

# dTour

Introducing digitalization for boosting SMEs in  
Tourism and Hospitality



## 4th Newsletter – December 2022

The dTour Erasmus+ project, aiming at training and certifying dTour advisers in order to promote digitalization in Tourism and Hospitality SMEs is in progress and this newsletter provides with the latest information on:

- The project progress
- The last meetings
- The dTour Curriculum and Training Material
- The Certification Scheme
- Our next steps

<https://dtour.projectlibrary.eu/en/>

### AGREEMENT NUMBER

KA202-46D087DB

### START DATE

01 DECEMBER 2020

### DURATION

29 Months



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# Project progress

Since the 3rd Newsletter, the partnership has made a considerable progress with the project. The Curriculum and Training Material have been finalised and are ready to be used for the pilot implementation of the dTour project. The development of the Curriculum and the Training Material was a result of a dedicated team work by all the partners. The partners in Greece, Cyprus and the UK held multiplier events for the recruitment of potential candidates for the 'dTour adviser' certification.

A successful step for the project was the accreditation of the dTour Certification Scheme that has been submitted by the partner responsible for it, ACTA, to the Hellenic Accreditation System and was in a short time received. Therefore, the consortium is ready to start the pilot implementation for the dTour advisers' training.



# Meetings

With the loosening of the pandemic-preventive measures, the partners had the opportunity to meet, for the first time, at a face-to-face meeting in Larnaka, Cyprus hosted by Larnaka Tourism Board. Subsequently, the partnership met in Larissa for the Learning Activity of the project, where the dTour Training Material was examined. The last meeting of the consortium took place in London in September 2022 during which the partners discussed the national pilot implementations and the progress of the Navigation Guide.



# The dTour Curriculum and Training Material

The partners have collectively created the dTour Curriculum and Training Material based on the dTour Occupational Profile. The advantage of the dTour training program is that it is designed to be modular. This means that it can be delivered:

- As a unique course, meaning that it is delivered as a whole, module by module and the participants will go through the whole dTour material, or
- On a modular basis where the modules are chosen based on demand, consisting only of the modules the participant chooses to study according to their training needs.

The whole program is designed to reach up to 300 hours and each module approximately 100 hours. dTour course is delivered using synchronous and asynchronous learning as well as project-based activities. The topics that the dTour course will offer are the following:

## Module A: Digital Tools and Resources for Successful Managing

A.1 Using Digitalisation for Improving Business Networks

A.2. Finding New Customers

A.3. Improving Quality Through Resource and Staff Management

## Module B: Digital Tools and Resources for Providing Upscale Customer Services

B.1 Analysing Customer's Current needs

B.2. Improving the Customer Experience

B.3 Internationalisation

## Module C: Needs Analysis and Development of Tailor-Made Plans

C.1 Diagnostic and Needs Analysis

C.2. Option Appraisal

C.3 Action Planning

The coordinating organisation, DIMITRA, as well the Cypriot partners, LTB and MMC have already organised national multiplier events, presenting latest trends of digitalization in the Tourism and Hospitality sector, as well as the results of the dTour project and the process that the dTour training



and certification will take, in order to recruit participants for the pilot implementation. Both events were successful and gained interest by potential dTour advisers.



## The Certification Scheme

There was a quick advancement on the preparation of the dTour Certification Scheme. Working together in order to assist the partner responsible for the certification, ACTA, the partnership gave fruitful feedback to ACTA, regarding the prerequisites that will define whether an applicant can become a 'candidate' and get through the certification process. Prerequisites are the qualifications or competence required by a certification scheme for persons before one can be certified. The feasibility study has been submitted to the ESYD and the dTour Certification Scheme has been successfully accredited.

The partners have, also, developed a pool of questions based on the training material that will be used for the assessment that the dTour candidates will be examined on, in order to receive the 'dTour adviser' certification with ISO17024. Each partner created multiple choice, true/false and other types of questions for the respective Unit they have developed training material for.

## What's next

The partners are now implementing the pilot tasting, which will take place between October 2022 and February 2023. After the completion of the pilot training in each country, ACTA, will start the certification procedure that will last for about a month.

DIMITRA, the coordinating organisation, is already working on the development of the final product of the dTour project, which is the dTour Navigation Guide. The Guide comprises of the latest digital technologies and applications that can be used in the Hospitality sector nowadays. It is divided in the 3 Modules and 9 Units of the dTour Curriculum and provides digital applications for each of them.

We continue to work together on the project. If you need more information or wish to contact us for participation in the project, please check our website <https://dtour.projectlibrary.eu/en/> and our Facebook profile page @dTourEU

# THE PARTNERSHIP

The project brings together 7 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  
(GREECE)



## PARTNERS:

MMC MANAGEMENT  
CENTER (CYPRUS)

LARNAKA TOURISM  
BOARD (CYPRUS)

ACTA (GREECE)

MAGNESIA CHAMBER  
(GREECE)

RINOVA LTD (UK)

FOLKUNIVERSITETET  
(SWEDEN)



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