



JUNE 2023 | NEWSLETTER 3

ESTOUR

Introducing Epidemic Safe Tourism (post-COVID recovery) to strengthen SMEs in the Hospitality Sector



What is ESTour about?

An Erasmus+ project that aims at creating the ESTour expert professional profile.

The ESTour project aims at training and certifying people who have been working in the hospitality sector and would like to update their skills related to the new health and safety protocols and new digital technologies in regards to an effective response to the epidemic crisis' impact.

The main goal of the ESTour Expert is to be able to work at an operational level, namely conduct an operational plan by creating and implementing staff protocols and guidelines, retraining and monitoring staff regarding infection control, physical distancing and hygiene measures, and to know how to use the new digital technologies for implementing clients' social distancing during epidemic crises.

In order to create this new ESTour expert profile, the partners of this Erasmus+ project will elaborate the following deliverables:

- Research on the current needs in hospitality sector, based on COVID-19 impact.
- Epidemic Safety Tourism Expert Qualification Profile.
- ESTour modular training curriculum.
- ESTour blended learning course.
- ESTour certification scheme.



The ESTour Expert

- Understands, follows and applies new safety protocols.
- Is aware of the new digital technologies for facilitating the operation of hospitality SMEs in times of epidemic crises.
- Conducts an operational plan by creating and implementing staff protocols and guidelines.
- Applies health safety and social distancing practices.
- Retrains and monitors staff regarding infection control, physical distancing, and hygiene measures.



PR 3: ESTOUR EXPERT MODULAR TRAINING CURRICULUM

Under PR3, partners developed training programs. This activity culminated in defining the relevant modules for the ESTour Modular Training Curriculum. The modules were based on the findings of PR1 - Transnational Report on the current needs of the hotel sector in connection with the impact of COVID-19 and the results of PR2 - Qualification Profile. The curriculum has been developed concerning the identified learning outcomes and covers all the necessary vital competencies.



Partners developed training materials for synchronous learning in a national context. After the ESTour training program modules were defined, training material was developed and will be used for synchronous learning. Each partner country will contextualize the training materials according to the anticipated needs.

The next step in the implementation of PR3 is the training of trainers at the national level. After the training that will take place in Greece, the master trainers to be trained will return to their home countries and train at least five more trainers to attend the curriculum validation training. Trainers will provide feedback that will be included in the final report on reviewing and finalizing the training material.

Curriculum modules

1. Health & Hygiene Security Measures

- I. Health & Safety policies in epidemic crises
- II. Risk Assessment and Management

2. Digital literacy

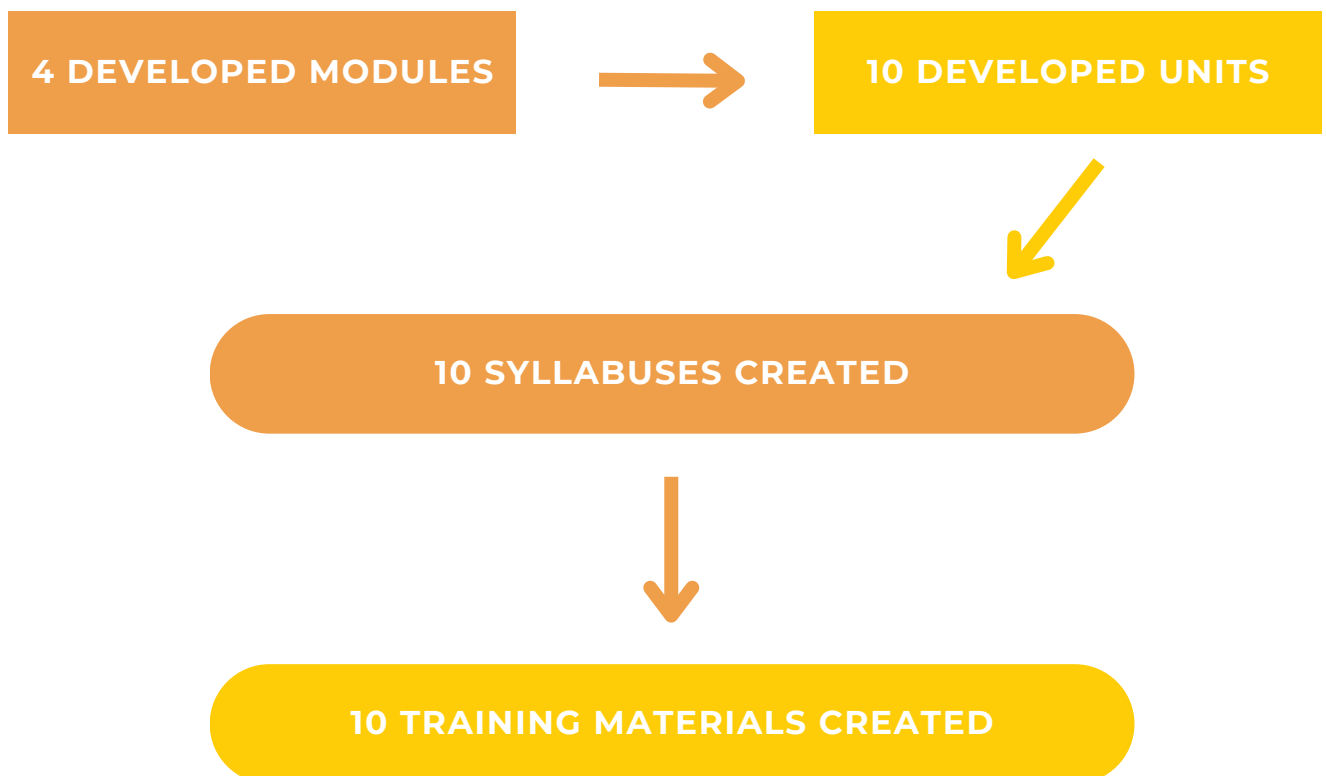
- III. Digital Tools used for epidemic crisis prevention
- IV. Implementation of digital technologies in epidemic crisis
- V. Digital tools for communication media

3. Trustable communication

- VI. External communication: Effective communication with clients
- VII. Internal communication: Effective communication with employees

4. Leading the situation

- VIII. Understanding the impact of safety legislation and policies
- IX. Monitoring compliance with the health & safety legislation and policies
- X. Guiding employees on current health & safety rules

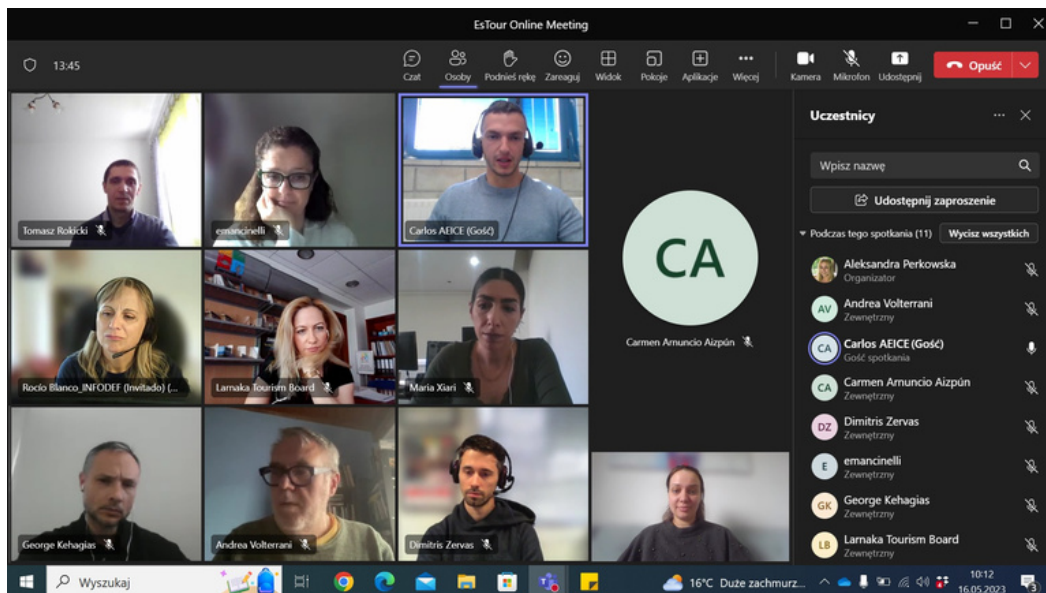




Online meetings

8 partners from 5 leading tourism countries.

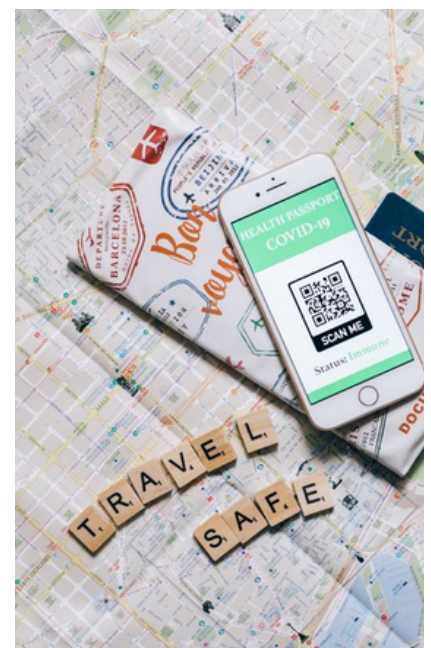
On February 7, 2023 and May 16, 2023, two online partner meetings took place. Their aim was to monitor progress in achieving project results. Current progress was discussed. The schedule of activities for PR3 and PR4 was also presented. The consortium was briefed on the current progress and next steps to be taken before the face-to-face meeting. The meetings were a platform for open talks between the partners. During the meeting a presentation was provided by MMC on dissemination current progress and pending issues, and the importance of following up the activities (uploading evidences/updating monitoring tool) on a timely manner was put in the attention of the partners



Comming soon

The third partners' meeting in Larissa, Greece.

The next face-to-face partner meeting is scheduled for July 10-13. On the first day, there will be a management meeting of the partners, during which the current issues of the project will be discussed. The four days of the meeting will also be devoted to training trainers who will use the ESTour training materials in the implementation of activities for the training of ESTour Experts and the validation of the ESTour project training materials.





ESTour partnership:



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Co-funded by
the European Union

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein. 2021-1-PL01-KA220-VET-000027987