



MMC Mediterranean Management Centre



## Empowering Front Line personnel of Hospitality and Tourism Industry through 3D serious games.

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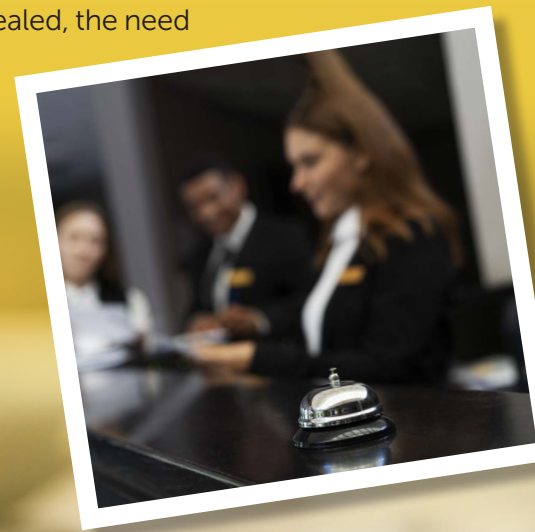
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## What is WELCOME about?

### WELCOME at a glance...

A receptionist in today's thriving business world is so much more than someone who answers the telephone. She or he is the first person that customers meet, so the impression she or he makes represents the entire business. Faced with new kinds of systemic risks, like COVID-19, receptionists must also perform more demanding tasks for risk mitigation and they are the first that face the customers. They must always become ready for what comes next and safeguard the company's guests and staff, in particular having the knowledge, skills and competence to respond to their safety, comfort and accessibility requirements.

Fitch (2021) estimates that COVID-19 will cause a major drop in European hotels' occupancy and these will not recover until 2023. It is sure that when reopening comes, the demand for receptionists will rise. Taking into consideration the fact that many of the existing workforce was forced to select different career paths and the new challenges the recent pandemic revealed, the need for competent training is apparent.



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WELCOME aims to address this need by developing and offering a modern online digital platform with training content in the form of 3D simulations (role play scenarios based on a service design mapping approach). The high-fidelity 3D realistic simulations that will be created with Unity (game engine) will offer advantages such as high user engagement, interactivity and feedback. Leading from the impacts of the coronavirus situation and prevention measures, the platform will include also COVID-19 management-related scenarios. Social distancing, sharing information about the virus, techniques and tools limiting person-to-person contact, techniques to identify and deal with risky situations and much more will be part of these scenarios.



### **What are the specific objectives of WELCOME?**

1. To develop an innovative online platform for the training of hotel receptionists in communication skills.
2. To create a number of simulation scenarios that will be role-played by the trainee inside the platform.
3. To develop an online synchronous 3D assessment tool that will be used in order for the trainees to interact with assessors as if they were customers and receive a certification.
4. To train tutors to use the platform in order to be able to translate and customize the scenarios to specific needs (different cultures, circumstances, etc.). and also train assessors to be able to organize and perform online assessments.
5. To disseminate the results of the project through tourism associations, professional communities, VET networks, EPALE, etc.

### **What will be the main results of WELCOME?**

1. To offer a fast and competitive way for training hotel receptionists through a 3D simulation.
2. An online 3D platform that will include narrative scenarios.
3. Learning outcomes for each simulation scenario.
4. Open Educational Resources in a 3D simulation.
5. A certification scheme for each participant (ISO 17024 Standard).

### **How will these results be achieved?**

1. Implementation of desk research for existing qualifications in each country for receptionists.
2. Implementation of collective intelligence focus groups.
3. Development of narrative scenarios.
4. Pilot training of the 3D platform.

### **Who can take part in WELCOME?**

1. Reception staff with various seniority from 3 to 5 years.
2. Reception staff from various hotel groups.
3. Employers employing reception staff.
4. Representatives of industry associations, e.g., hoteliers, students - graduates of education related to reception, e.g., hotel management technicians.

If you are already intrigued by WELCOME, contact the project partners in your country to learn how you may participate in the WELCOME activities and benefit from the project!



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