2nd NEWSLETTER - June 2021

IO1:Initial Approach Towards Benchmarking of current used Digital Tools in Tourism and Hospitality:

PROJECT PROGRESS

Since our first newsletter we have been busy researching the current levels of digitalisation across the partnership. This research provided information from a wealth of sources regarding the current digitalisation within the industry and formed part of each country's National Report. We also interviewed participants working in the Hospitality and Tourism industry to help us to find out which digital tools are currently being used across the industry and the areas which would most benefit from digitalisation in the future. Participants were asked about their level of competence and awareness of various digital and online tools as well as preferred learning methods, and course considerations to help to inform the design of the training element as the project progresses.

Initial findings from the research showed there is an appetite for increasing digitalisation in the Hospitality and Tourism industry and that in order to do this there is a skills gap to address. This supports the project aim that the role of the dTour adviser will help to reduce the skills gap and support SMEs to enhance their digitalisation.

Based on these findings the partnership will now start work to develop the occupational profile for the dTour advisor which will include a comprehensive Person Specification and Job description

In this issue:

Project Progress

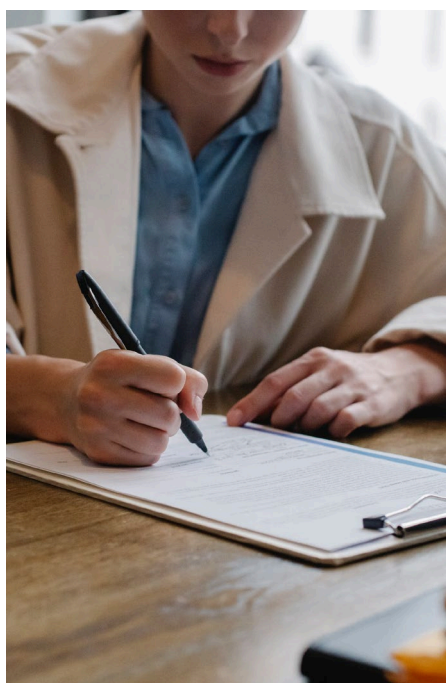**Key Findings from our research**

What next for dTour?

Who are the partners and how to contact us

Agreement Number: KA202-46D087DB

dTour research key findings

Desk Research:

This focused primarily on internet resources, including government and national portals, published reports, statistics and wider industry sources. The desk research focused on the current level and availability of digitalisation within the hospitality and Tourism industry.
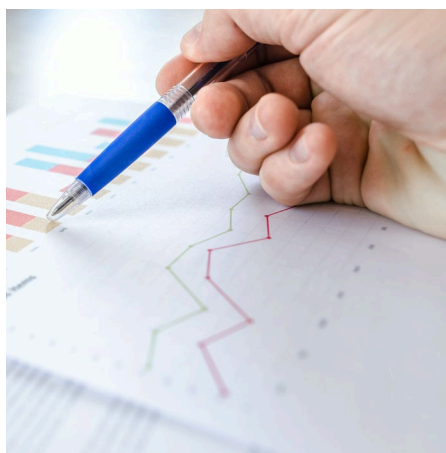
Interviews and Questionnaires:

Partners completed interviews and questionnaires with SMEs within the hospitality and tourism industry including hotel managers, restaurant mangers and owners, small business owners and travel industry experts to understand the current level of digitalisation and how digitalisation could be used to improve various aspects of their business. Alongside this questionnaires were completed by those working in the industry who might in the future use their knowledge and understanding of digital systems and processes to support other businesses.

Findings:

The majority of respondents from all countries are familiar with social media as well as CRM and channel management systems, guest apps virtual travel and guided apps. However, although many in the industry use digital tools to find solutions there is certainly room for improvement. There were also significantly fewer respondents familiar with or using AI. Respondents from all the countries agreed that digital tools have a lot to benefit the industry when they are utilised in the correct manner but in many instances, there is a lack of knowledge on how such tools can be used so the organisation gains maximum benefit.

Most respondents agreed that training sessions for digital tools would be of benefit although there was no clearly preferred method across the partnership with on-the-job learning, self learning, online courses and classroom-based learning all proving to be popular.

dTour What Next?

Across the partnership the areas identified which would most benefit SMEs from digitalisation included:

- Improving the customer experience;
- Diagnostic and action planning;
- Finding new customers;
- Using digitalisation for improving business networks;
- Internationalisation;
- Option appraisal (digitalisation options, models, 'off the shelf' options)
- Improving internal quality through resource and staff management.

IO2 - Development of Occupational Profile for Agent in Tourism and Hospitality Digitalisation

Following on from the findings of IO1 identifying the main areas which would most benefit from digitalisation the partnership held a workshop in July to start to define the Occupational Profile for the dTour adviser to deliver in these areas. Partners were allocated areas of work to reflect areas of specialism and a worked through example was provided for guidance. Over the summer the partnership will continue to develop this work with a final version expected in September 2021.

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THE TEAM

THE PROJECT BRINGS TOGETHER 8 PARTNERS FROM 5 EUROPEAN COUNTRIES, FORMING A TRANSNATIONAL COOPERATION PARTNERSHIP WITH A BALANCED REGIONAL GEOGRAPHICAL REPRESENTATION OF THE ERASMUS+ AREA AND WITH QUALITATIVE REPRESENTATION OF COUNTRIES THAT DEPEND HEAVILY ON THE TOURISM INDUSTRY.

COORDINATOR:

DIMITRA EDUCATIONAL ORGANIZATION

PARTNERS:

MMC MANAGEMENT CENTER

LARNAKA TOURISM BOARD

ACTA

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