

which took place in November 2020. AHK Iraq had recruited 15 participants from their network of local corporations.

The aim of the initial phase of this virtual training was to get to know and remember the main features of the tourism industry. Furthermore, the participants were trained to focus on the importance of understanding customer needs for the success of the tourism business and to find out which trends will influence the future of the business.


The training also took a look at factors that can be used to develop sustainable tourism. Customer segmentation plays an important role in helping potential customers to develop the offer that suits them best. Participants could also look at how they can differentiate themselves from the competition in order to position their businesses successfully in the market. They were also trained to consider methods of triggering the desire of potential customers for their offers.

Various analysis and strategy methods

The participants also underwent training to understand the cycle one has to go through in order to be successful in the market. Various analysis and strategy methods were introduced to develop a long-term plan from which the marketing and sales activities are derived.

Participants also learned about the sales process, as well as various sales methods, including storytelling, which can be used to convince undecided customers. The importance of building a long-term customer relationship was underlined.

Eventually, the training focused on the marketing mix with a short excursion into the world of brands. Participants learned how to successfully develop a product in e-tourism and set the best price.

A professional woman with dark hair, wearing a white blazer and a necklace, is smiling warmly at the camera. She is seated at a desk with a laptop open in front of her. The background is a blurred office environment with soft lighting.

*Deutsche Management
Akademie Niedersachsen
gGmbH (DMAN)*

AHK Iraq reported that the participants were very satisfied with the contents of the training. It was suggested to complement the input with a training on site and a field trip to Germany as

soon as the pandemic situation allows. The training is presently being marketed also in Central Asia, Africa and the MENA region.

Modern continuing education centre for skilled workers in Haiti

THE MAK'ED TEAM is a German-based consultancy firm for small and medium-sized companies. It offers long-term solutions to challenges in management, company development and training. Its clients include both private companies and public institutions worldwide. Since its founding in 2015, the company's work has had a strong international focus.

One of THE MAK'ED TEAM's core competencies is the development, implementation and management of continuing education and training programmes, incubator centres and vocational education and training centres to support skilled workers and to train young people to meet the demands of the labour market. The training programmes are practice-based, interactive and designed in cooperation with companies to ensure that their specific needs with respect to trained employees are fulfilled.

Thanks to long-established partnerships and contacts in Haiti, as well as a colleague on site, a project partnership with the private University Quisqueya was created. Generally speaking, Haiti has a strong need for quality continuing education and training for all private and public sectors and areas. The university was founded by local companies some forty years ago in order to offer practice-based training. It was looking for an international company which could restructure and modernise its existing continuing education centre for people who are already employed.

New digital learning solutions

The key tasks included a new focus with respect to the centre's strategy and core approach, modernising the educational provision including digital solutions, as well as the development of a language centre, setting up a quality management system and providing education and training to trainers. The package was rounded off by establishing modern sales and marketing structures.

Another aim of the project was for the continuing education centre to become financially sustainable via participant fees and to be led by a team with its own standards and processes. To help achieve this, steps were taken early on to gradually place management in the hands of the local team via mentoring, coaching and training.

The entire management of the continuing education centre was consistently oriented towards current market requirements. Programmes, topics and courses were established to meet both the needs of local companies and German and international standards.

Extending the value chain

The centre represents an important extension of the university's value chain. In addition to a high-quality study programme with a mainly theoretical focus, the continuing education centre provides the university with a tool to support local companies by teaching equally valuable practical skills. The continuing vocational education and training for many employees who have either little or no formal training benefits not only the participants and their employers—it also boosts the university's profile and its capacity to act on the education market.

Several of the continuing education centre's offers were designed for the tourism sector. Both general and tailor-made seminars for various jobs and management levels were offered. Important topics for the operational area were "Customer Service", "Communication" and "Conflict Management". In addition, there were language courses as well as introductory and advanced seminars for areas such as "Training as a Tour Guide", "Working on Reception" and "Working as a Waiter". The offers for the management and supervisory levels focused mainly on leadership, communication and team and task management, but also on strategic topics and company development.



During the project period, training was provided for numerous staff from hotels and restaurants, the airport, and several airlines in various regions of Haiti. Most of the seminars were tailored to specific needs and lasted one to three days.

Communicating as equals

The project ended in March 2020, at which point the management of the centre was fully handed over to the continuing education centre's team. The cooperation between the university and THE MAK'ED TEAM over the two years of the project was characterised by mutual respect and trust and communication

as equals. This is one key reason why, despite many political and economic challenges in the country, the project has been and continues to be very successful.

The lasting value of the business model is acknowledged by Jacky Lumarque, rector of the University Quisqueya: "I recognise the remarkable work which you have done for the university, first in setting up this centre, then in revitalising it and putting it on a satisfying path of development despite the enormous economic difficulties which have led numerous companies to cease doing business."



Intensive German-language training followed by hotel business training on the Spanish island of Tenerife

www.feda-madrid.com

Dual training in tourism following the German model

FEDA Madrid is a German school providing dual vocational education and training and is part of a network of 140 German schools abroad. FEDA Madrid is accredited by the Foreign Office and the Standing Conference of the Ministers of Education and Cultural Affairs of the Federal Republic of Germany. Since 1982, FEDA Madrid has been training young people in Spain in commercial areas, and in industry, logistics and trade in accordance with the German dual principle. It cooperates with the German Chambers of Foreign Trade [AHK Spain] and a number of German training companies. The vocational school teaching is based on the respective framework curriculum of the German Standing Conference of the Ministers of Education and Cultural Affairs, and is delivered in German. The intermediate and final examinations are conducted by AHK Spain in cooperation with FEDA Madrid.

In 2015, the Tenerife island government had the idea of also establishing dual training in the hotel business. In 2017, the collaboration between FEDA Madrid, ASHOTEL [the Tenerife-based hotel association] and the island government then resulted in a relevant project for training in the tourism sector.

The goal of the project was and is to take account of the needs of companies in the hotel sector, to provide training for the island's talented young people and to reduce the turnover of staff in the hotels. The goal was also to create qualified employment opportunities for young people from the Canary Islands. To participate, the requirement was an intermediate or higher-level school leaving certificate, good German and English language skills and you generally had to be aged 25 or under.

In 2017, there were initially almost 300 applicants and, from these, 50 participants were selected. To begin with, the island government funded 400 hours of intensive German language training through FEDA Madrid for these participants. For 22 young men and women, this was followed by a two-year training course in the hotel business. This course was delivered in German and based on the German dual system.

At that time, student representative Jeremy Afonso Rojas commented: "We are looking forward to completing the high-quality training so that we can then provide a professional service for our guests. We want to help ensure that our guests want to return." His colleague Miriam Rodríguez added: "We very much appreciate this unique opportunity to work towards achieving a professional job title which is internationally recognised."

The hotels providing the training included Melia, Spring Hotels, Robinson Club, Excel, Hovima, Sol Hotels, Tigaiga Tenerife and Maritim. On behalf of the hotel sector, Raúl Fernández, HR manager at Spring Hotels, commented: "The better the staff are trained, the better we can look after our guests. Germans make up the second largest group of guests after the British. This is why it is important that our specialist staff speak their language."

The key to the success of dual training was the fact that training was adapted to the specific requirements of the hotels and it took place in a realistic working environment. Both the trainees and the hotels benefitted from this. The practical element of the training, comprising 65 percent of the entire course, was completed in 15 local hotels. German experts were consulted both for the practical teaching and for the specialist theory. Once they had passed the examination, the trainees were awarded the "Specialist in Hotel Business" qualification by the German Chamber of Commerce for Spain and by the German Chambers of Industry and Commerce [DIHK] in Berlin.

In the autumn of 2020, the next group of trainees was trained. The aim was to provide a total of 600 hours of intensive German language training, spread over 20 weeks. The level of German achieved by the students was to be evidenced by a certificate issued by the German Standing Conference of the Ministers of Education and Cultural Affairs [German Language Diploma, Level I Pro].



Each year, the trainees also had the opportunity to participate in an Erasmus+ project. For this, they travel to Germany, attend a vocational school in the first week and then, in the second week, are able to complete a placement in a hotel in Germany. This measure allows them to develop both their language and their social skills.

Bélica Pérez, Director of Education and Young People for the island government of Tenerife, congratulated students who had completed their training after two years at the 2020 graduation ceremony, and emphasised their high level of integration within the world of work. She added that employment opportunities await virtually all those who complete the training.

*HOTQUA hotel
tourism quality*





Clear responsibilities increase staff motivation and make integrating new staff easier.

www.hotqua.de/en/

Modern quality standards for hotels in Columbia

In the autumn of 2019, the German education and training provider HOTQUA trained 60 skilled workers and managers from 24 hotels in Antioquia, a region in the north-west of Colombia, in quality management. The three-day training programmes covered all the key quality standards in the hotel industry, from reception and reservations to housekeeping, technology, food and catering. The participants also learned important rules about sustainability and environmental practices. The theoretical aspects were backed up by practice-based inspections and exercises in hotels. Each learning unit was followed by an online test.

The participants were expected to then adapt the content they learned to the conditions of their own hotels. In addition to training the staff, the primary aim of the training and subsequent certification is to anchor the concept of sustainability in the hotels and to improve their economic performance and profile.

At the start of 2020, HOTQUA carried out an audit on behalf of various chambers and chamber associations to assess the quality standards in these 24 hotels. Hotels that fulfilled over 75% of the necessary criteria received a certificate from HOTQUA and the Colombian Chamber of Industry and Commerce [AHK Colombia], which is valid for three years. In the second and third year, the AHK monitored compliance with the standards. If compliance was upheld, HOTQUA re-issued certification.

The auditing process in Antioquia was paperless, as all the checklists already existed in digital form. It was thus possible to complete the quality checks using the mobile phones of the hotel management or other management staff. The Colombian partners were particularly impressed by this use of modern technology.

Strengthening competitiveness

Hotels benefit in various ways from introducing modern quality standards and obtaining certification. Optimising operational processes helps to cut down on administration, considerably reduces errors, and results in clear cost and time savings. In-

volving staff in the quality management process, clearly apportioning responsibility for every job and work process, as well as regular follow-up training, all lead to a long-term increase in staff motivation and speed up the process of integrating new employees.

Since 1999, HOTQUA has been providing services and training to the international hotel and hospitality sector. The aim is to increase quality standards, quality and service management, environmental protection and sustainability as well as occupational health and safety. To date, HOTQUA has carried out more than 1,500 workshops and trained more than 15,000 participants in three languages. Some 150 hotels worldwide work with the HOTQUA quality standards.

The service packages developed by HOTQUA build on one another and help the hotels to progress step-by-step towards significantly improved service quality, employee motivation, guest and customer relationships and thus greater competitiveness. From recording initial quality to providing training and introducing individual quality standards or an ISO 9001-compliant quality management system, HOTQUA offers the companies all-round support.

Christoph Oehmichen from the AHK Colombia/Chamber of Commerce and Trade Hannover is enthusiastic about the training and its effects on tourism in the region: "Thanks to its expertise, HOTQUA has made a major contribution to overcoming the lack of quality in the services provided by hotels in Medellin and south-west Antioquia. Following intensive face-to-face training and subsequent checks, it was possible to make major improvements to the hygiene and quality standards in 24 hotels in the region and meet European standards. The hotels were then awarded a recognised certificate, which makes them far more appealing to international customers, thus greatly benefiting tourism in the region."

On-the-job training in German gastronomy for Thai students

Thailand is known for its excellent training in the gastronomy sector. Thai professionals are very popular in these service occupations, due particularly to their polite and friendly manner.

In 2015, a German chain restaurant business in Bonn offering Thai food wanted greater authenticity in its restaurants. On their behalf, the German training provider Ruanla Consulting Agency recruited motivated graduates in Thai colleges offering gastronomy courses, placed them on German courses, and prepared them in their native language for a period of work in Germany. Training in safety and hygiene in particular was carried out in the native language of the candidates.

While the planned placements in Germany did not initially take place due to visa regulations at the time, a new business idea was born. Ruanla has now established contacts with many colleges in Thailand and promotes continuing education in Germany with a practical focus.

Thai tour guide

Since 2017, the training provider has been organising on-the-job training in Germany over two-week periods for Thai students who are accompanied and supported by a Thai tour guide. Ruanla has three employees working for them who have completed training in Germany. They are able to use their own experiences to inform continuing education and training participants in Thai about the German dual training system. German partner companies were the Marriott and the Kameha Grand Hotel, as well as the restaurants Ginyuu and Rohmühle in Bonn.

The client was the secretariat of the Office of Vocational Education Commission, OVEC, which is responsible for issues relating to training and continuing education in the Thai Ministry of Education. In 2019, the secretary responsible visited Bonn with a

delegation of Thai college principals to find out the specific details regarding the organisation of the training activity. As part of this trip, the delegation also visited the Federal Institute for Vocational Education and Training (BIBB) — the German partner institute of OVEC, and iMOVE.

Placement students as disseminators

The Ministry of Education in Thailand would like to enable talented students in the hospitality sector to see with their own eyes how people work in the sector in Germany. The aim is that, on returning, they act as disseminators and share their experiences of reliability, accuracy, flexibility and of work in different areas of responsibility within the team. So far, 25 Thai students have made use of this opportunity. The placements and the subsequent professional careers of the participants have up to now been very successful.

Ruanla is planning permanent cooperation with a college in Thailand. Those interested are to be given the opportunity, as part of the courses offered and with support from Ruanla, to prepare themselves professionally for a period of work in German hotels and restaurants and to learn the German language too. Acquiring the language is a prerequisite for professional work in Germany and represents a major challenge. Most Thai training providers run their workshops for aspiring internationally focused skilled workers in the gastronomy sector in English. Even in this case insufficient language skills often result in misunderstandings.

In Thailand, Ruanla has also set itself the aim of starting a training course certified according to German standards for skilled workers in gastronomy. Contacts already exist with Thai colleges and with top chefs who would also like to provide training following a German model.



Ruanla Consulting
Agency





Learning platform also suitable as a source of reference

www.inside-online.de

Learning app supporting uniform training quality in system catering

The company L'Osteria is an international and expanding restaurant chain with more than 120 locations in Germany, Austria, Switzerland, England, the Czech Republic, the Netherlands, France, and Luxembourg. It places an emphasis on cooperation between suppliers and partners, as well as on employees and their development.

L'Osteria's key aim is to offer its guests uniform quality standards in terms of products, service and processes across the system. A flexible, localisable and quickly scalable e-learning solution was to be developed for this purpose. This was planned to help promote L'Osteria's international expansion strategy and facilitate workforce training across the company. L'Osteria brought the training company inside onboard to support this.

inside is a leading provider of digital solutions for company-based training in Germany. For 25 years, the company has been successfully implementing innovative training and continuing education concepts for companies. The company specialises in the areas of e-learning, blended learning, workplace learning, and performance support and training.

Simplified onboarding

When developing the learning solution for L'Osteria, the key objective was to create uniform training quality and uniform standards in all L'Osteria restaurants. All learners were supposed to be taught the same quality standards regardless of their place of employment, their language, culture, training and prior knowledge. A multilingual solution was to be implemented to support the catering company's expansion plans and to facilitate efficient "onboarding" as well as ongoing training. The aim was also to reduce training cost and time to competency.

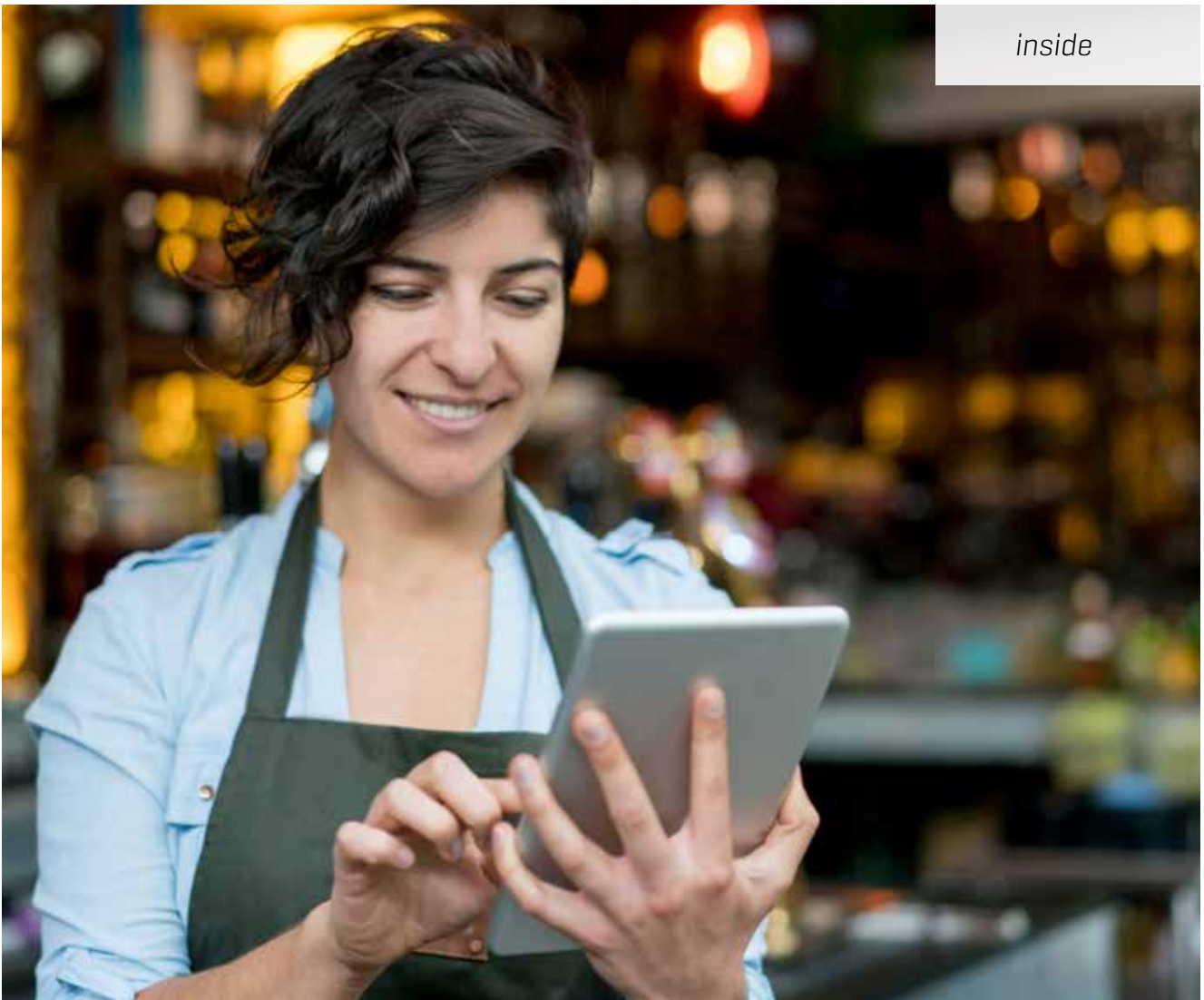
Since the restaurant employees generally do not have a PC at a workstation, the goal was also for them to be able to learn

flexibly at any time and in any place using their own private mobile devices. One of the company's key requirements was also the storage of the learning status and progress along with a full range of options for evaluating the current progress of training.

"Bring your own device" and "mobile first"

In order to support the expansion strategy and to create a level of knowledge required uniformly throughout the company, a standardised, online knowledge transfer system was introduced, which is also scalable in terms of users, restaurants, countries and languages. The concept is based on two basic approaches: "bring your own device" and "mobile first". This means that all employees learn via an app using their personal end devices [smartphone, tablet, notebook], and that all learning media has primarily been developed in order to optimise use with the smartphone. A learning world has been implemented for this purpose. This gives employees the opportunity to independently and efficiently learn something new based on interactive learning media and tests, or to use the learning world as a source of reference for any knowledge about recipes, product information, standards, corporate culture and innovations.

Depending on the intention of the learners, the learning world can be accessed in two different ways. If learning content needs to be found and looked up quickly for the purpose of "performance support", the "My Info World" category is selected. A full-text search integrated in the learning world, a favourites function and an individual media history mean that all content can be found efficiently. The "My Learning World" category is selected if a specific workstation needs certification for the purposes of employee training. This category provides the learners, for example, with interactive learning maps which they can use to learn independently, efficiently and at any time or place, as well as online tests for certification of the stations.



Focus on the current certification level

The statuses of all learners in terms of learning and work completed is stored centrally. As part of this, learners can see their current level of certification at all times both on the individual station pages as well as in the “My Trophies” central area. The learner receives a virtual trophy for each successfully completed station. Selected groups of people such as area managers and franchise consultants are able to access management dashboards and reports. This provides them with an overall summary as well as detailed information about the training status of the employees.

The learning world is currently available in German and English and ensures uniform training of the workforce across the system. In 2019, L’Osteria and inside received the eLearning

Award in the category “Getting started in e-learning” for the implementation of this project. Additional access courses are planned such as “Language learning”. This is aimed specifically at, and intended to support, employees with German language skills which are limited or need improving.

Michael Frötschl, Head of Academy and People Development at FR L’Osteria SE, is delighted with the learning solution. “The L’Osteria learning world has been received very well by learners. We are offering a comprehensive learning platform which enables efficient, varied and sustainable learning. It also enables you to find information quickly in the workplace. For me, however, the solution is worth a whole lot more than just in terms of learning. We are managing to integrate the employees within the much bigger overall business— L’Osteria La Famiglia.”

platform3L GmbH





Gamified microlearning simple to integrate in everyday working life
www.platform3L.com

Digital learning platform for the hotel sector in Ghana and Europe

In July 2019, platform3L GmbH — a German education technology company — concluded a contract for the use of its digital quiz learning platform with the Villa Monticello boutique hotel in Ghana. This learning solution had already been used successfully with a major hotel group in Germany. Within two years, three million study questions had been played in the quiz. The questions can be created simply and on a customised basis.

These initial and continuing education and training activities for hotel group employees have safeguarded and improved process workflows, customer service and the onboarding of new staff across locations. The platform's microlearning approach [learning in small units] — a platform which can also be used on a smartphone — means that learning can be integrated into everyday working life. This can already be used to select quality ratings, from Tripadvisor or booking.com, for example, and, in the event of any critical reviews, relevant quiz content can be displayed directly to staff at the hotel concerned.

These experiences impressed Laurie Awotwi, managing director of Villa Monticello which has been awarded the title of Ghana's best hotel. The goal was to improve the quality in process flows and customer service. The Chamber of Industry and Commerce training content is presented in the form of a quiz, and she can supplement this with her own relevant content for the training and continuing education of hotel employees. This makes the training solution of even greater interest to other African clients.

platform3L offers expertise in gamification approaches. Quizzes enable procedures and processes in all sectors to be learned quickly, and not just in the hotel and restaurant trade. Each training measure has content which can be created individually and used globally in a short space of time through the use of cloud-based software, and due to the well-developed mobile networks, can also be quickly used in Africa and other regions of the world. platform3L provides clients and implementation partners such as training providers with the software needed as a white label solution and in every language required.

GESAwards winner

platform3L is also one of the winners of the 2022 GESAwards (Global EdTech Startups Awards), which is the largest Edtech competition and community in the world. The initiative is a joint venture between partners from the six continents and has accomplished to build a community of more than 6,000 EdTech startups from over 130 countries.

Besides the competition towards the EdTech of the year, GESAwards has specific tracks that promote startups to apply in specific areas. platform3L took part in the Special Track "A.I. Enabling Self-Regulated Learning". An expert panel was looking for solutions that are using A. I. technologies to measure, support and develop young learners self-regulated learning. These solutions should measure how learners develop and adapt to the differences in learners' capabilities to regulate their learning.

platform3L further developed an application including micro learnings and quiz duels. This application can detect and close individual skills gaps. It can also support interactive learning in the metaverse so that formal and informal learning can complement each other.

This Special Track was realized in partnership with Jacobs Foundation. platform3L was selected as one of six companies out of 1,000 applicants from 150 countries.

platform3L aims at creating learning experiences which are as individual as the learners' needs. Hotel Lindner Group is a long-standing customer who uses the platform3L application in order to optimize quality in their European workforce by closing individual knowledge gaps with the adaptive learning technology. Plenty of learning content is created in the Hotel Lindner Group's headquarters in Düsseldorf and the application with in-build DEEPL (online service for automated translations) guarantees adequate wording in almost 30 languages.



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- Improvement



www.imove-germany.de

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