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Project Overall report on the Smartphone apps and FrontDesk 2 program

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O2-A6 project activity

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Introduction

The aim of this activity is to see how the two smartphone apps and the FrontDesk-2 computer program perform in practice in the industry, and to suggest any improvements or additions to the content that may be considered useful or necessary.

1. Preparatory work

Piloting sessions involved all partners and covered a two month –period of time (July 2015-August 2015).

Before piloting Turiba University project manager Dr.paed. Ineta Luka, professor, and Simona Pellizzari from IPSSA Nino Bergese (the WP leader) worked out the questionnaire for piloting. The form was created in such a way as to enable gathering feedback about both the application programmes as well as the FrontDesk programme. The aim of this activity is to see how the two smartphone apps and the FrontDesk-computer programs perform in practice in the industry, and to suggest any improvements or additions to the content that may be considered useful or necessary.

2. The Process

The target groups who attended the sessions were extremely varied and included university and secondary school students, school and university staff, teachers, tourists and people working in the hospitality industry. Most of the presentations and piloting sessions were hosted by the institutions the partners are working for and some of them were held in hotels or tourist accommodation, which gave us the opportunity to test the FrontDesk program and smartphone app “on the spot”.



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The sessions were introduced by a brief power point presentation pointing out the contents and the aims of the project and its “story so far”.

Then, we moved on to the FrontDesk program and smartphone app. First, we explained its technical specificities and the impact it may have in terms of the interaction with foreign customers, later on we let the participants play with the program. The same was done for the smartphone app.

At the end of the sessions, the questionnaires were handed out.

3. Feedback gained from questionnaires

Participants 169

All participants received useful information on the project, which was evaluated as well presented.

3.1 The Smartphone Apps

The questionnaires revealed that all the people who participated in the piloting session were given useful information on the smartphone apps.

168 participants were smartphone users. As for the smartphone operating systems 105 participants used Android, 22 IOs, 14 Windows and 5 used “other” operating systems. (Table 1.)

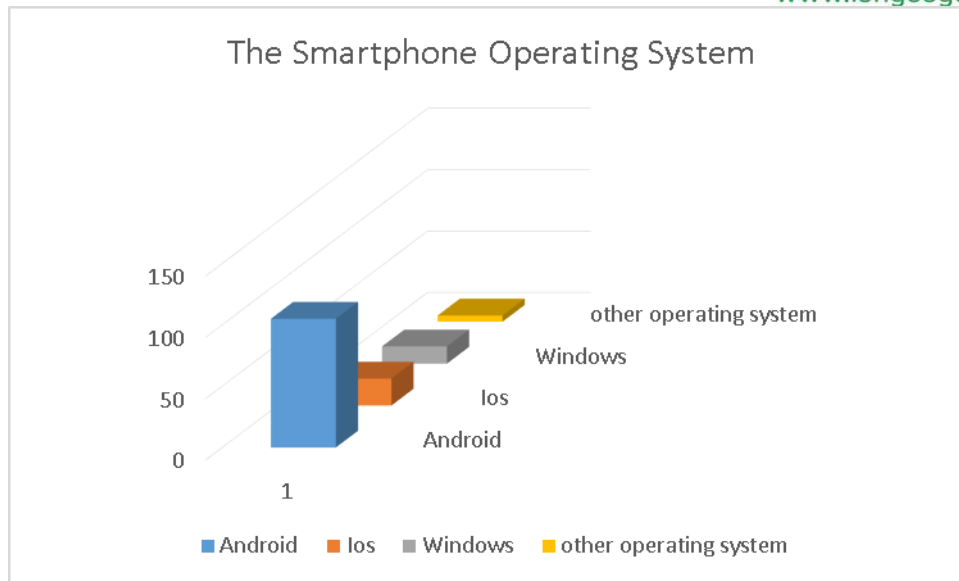


Table 1.

The apps' layout was assessed as "very good" (20), "good" (14) and "average" (8)

The participants were asked about how easy it was to retrieve information on the apps. It was easy for 23 of them, quite easy for 18 of them and not very easy for 3 of them .

As concerns the participants' likeliness to use the apps for professional purposes the results were as follows: very likely (1), likely (18), quite likely (11), and not very likely (7).

Regarding the usefulness of the apps in their companies 43 people found them very useful, 59 useful, 46 quite useful and 3 useless. (Table 2.)



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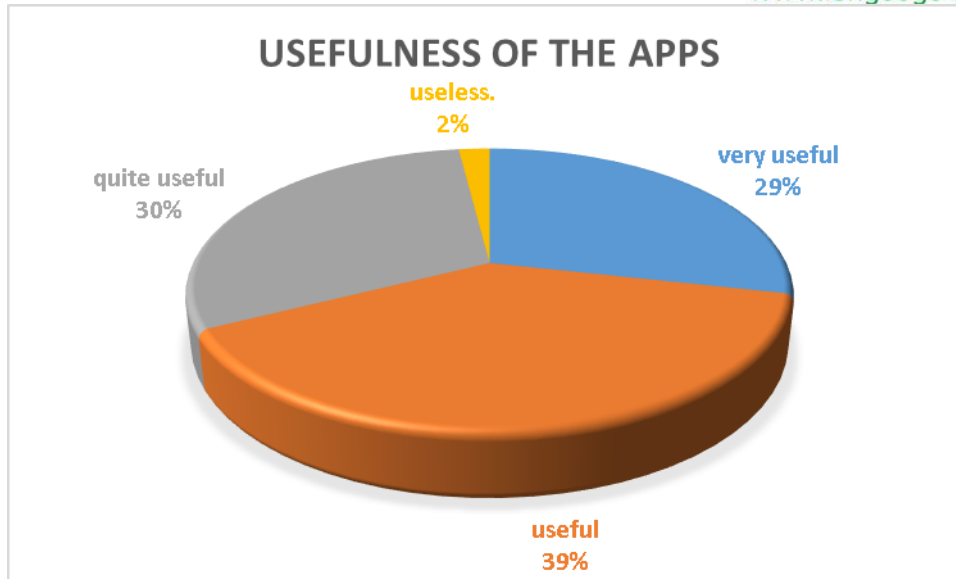


Table 2.

50 people would very likely recommend the apps, 49 would be likely to do so, 29 would be quite likely and 3 would not be very likely.

24 participants knew no other hospitality based app, 4 knew some and 13 people knew only one other similar app.

3.2 Front Desk Programmes

All those who answered the related question thought they had received useful information on the Front desk programmes.

The participants were asked about the computer operating systems they were using, they answered as follows: Windows (125), Apple (22) others (2). (Table 3.)

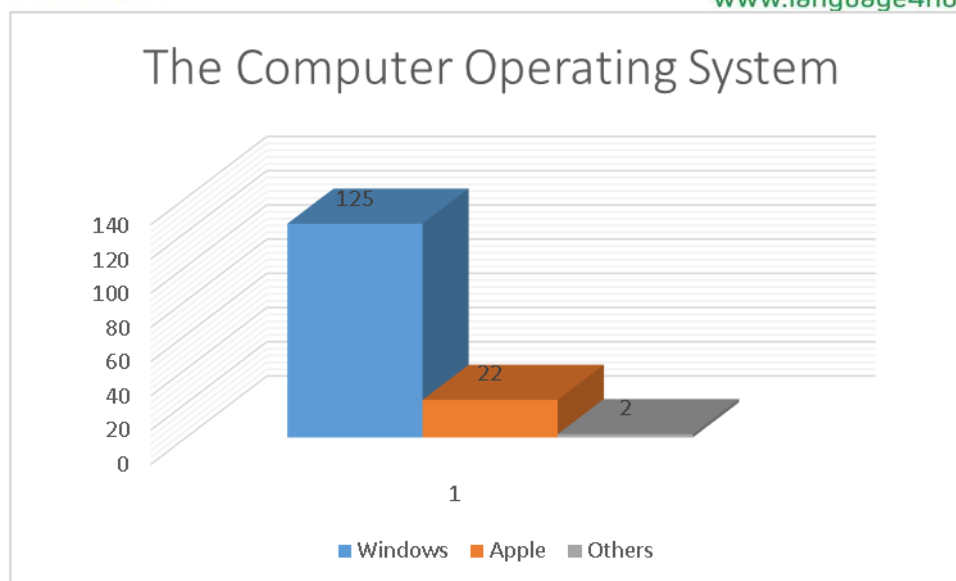


Table 3.

The layout of the front desk programs was assessed as “very good “(12), “good” (28) “average “(3).

As for their likeliness to use the programs, the results were very likely (8), likely (18), quite likely (14), and not very likely (2).

Concerning the Front desk programs’ ease of use, the answers were easy (21), quite easy (17), and not very easy (3).

One question concerned the usefulness of the programs in companies: they were assessed as very useful (48), useful (72), quite useful (26), and useless (1). (Table 4.)

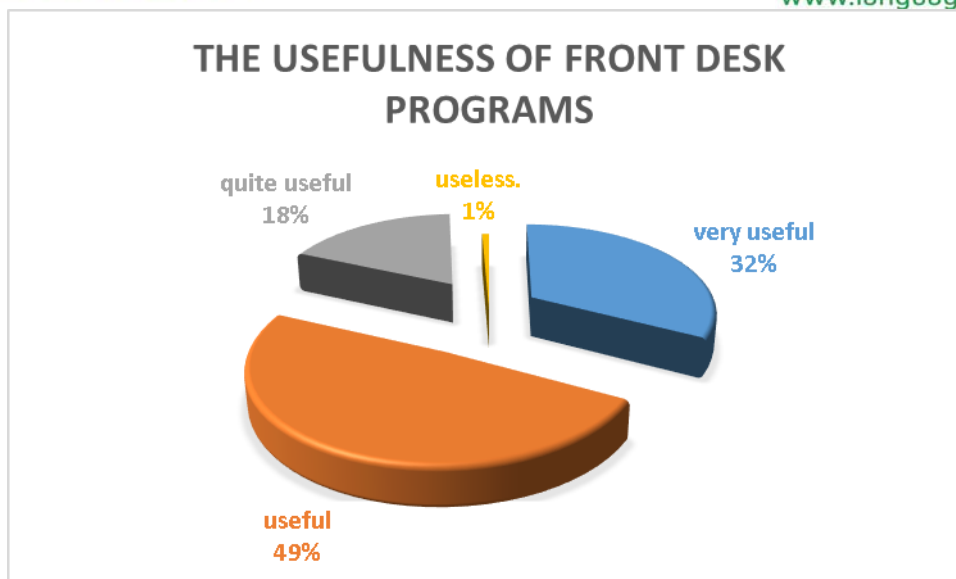


Table 4.

Regarding the participants' likeliness to recommend the programs the answers were very likely (49), likely (63), quite likely (22), unlikely (1).

35 participants knew no other hospitality-based software programme, 7 people knew a few other similar programmes.

3.3 The suggestions that came out of the questionnaire concerned:

- transliteration of Cyrillic into European alphabet,
- making the apps available on Google Play,
- the upgrade of apps and front desk programs,
- a more colourful layout for the apps,
- content expansion,
- the use of only one language in text translations for the apps ,
- the use of diacritics signs for the Romanian and Hungarian languages.



4. Conclusion

To sum up, both the mobile applications and Front Desk programs are useful tools or accessories for people working in the tourism industry. All participants said they are not allowed to use their mobiles at work. Therefore, this would be very useful after work in case upgrading their knowledge from certain language they are interested in.

Considering that, FrontDesk programs are mainly used at the reception desk and people working there are used to their computers this is not a real surprise. All of the participants would recommend both the apps and the FrontDesk programs to other users.

The Restaurant and Village apps and FrontDesk programs are most useful which has been expected due to the following reasons: the piloting period was in summer so the Ski resort app and FrontDesk program was no option. Still, the Seaside app and FrontDesk program was used by tourism facilities located near lakes. The FrontDesk programs were used more frequently than the mobile app. Considering that FrontDesk programs are mainly used at the reception desk and people working there are used to their computers this is not a real surprise.

In brief, the respondents found the application programs useful and interesting. Very few technical problems arose. The people who took part in the survey asked many questions and appeared to be very impressed and interested in the project's future developments.