



Newsletter 5

May 2023



PROJECT HIGHLIGHTS

- Final International Scientific Conference on 9th of May 2023 .
- Final transnational face-to-face meeting, organised by Stowarzyszenie na Rzecz Innowacji i Edukacji, Radom, Poland on 10th of May 2023.
- Development of the Project Publication.
- Finalisation of project e-platform.

HORECA4VET INTERNATIONAL SCIENTIFIC CONFERENCE 9TH OF MAY 2023 IN RADOM!

We are excited to bring you the latest updates from **the HoReCa4VET that the Scientific International Conference** took place on May 9th. The conference brought together experts from the hospitality, restaurant, and catering industry, as well as educators, researchers, and stakeholders from different countries.

The conference kicked off with a registration, coffee, and networking session, followed by a welcome address from Tomasz Madej, Director of Centre for Education Development, Warsaw, Poland, and Katarzyna Sławińska, project coordinator, Stowarzyszenie na Rzecz Innowacji i Edukacji, Radom, Poland. The conference started with an international discussion panel on HoReCa challenges and threats, moderated by Tomasz Madej, Director of the Centre for Education Development, Warsaw, Poland. The panelists included: Katarzyna Sławińska, project coordinator, Stowarzyszenie na Rzecz Innowacji i Edukacji, Radom, Poland, Biljana Velevska, Samerimpeks Impulsi DOO, Skopje, Republic of North Macedonia, Zuhail Gök Demir from AKDENIZ University, Antalya, Turkey, and Athena Antoniou from EDITC Ltd, Nicosia, Cyprus.

The panelists were asked by the moderator to answer questions about how to market qualifications for the HORECA4VET industry function in their countries and what limitations and challenges exist. An interesting discussion ensued, confirming that similar problems exist in European market qualification systems. The panelists also highlighted the necessary competencies among employees, leaders, and managers in the industry. The discussion also touched on the changes in the HORECA industry after COVID-19 and the need for change.

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The first presentation was about HoReCa qualifications in the European dimension, which showcased the project results by Katarzyna Sławińska. Athena Antoniou from EDITC Ltd, Nicosia, Cyprus, presented on customer service in the HoReCa industry and in-house training for employees. She also introduced an interactive e-learning platform for the HORECA4VET project. Laura Fortea from Fundacion Equipo Humano, Valencia, Spain, talked about new technologies, digitalization, and trends in the HoReCa sector. The session ended with a comparative analysis of creative advertising strategies of hotels in Cyprus, Macedonia, Poland, Spain, and Turkey by Hediye Aydogan from AKDENIZ University, Antalya, Turkey.

After a coffee break, the conference resumed with a session on management in the HoReCa industry. Katerina Zlatanovska Popova from Samerimpeks Impulsi DOO, Skopje, Republic of North Macedonia, spoke about change management and effective communication. Zuhail Gök Demir from AKDENIZ University, Antalya, Turkey, presented a systematic analysis of hotel management and advertising literature. Biljana Velevska from Samerimpeks Impulsi DOO, Skopje, Republic of North Macedonia, talked about emotionally intelligent leadership, and Esra Şahin from AKDENIZ University, Antalya, Turkey, analyzed the professional competencies of gastronomy and culinary arts undergraduate students. Kamila Wnęk-Domin from EVACO Spółka z Ograniczoną Odpowiedzialnością, Cracow, Poland, discussed HoReCa competencies related to food decoration and carving.



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The conference ended with the organizers' overview and closing remarks, followed by a lunch break. During the breaks, participants attended workshops on decorating dishes, molecular gastronomy, and carving techniques presented by participants from WTZ by Stowarzyszeniu na Rzecz Innowacji i Edukacji, Radom, Polska. All those tasty dishes made the conference participants' breaks more enjoyable. During the breaks, participants discussed shortages in the labor force, including in the HORECA sector. The topic of changing the approach to work of the new generation and the need for employers to adapt to new conditions was also raised. Additionally, the IT and robotics solutions presented in the HORECA area are revolutionizing companies. The process of digitizing the market is enormous, and both HORECA employees and employers must prepare for these challenges



HORECA4VET E-LEARNING PLATFORM

The e-learning Platform was also presented during the conference, where you can find and use all the developed project products and materials.

The link to the platform is: <https://horecalearn.projectsgallery.eu/>

PROJECT PUBLICATION

The final announced product of the project is an International Publication consisting of several articles developed by the Consortium Partners. It will be available in both paper and online versions. We invite you to continue following our project communication channels :

Web page: <https://horeca.projectsgallery.eu/>

Facebook: <https://www.facebook.com/horeca4vet>

LinkedIn: <https://www.linkedin.com/company/horeca4vet/>





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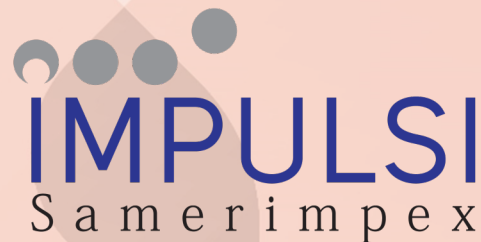
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