Projects and Products Portal for Leonardo da Vinci

PLAYHOST: The Hospitality Entrepeneurs Game

2010-1-ES1-LEO05-20958

http://www.adam-europe.eu/adam/project/view.htm?prj=8941

Project Information

Title:	PLAYHOST: The Hospitality Entrepeneurs Game
Project Number:	2010-1-ES1-LEO05-20958
Year:	2010
Project Type:	Transfer of Innovation
Status:	completed
Country:	ES-Spain
Marketing Text:	The PLAYHOST project wanted to offer the students of hospitality and any adult with similar needs with a practical tool helping them in the creation of their new business.
Summary:	Tourism plays a major role in creating growth and jobs and promotes regional development; it is one of the biggest and fast expanding European economic sectors and hospitality and restaurants play a major role in tourism. The PLAYHOST project directly addresses the labour market needs and the economy demands promoting the creation of new job posts and businesses. In many centres providing VET in hospitality the training of entrepreneurship is missing or is taught in a very theoretical way. The PLAYHOST project main objective is the transference of a general entrepreneur's game into the specific sector of hospitality and restaurant management. The original game developed in the framework of Ldv Pilot projects (F/01/B/P/PP-118039) was finished in 2004 therefore the technology -although good in its conception and methodology- needs upgrading and the contents of the game require specialization in the professional sector of hospitality and restaurant management.
Description:	- There have been five international meetings in which tasks and responsibilities have materialized. During the last meeting a Final Conference has been organized to present the main results of the project. It has created a model of satisfaction questionnaire for internal quality control of the transnational meetings - It has been established and implemented a communication protocol. Creating a working tool online (Worklab) for communication between partners, sharing tasks, information exchange and common files. - It has completed the investigation report which analyzed the content of the project under transfer to define those aspects valid today and transferred to the hospitality industry. It has made a study of the sector hotels and restaurants in each of the partner countries and the education system in the industry. It has also been analyzed using game simulators in teaching (training) and technical aspects of the previous game to evaluate the transferable. - It has been designed and built the project the corporate image (logo). - A brochure has been also designed in 7 languages to disseminate the project objectives and results. Together with the brochures also posters and kakemono has been desgined. - It has been designed and created the project website. - Was selected from three types of professionals a team of external quality control (Quality Control Board) of the project to meet training professionals and entrepreneurs in each of the countries of the consortium. Using specific questionnaires these people helped partners to better detect the strengths and weaknesses in project implementation. - New contents have been developed by the committee members and experts partners to the game simulator for entrepreneurship in the hospitality industry. Contents have been developed in 7 languages. - The game simulater online has been implemented with new design and programming. Nowadays the new game is available online. - The game has been tested by a selection of targets groups. Satisfaction questionnaires has been designed providing quantifiable data and qualified to help improved game simulator and content of our final product. An international Report has been written with the most important comments and testing results. - The committee of experts has been carry out further quality control - During the last meeting a Final Conference has been organized to promote the project in Zaragoza; partners have also organized several dissemination activities in their countries.

Project Information

Themes:	*** ICT *** Open and distance learning *** Enterprise, SME *** Continuous training ** Labor market * Intercultural learning * Equal opportunities * Language training
Sectors:	*** Education ** Accommodation and Food Service Activities
Product Types:	open and distance learning website others
Product information:	The project main result is a game fostering entrepreneurship in the sector of hospitality and restaurant management. The main interest of the game is to make young entrepreneurs think in order to reduce the new company and the more common mistakes that can appear in order to prevent risks; it improves the abilities of the potential entrepreneurs in simulated situations of creation of hospitality business. The game can reproduce several years of a business activity in a simulation of hours. It has been created a working tool online (Worklab) for communication between partners, sharing tasks, information exchange and common files. It has completed the investigation report which analyzed the content of the project under transfer to define those aspects valid today and transferred to the hospitality industry. It has made a study of the sector hotels and restaurants in each of the partner countries and the education system in the industry. It has also been analyzed using game simulators in teaching (training) and technical aspects of the previous game to evaluate the transferable. This report is available in English. It has been designed and built the project the corporate image (logo) and dissemination materials as brochures, posters and kakemonos in 7 different languages. It has been designed and created the project website. A new simulator game has been designed and programming to show the new contents in the hospitality sector An International Testing Report has been written with information about the testing strategy and results in partners countries. A final conference has been organized during the last meeting in Zaragoza to promote the project.
Projecthomepage:	www.playhostgame.eu

Project Contractor

Name:	ASOCIACION PROFESIONAL DE CAFES BARES Y SIMILARES
City:	Zaragoza
Country/Region:	Aragón
Country:	ES-Spain
Organization Type:	others
Homepage:	http://www.cafesybares.com

Contact Person

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Coordinator

Name:	Formacion y Asesores en Selección y Empleo
City:	Zaragoza
Country/Region:	Aragón
Country:	ES-Spain
Organization Type:	continuing training institution
Homepage:	http://www.fase.net

Contact Person

Name:	Jose Antonio Campos
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Telephone:	
Fax:	
E-mail:	europa@emia.es
Homepage:	

Partner

Partner 1

Name:	Çankaya MKB Otelcilik ve Turizm Meslek Lisesi
City:	Ankara
Country/Region:	Ankara
Country:	TR-Turkey
Organization Type:	continuing training institution
Homepage:	

Partner 2

Name:	International University College-IUC
City:	Dobrich
Country/Region:	Severoiztochen
Country:	BG-Bulgaria
Organization Type:	university/Fachhochschule/academy
Homepage:	http://www.vumk.eu

Partner 3

Name:	Deutsche Angestellten-Akademie Berlin
City:	Berlin
Country/Region:	Berlin
Country:	DE-Germany
Organization Type:	continuing training institution
Homepage:	http://www.daa-berlin.de

Partner 4

Name:	GIP-FIPAG - Groupement d'Intérêt Public - Formation et Insertion Professionnelle de l'Académie de Grenoble
City:	EYBENS
Country/Region:	Alsace
Country:	FR-France
Organization Type:	public institution
Homepage:	

Partner

Partner 5

Name:	Agenzia per la Formazione e il Lavoro srl
City:	Milan
Country/Region:	Lombardia
Country:	IT-Italy
Organization Type:	continuing training institution
Homepage:	

Project Files

Affiche Allemand.pdf

http://www.adam-europe.eu/prj/8941/prj/Affiche%20Allemand.pdf

Affiche Anglais.pdf

http://www.adam-europe.eu/prj/8941/prj/Affiche%20Anglais.pdf

Affiche Bulgare.pdf

http://www.adam-europe.eu/prj/8941/prj/Affiche%20Bulgare.pdf

Affiche Espagnol.pdf

http://www.adam-europe.eu/prj/8941/prj/Affiche%20Espagnol.pdf

Affiche Francais.pdf

http://www.adam-europe.eu/prj/8941/prj/Affiche%20Francais.pdf

Affiche Italien.pdf

http://www.adam-europe.eu/prj/8941/prj/Affiche%20Italien.pdf

Affiche turc.pdf

http://www.adam-europe.eu/prj/8941/prj/Affiche%20turc.pdf

brochure EN.pdf

http://www.adam-europe.eu/prj/8941/prj/brochure%20EN.pdf

brochure ES.pdf

http://www.adam-europe.eu/prj/8941/prj/brochure%20ES.pdf

brochure FR.pdf

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brochure IT.pdf

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Project Files

brochure TU.pdf

http://www.adam-europe.eu/prj/8941/prj/brochure%20TU.pdf

BrochureVFGE2.pdf

http://www.adam-europe.eu/prj/8941/prj/BrochureVFGE2.pdf

informe wp2_def.pdf

http://www.adam-europe.eu/prj/8941/prj/informe%20wp2_def.pdf

Jornada para Emprendedores en Turismo y Hostelería_eng.pdf

http://www.adam-europe.eu/prj/8941/prj/Jornada%20para%20Emprendedores%20en%20Turismo%20y%20Hosteler%C3%ADa_eng.pdf

Kakemono Allemand.pdf

http://www.adam-europe.eu/prj/8941/prj/Kakemono%20Allemand.pdf

Kakemono anglais.pdf

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Kakemono italien.pdf

http://www.adam-europe.eu/prj/8941/prj/Kakemono%20italien.pdf

Kakemono turc.pdf

http://www.adam-europe.eu/prj/8941/prj/Kakemono%20turc.pdf

Project Files

testing report.pdf

http://www.adam-europe.eu/prj/8941/prj/testing%20report.pdf

Products

1 PLAYHOST website

2 Investigation Report on Hospitality sector and analysis of game simulator

3 Contents for the game simulator PLAYHOST, entrepreneurship in hospitality and catering.

4 Simulator of online game PLAYHOST

5 Testing report and exploitation of the game simulator PLAYHOST

6 Tool of management WorkLab

7 material for the dissemination

8 Final conference of dissemination

Product 'PLAYHOST website'

Title:	PLAYHOST website
Product Type:	website
Marketing Text:	webpage of the project with information translated into the different languages of the partners
Description:	The webpage of the project is our main tool to spread our project. The webpage provides at the moment the following sections: (1) Generic information about the project goals and results (2) Information about the target group (3) Information about the partner consortium and access to their webpages (4) Access to the game simulator PLAYHOST (5) Access to other links of interest for the target group (6) Access to the spreading products
Target group:	
Result:	
Area of application:	
Homepage:	www.playhostgame.eu
Product Languages:	Spanish Turkish German Italian English French Bulgarian

Product 'Investigation Report on Hospitality sector and analysis of game simulator'

Title:	Investigation Report on Hospitality sector and analysis of game simulator
Product Type:	others
Marketing Text:	Specific research by partners in Hospitality sector
Description:	the report includes information about the hospitality sector in each of the countries of the consortium, the use of game simulator in vocational training, examples of the hospitality sector, analysis of the contents of the transferred project.
Target group:	professionals in the field of teaching and future entrepreneurs in the hospitality and catering sector.
Result:	
Area of application:	
Homepage:	
Product Languages:	English

product files

informe wp2_def.pdf

http://www.adam-europe.eu/prj/8941/prd/2/1/informe%20wp2_def.pdf
Research report

Product 'Contents for the game simulator PLAYHOST, entrepreneurship in hospitality and catering.'

Title:	Contents for the game simulator PLAYHOST, entrepreneurship in hospitality and catering.
Product Type:	material for open learning
Marketing Text:	Basic contents of the game which takes place in three different contexts for five different areas of formation
Description:	Main contents of the Playhost game simulator, available in seven languages. The main contents are 5 different modules of learning (human resources, customer service, supply of goods, marketing-management and, finances and legal issues) that are going on parallel. The modules are developed in three possible scenes of business like a bar-café, a restaurant and a small hotel. The modules consist of real situations that a catering or hotel industry agent can find day by day.
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	Turkish Spanish Bulgarian Italian German French English

Product 'Simulator of online game PLAYHOST'

Title:	Simulator of online game PLAYHOST
Product Type:	open and distance learning
Marketing Text:	game to improve entrepreneur's skills in the hospitality sector
Description:	Simulator of online game which main aim is to improve the enterprising capacities of the people in the hotel sector. Its main characteristics are: - The access to the formative session is carried out through internet; - The game is available in the languages of the consortium apart from English. - The kind of business has to be selected, apart from the "avatar" inside the game, the business name, its aspect and logo. - During the training session, situations and possible answers are going to be set out; each of the possible answers has associated a positive or negative punctuation related to the degree of correct answers to solve a situation.
Target group:	
Result:	
Area of application:	
Homepage:	www.fase.net/playhost
Product Languages:	German Italian Spanish Turkish Bulgarian English French

Product 'Testing report and exploitation of the game simulator PLAYHOST'

Title:	Testing report and exploitation of the game simulator PLAYHOST
Product Type:	others
Marketing Text:	Information about testing with recommendations and suggestions
Description:	Testing report of the game simulator Playhost with the conclusions and recommendations of testing of the tool about effectiveness and relevance of its contents. Each partner has implemented the testing in the different countries through questionnaires. These recommendations, collected in the interaction of potential users of the game simulator, are the base for a proper use of the main product once the project has finished and for the development of future marketing campaigns.
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	English

Product 'Tool of management WorkLab'

Title:	Tool of management WorkLab
Product Type:	others
Marketing Text:	management online tool to exchange information between partners through the website
Description:	Software tool of communication between partners available online with access keys to be able to share documents, information, discussions and debates, e-conferences from distance. This tool has been adapted to the necessities of the project and its partners.
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	English

Product 'material for the dissemination'

Title:	material for the dissemination
Product Type:	others
Marketing Text:	creation of dissemination material
Description:	logo of the project to be used by all the partners in all the publications, other materials for dissemination as brochures (diptych), poster and a kakemono have been developed in all languages of the partner consortium to use them in fairs, seminars or conferences.
Target group:	
Result:	
Area of application:	
Homepage:	http://www.playhostgame.eu/products.php
Product Languages:	Turkish Spanish Italian German French English Bulgarian

Product 'Final conference of dissemination'

Title:	Final conference of dissemination
Product Type:	others
Marketing Text:	final conference to present the project to the general public interested in this area
Description:	Final conference in Zaragoza for the presentation to the general public of the main results of the project Playhost. In the Conference, it has been involved different speakers of the hotel and tourism sector, who are experts on the innovation for the entrepreneurship.
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	Spanish English

Events

SEMINAR FOR ENTREPRENEURS IN TOURISM AND HOSPITALITY

Date	13.09.2012
Description	Final conference in Zaragoza for the presentation to the general public of the main results of the project Playhost. In the Conference, it has been involved different speakers of the hotel and tourism sector, who are experts on the innovation for the entrepreneurship.
Target audience	Public in conferences, final users, and beneficiaries in general, future enterprising people in the sector
Public	Event is open to the public
Contact Information	
Time and place	13-09-2012, La Azucarera. Zaragoza