

Multiplier event of **'dTOUR - INTRODUCING DIGITALIZATION FOR BOOSTING SMES IN TOURISM AND HOSPITALITY' PROJECT**

Larnaka, Cyprus
05 September 2022



Credits: Uclan Cyprus

dTour Project

"INTRODUCING DIGITALIZATION FOR BOOSTING SMES IN TOURISM AND HOSPITALITY"

Within the framework of our project **dTour** (Erasmus+, KA2 Strategic Partnerships for vocational education and training), a successful event was organized by **Larnaka Tourism Board (LTB)** and **MMC Mediterranean Centre (MMC)** at the premises of Uclan premises. The event had as an objective to inform interested stakeholders on the ISO 17024 Certification for people who wish to become dTour advisers.

The president of LTB, Mr Lefkaritis welcomed the participants with an introductory speech on the project, encouraging the participants to follow the pilot implementation of the project and acquire the certification. Subsequently, Mr Poulos, representing the Deputy Ministry of Tourism in Cyprus, presented the online digital strategy of the Cypriot government and the new digital technologies and methods used for attracting more tourists for different tourism types, such as cultural tourism, environmental tourism etc.



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Dr Simillidou, lecturer at Uclan Cyprus, puzzled the participants by analysing the impact of the use of robotics in the hospitality sector and the effect on the human interaction. The event continued with the speech of Mr Alex Constanti, business consultant at Ideaseven, who provided the audience with useful tips on the digital updating of hospitality businesses.

After the interesting information provided by the experts in the field, Sofia Constantinou, representing MMC, presented the dTour project to the participants. The presentation included information on the rationale behind the idea of the project, statistics about Cypriot business sector and the level of digitalisation and results of the desk and field research that was conducted in each partner country. The training course, its modules as well as the dTour certification scheme were thoroughly explained to the participants. Finally, the participants were given the opportunity to ask questions during the open discussion at the end of the event.

It was a great pleasure for the partners to receive a considerable number of expression of interests for the dTour pilot training and 'dTour adviser' certification. After the successful multiplier event, the next step is the organization of the training for the future dTour advisers.



To find more about the dTour project, click [here!](#)

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