



# ESTOUR

Introducing Epidemic Safe Tourism (post-COVID recovery) to strengthen SMEs in the Hospitality Sector



## What is ESTour about?

An Erasmus+ project that aims at creating the ESTour expert professional profile.

The ESTour project aims at training and certifying people who have been working in the hospitality sector and would like to update their skills related to the new health and safety protocols and new digital technologies in regards to an effective response to the epidemic crisis' impact.

The main goal of the ESTour Expert is to be able to work at an operational level, namely conduct an operational plan by creating and implementing staff protocols and guidelines, retraining and monitoring staff regarding infection control, physical distancing and hygiene measures, and to know how to use the new digital technologies for implementing clients' social distancing during epidemic crises.

In order to create this new ESTour expert profile, the partners of this Erasmus+ project will elaborate the following deliverables:

- Research on the current needs in hospitality sector, based on COVID-19 impact.
- Epidemic Safety Tourism Expert Qualification Profile.
- ESTour modular training curriculum.
- ESTour blended learning course.
- ESTour certification scheme.



# Some data on tourism and COVID-19

**In 2020 global tourism suffered its worst year on record**

international arrivals dropped by 74%

**1 billion fewer international arrivals in 2020 than in the previous year**

unprecedented fall in demand and widespread travel restrictions

**Post-COVID-19 world, tourists will want to travel to safe destinations**

to a safe post-COVID destination

## The ESTour Expert

- Understands, follows and applies new safety protocols.
- Is aware of the new digital technologies for facilitating the operation of hospitality SMEs in times of epidemic crises.
- Conducts an operational plan by creating and implementing staff protocols and guidelines.
- Applies health safety and social distancing practices.
- Retrains and monitors staff regarding infection control, physical distancing, and hygiene measures.





# Kick-off meeting online

9 partners from 5 leading tourism countries.

In February, the nine ESTour partners held a kick-off meeting for the project, which took place online. The consortium is made up of public and private entities with extensive experience in the tourism sector, in the development of e-learning platforms, in VET training and curriculum development, as well as universities that offer degrees in different fields of tourism.

In addition to Poland, which coordinates the project, the partnership is made up of countries where tourism is one of the main sources of income: Cyprus, Greece, Italy and Spain.

ESTour is addressed at staff who has been working in the hospitality sector (managers or employees in various posts, mostly in hospitality SMEs) and would like to update their skills but also their employment opportunities, related to the new health safety protocols and new digital technologies in regards to an effective responding to epidemic crises' impact.

During this first meeting, in addition to serving as a first contact between each of the partners, the objectives of the project were presented, as well as the responsibilities and tasks of each of the partners in order to achieve the expected results.

ESTour has a duration of two and a half years.

Relevant deadlines and responsible partner(s)			
PR/A	Who	What	Deadlines
PR1/A1 Desk research	INFODEF	- Share action plan with partners - Share desk research template	18/02/2022
	EEIEP/DIMITRA SGGW AEICE MMIC/LARNAKA TOR VERGATA	- Conduct desk research	28/02/2022
PR1/A2 Field research	INFODEF	- Share field research template - Design questionnaires	12/03/2022
	EEIEP/DIMITRA SGGW	- Conduct field research with hotel chains and hospitality SMEs	15/03/2022
PR1/A3 National report	AEICE MMIC/LARNAKA TOR VERGATA	- Conduct field research with VET trainers from the hospitality sector, hospitality workers, etc.	
	INFODEF	- Provide template for the National Report	28/02/2022
	EEIEP/DIMITRA SGGW AEICE MMIC/LARNAKA TOR VERGATA	- Elaborate 5 National Reports (PO, GR, ES, CY, IT) in English	29/02/2022
PR1/A4 Transnational report (EN)	INFODEF	- Elaborate the transnational report	20/05/2022
	EEIEP/DIMITRA SGGW AEICE MMIC/LARNAKA TOR VERGATA	- Provide feedback on the transnational report	31/05/2022

The screenshot also shows a grid of video thumbnails for participants on the right side of the Teams window. The name 'Sofia INFODEF (Invitado) (Guest)' is visible at the bottom left of the document window.





## First face-to-face meeting

The partners met in Valladolid, Spain in June.

The second meeting of the ESTour consortium took place in June, the first one in person in the city of Valladolid, home of the two Spanish partners, where INFODEF hosted the meeting in a hybrid way, as some partners joined remotely online.

During the event each partner presented their national research findings on the current needs in Hospitality sector, based on COVID-19 impact as part of the first project result. INFODEF, as coordinator of this first result, then presented the combined results in the transnational report that will soon be shared open access.

Based on these results, MMC was able to lead a discussion on the "Epidemic Safety Tourism Expert Qualification Profile. ESTour Expert" (PR2). Together all partners contributed their ideas on the most relevant aspects that should be part of the profile according to the findings of the transnational report.

In addition, during this second meeting other transversal aspects were addressed, such as the dissemination plan to ensure the exploitation of the project results in the best way, reaching ESTour's target audience, as well as quality aspects, to ensure that both the joint work between partners and the outcome of each of the planned activities are of the highest quality, ensuring an optimal implementation of the project.



## ESTour partnership:



WARSAW  
UNIVERSITY  
OF LIFE SCIENCES



DIMITRA  
educational organization

**MMC** Mediterranean  
Management Centre

**Info  
def** INSTITUTO PARA  
EL FOMENTO DEL  
DESARROLLO Y  
LA FORMACIÓN

**aeice**  
CLÚSTER HÁBITAT EFICIENTE

 **TOR VERGATA**  
UNIVERSITY OF ROME



Larnaka  
Tourism Board



Aristotle Certification  
Training & Assessment



Co-funded by  
the European Union

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein. 2021-1-PL01-KA220-VET-000027987