

## **dTour - Introducing Digitalisation for Boosting SMEs in Tourism and Hospitality**



### **dTour-Kick off meeting**

On the ...th of February the dTour project launched its kick-off with the participation of

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 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 SMEs that understand the need for digitalisation and would like to bring their own business to the new digital era, business consultants that are already working or are interested to cooperate with SMEs in the sector etc.

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.

The Partnership

Expected outcome

Website and  
Social Media

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. The partners come from Greece, UK, Sweden, Spain, and Cyprus.

### Expected outcome

**IO1** – Initial Approach  
Towards Benchmarking of  
current used Digital Tools in  
Tourism and Hospitality

**IO2** – Development of the  
Occupational Profile for  
Adviser in Tourism and  
Hospitality Digitalisation

**IO3** – Development &  
Testing of the dTour  
Modular Training  
Curriculum

**IO4** – Development of the  
dTour Blended Learning  
VET Course

**IO5** – Development of a  
Certification Scheme for the  
Digital Adviser Profile

**IO6** – Development of the  
dTour Navigation Guide  
through Digital  
Technologies and Tools in  
Tourism and Hospitality

### Website and Social Media

We are pleased to announce that dTour website was launched under the web address <https://dtour.projectlibrary.eu/en/>.

You can find there all the project's news in four available languages. Get in there to find more details on the project's outcome, the project's news and the partnership.

If you want to be connected to the project and be informed on the progress made, you can also follow us in our facebook page in the following link <https://www.facebook.com/dTourEU>

