

dTour

Introducing digitalization for boosting SMEs in
Tourism and Hospitality



Co-funded by the
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3rd Newsletter - November 2021

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 Occupational profile
- Our next steps

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

AGREEMENT NUMBER

KA202-46D087DB

START DATE

01 DECEMBER 2020

DURATION

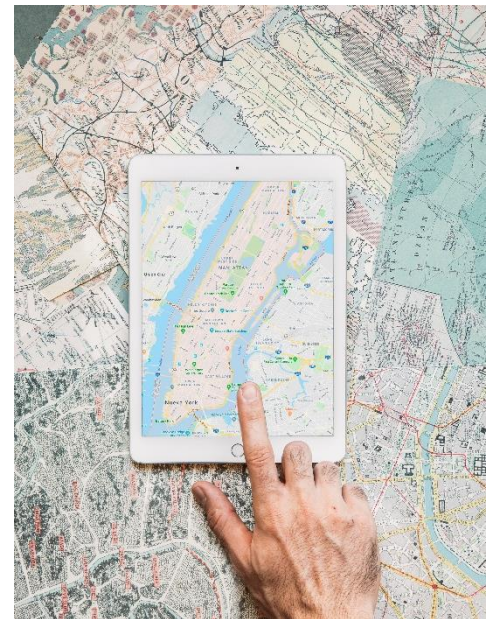
29 Months



Project progress

Since our second newsletter, the dTour partnership finalized the second Intellectual Output of the project, the Occupational profile of the dTour adviser. The Occupational Profile has been designed through a programme of development activity in the dTour partnership, supported by the analysis of data gathered during the previous stage of desk and field research, including stakeholder consultation.

The Occupational profile of the dTour adviser is defined by a detailed description of the range of competencies required in order to perform the role of the dTour adviser effectively, that is to advise and promote the digital opportunities within Hospitality and Tourism SMEs



Meetings

Since our previous newsletter, our partnership held an online progress meeting where a recapitulation of the results of the first Intellectual Output were presented and the roadmap for the development of the Occupational Profile was designed and discussed among the participants.

Additionally, an online workshop was also held, led by RINOVA, in order to support the development of the Occupational Profile. The next meeting is scheduled interpersonally during January in Cyprus.

Overall Suggestions for the Occupational Profile

The SKILLS and COMPETENCIES

- Basic digital skills
- Enhanced digital skills (new digital technologies) in the sector
- E-tourism marketing skills (plan development, a marketing and a learning plan, campaign development)
- Social media marketing skills
- Communication skills
- Local knowledge about the tourism/hospitality sector
- Perception and knowledge of IoT
- Creativity
- Flexibility and adaptability
- Problem solving
- Team working
- Business spirit

The 'dTour adviser' Occupational Profile

The 'dTour adviser' Occupational Profile is comprised of the following seven occupational domains:

1. Diagnostic and Action Planning: the dTour adviser is able to use tools and diagnostics to identify strengths and weaknesses and how digitalization can improve hospitality and tourism SMEs
2. Using Digitalisation for Improving Business Networks: the dTour adviser is able to support the SMEs in the use of technology to develop their business networks
3. Finding New Customers: the dTour adviser knows digital solutions that could contribute to finding new customers and expanding the business
4. Improving Customer Experience: the dTour adviser is able to advise SMEs in order to improve customer experience
5. Improving Quality through Resource and Staff Management: the dTour adviser is able to know how the quality of the product or service being offered can be enhanced using technology
6. Option Appraisal: the dTour adviser is able to understand the current products and applications available in the marketplace as well as predicted market trends and upcoming solutions
7. Internationalisation: the dTour adviser is able to identify how technologies and digital solutions can meet the needs of many users including across partner countries



What's next

After the completion of the 'dTour adviser' Occupational Profile, the partnership will continue to the development of the dTour modular course. The course includes the curriculum and the training material that will support the training for the dTour adviser.

The development of the course and the training material will be led by DIMITRA Education & Consulting and will be modular, blended-learning and uploaded on e-learning platform. The training will also conclude to a certification for the dTour advisers.

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



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THE PARTNERSHIP

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:

ACTA



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