

About 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:

- DIMITRA Education & Consulting, GR
- ACTA, GR
- Mediterranean Management Centre, CY
- Larnaka Tourism Board, CY
- RINOVA, EN
- Magnesia Chamber of Commerce, GR
- Folkuniversitetet, SE
- INVAT-TUR, ES

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About the project

Digitalisation in the tourism sector has taken place in various tasks, activities and operations, from interoperability of the technological infrastructure, through education and training of tourism professionals, to delivery of personalized services. This kind of development may be an everyday routine for big companies in the sector, however this is not the case for SME's, which are unarguably the core of success that led Europe on the top of the world as Tourism destination.



**Introducing Digitalisation for Boosting
SMEs in Tourism and Hospitality**

Innovative elements

- An **occupational profile** for dTour Advisers, in accordance to EQF
- A **training programme** based on the developed occupational profile that will be validated by the final users during the course of the project
- A **blended learning course** for training dTour Advisers



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*Introducing
Digitalisation for
Boosting SMEs in
Tourism and Hospitality*

Impact and long term benefits

- 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.
- Developed training tools and materials that will be open for the public to use
- New certification scheme to remain after the end of the project.



GENERALITAT
VALENCIANA



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Project results

The project aspires to develop an educational programme along with a certification scheme that will contribute to the certification of the skills, knowledge and attitudes of advisers in Tourism Digitalisation (dTour advisers) who will get qualified to support SMEs.

The project is seeking to train and certify professionals in Tourism & Hospitality with up-to-date digital skills, namely dTour advisers, in order to boost SMEs' performance in Tourism and Hospitality.

The main purpose of the dTour adviser is not only to be able to use the digital tools for the businesses, but rather develop a plan according to the needs of the company that will help the SMEs exploit the new digital trends and technologies in the sector, in order to be used for operations management and enhanced guest experience.

Furthermore, the project gives Tourism & Hospitality SMEs the opportunity to navigate through new digital technologies and tools they could use for their businesses and understand how they can benefit from it.

