

# DTOUR

Introducing digitalisation 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

- 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



# DELIVERABLES

- IO1:**Initial Approach Towards Benchmarking of current used Digital Tools in Tourism and Hospitality
- IO2:**Development of Occupational Profile for Agent in Tourism and Hospitality Digitalisation
- IO3:**dTour Modular Training Curriculum
- IO4:**dTour Blended Learning VET Course
- IO5:**Certification Scheme for Digital Agent Profile
- IO6:**dTour Navigation Guide through Digital Technologies and Tools in Tourism and Hospitality

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



# 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

