

DTOUR

Introducing digitalization for boosting SMEs in Tourism and Hospitality



Co-funded by the Erasmus+ Programme of the European Union

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1ST NEWSLETTER - MARCH 2021

Report by MMC Management Centre

The project is seeking to train and certify agents that will promote digitalisation to boost SMEs, in Tourism and Hospitality, performance, namely dTour advisers.

The advisers, could be people that have been already working in the Tourism and Hospitality sector, and would like to enhance their skills and employment opportunities. They could also be owners and operators of SME's, that understand the need for digitalisation and would like to bring their own hospitality business to the new digital era, business consultants that are already working or are interested to cooperate with SMEs in the sector etc.

The project aims in training dTour advisers that can help on both digitalization levels of a tourism and hospitality SME:

- At the managerial and operational level and
- For the services for the guests,

AGREEMENT NUMBER

KA202-46D087DB

START DATE

01 DECEMBER 2020

DURATION

29 Months



THE OBJECTIVES OF THE PROJECT

DELIVERABLES (IO1 -IO3)

- Promotion of European Cooperation among various countries
- Create new employment paths for agents in Tourism and Hospitality Digitalisation
- Provide complementary and sustainable development options for professionals.
- Boost the performance of SME's in Tourism and Hospitality.
- Offer new approaches to identified issues and needs.
- Develop training tools and materials that will be open for the public to use
- Create New certification scheme to remain after the end of the project

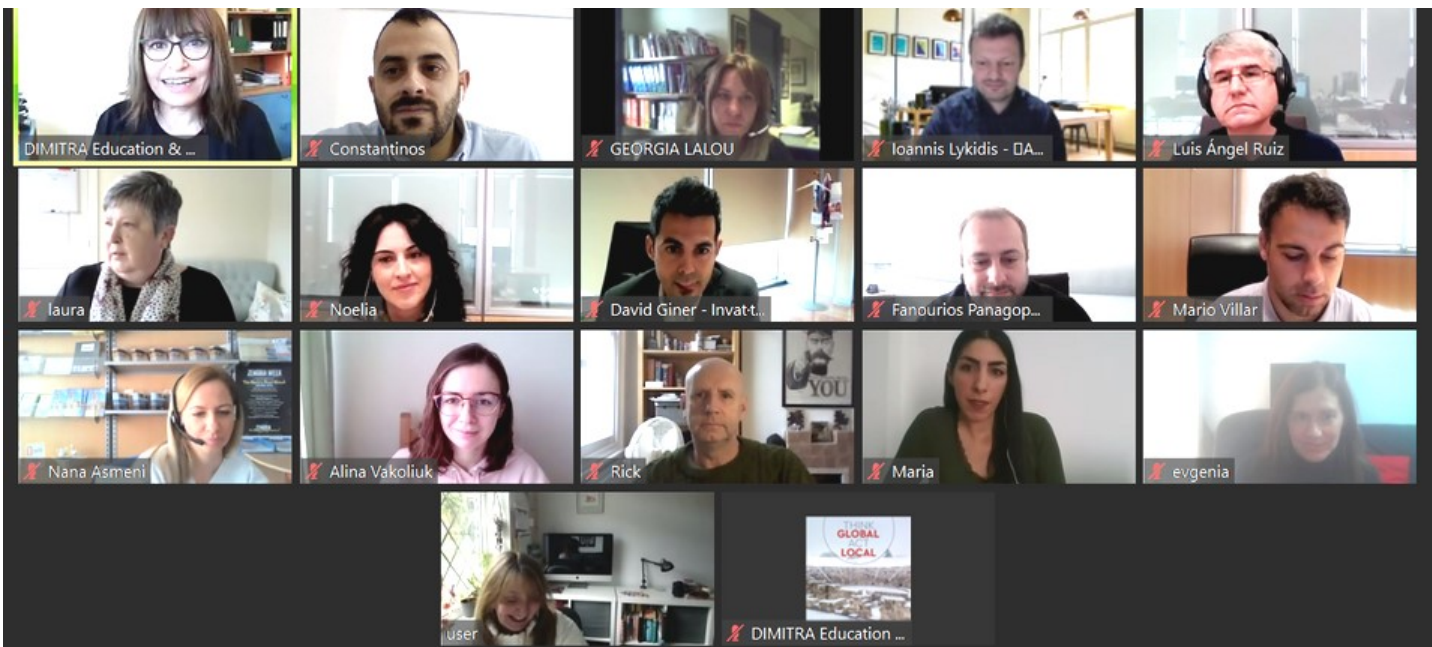
IO1:Initial Approach Towards Benchmarking of current used Digital Tools in Tourism and Hospitality: The main objective of first output (O1) is to assess the level of knowledge needed by the target group in the usability, advantages, risks and potential offered by the digital tools that are used in tourism and hospitality

IO2:Development of Occupational Profile for Agent in Tourism and Hospitality Digitalisation: The result will be a comprehensive Person Specification/Job Description and list of skills, knowledge and attitudes, based on the competences identified in IO1, for the successful dTour Agent will be clearly defined.

IO3:dTour Modular Training Curriculum: This Output aims to develop and test modular /thematic training curriculum that delivers training for digital agents in tourism and hospitality sector to reach level 4-5 of the EQF in terms of knowledge, skills and attitudes that the dTour agent needs to develop in order to help SMEs in Tourism and Hospitality to transform



The dTour project is funded with the support of the European Commission.



PROJECT PROGRESS UNTIL NOW

During the first months of the project the consortium have began with a desk research, on a national level. MMC Management Center have prepared the templates of the desk research and shared it with all the partners. Currently, the consortium is in the final stages before finalizing the first task of IO1 which is related to the desk research. The desk research will be regarding the existing digital tools that are used in tourism and hospitality sector. (Which are their characteristics, whether they can be used by SMEs and how, good practices on the dTour topic etc.). Desk research is the first step of the 1st intellectual output as a field research will follow.

During this period MMC Management center have also developed the dissemination report and Rinova Ltd have developed the Quality Assurance Manual.



NEXT STEPS

The first important step for the first intellectual output is the finalization of the desk research. As soon as this is finalized the consortium will proceed with a field research, the development of national reports and then conclude the IO1 with the development of a transnational report. For the purposes of the field research, the partners will design and develop a semi structured questionnaire addressed to dTour target groups which will aim to identify their level of learning and training in the activities of a dTour adviser. At the same time a second questionnaire which will be addressed to the SME's will be developed, in order to get a better idea of what they expect from a dTour adviser.

DELIVERABLES CONTINUED (IO4 -IO6)

IO4:dTour Blended Learning VET Course: In order to make the training offer as much attractive for the target group as possible, the training course will be developed as blended learning course, combining face-to-face and distance learning offered via online environments.

IO5:Certification Scheme for Digital Agent Profile: This output aims at developing a certification scheme for the competences of dTour agent in tourism and hospitality sector according to requirements of ISO 17024.

IO6:dTour Navigation Guide through Digital Technologies and Tools in Tourism and Hospitality: dTour Navigation Guide aims to enable all SMEs related to Tourism and Hospitality sector to get to know the new digital technologies and tools that are used in tourism and Hospitality sector in order to get a first idea of how they can get benefited by the use of it

OUR KICK OFF MEETING

On the 11th of February 2021, the project coordinator DIMITRA Education and Consulting' coordinated , the 1st Transnational Project Meeting (Online via Zoom) in the framework of the DTour project, with the participation of all project partners.

During the meeting, Ms. Vaso Anastasopoulou from DIMITRA made a short presentation on the requirements of the project and wished the consortium every success in their efforts.

THE TEAM



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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

CHAMBERS OF
MAGNESIA

RINOVA LTD

INVAT TUR

FOLK UNIVERSITETET



Larnaka
Tourism Board

