



In partnership we shape the future  
of Hospitality and Tourism

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Newsletter 4

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## Erasmus + Programme "Employer Programme for Hospitality and Tourism" Operational Manual

***The Operational Manual is the 4<sup>th</sup> Intellectual Output of the project and it aims to present the systematic methodology proposed by the Employer Programme for Hospitality and Tourism (EPHT) Project for the development, installation and monitoring of a successful employer programme for the hospitality and tourism industry.***

***The third meeting of the project was held in Tampere University of Applied Science (TAMK) 9<sup>th</sup> -10<sup>th</sup> November 2017. In the meeting one of the main issues was the workshop of the Operational Manual.***

Operational Manual describes in detail the processes and systems that will be employed to successfully activate the Employer Programme, thus linking hospitality and tourism enterprises, tertiary-level educational institutions offering programmes of study in hospitality and tourism and their students. The benefits are manifold and directed to all three main stakeholders, namely hospitality and tourism industry enterprises; tertiary-level educational institutions; students and graduates of tertiary-level educational institutions.

The Operational Manual is assembled by the Higher Hotel Institute Cyprus (HHIC). The main parts of the Manual can be seen in the picture below.

### Structure of the Operational Manual

- Introduction
- System Description
- Administration
- The Planning Cycle
- Activities to be offered
- Reward Mechanisms
- Communication and Marketing
- The Platform
- Quality Assurance/Evaluation
- Addressing the Challenges and Critical Success factors

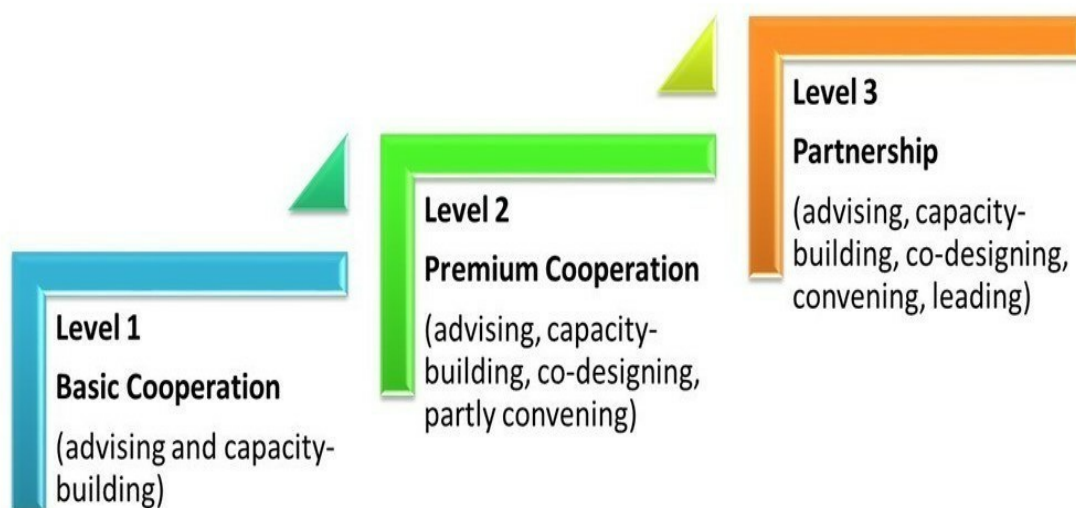
## Intellectual Output 4: Operational Manual

**The Operational Manual describes in detail the processes and systems that will be employed to successfully activate the Employer Programme, thus linking hospitality and tourism enterprises, tertiary-level educational institutions offering programmes of study in hospitality and tourism and their students. The benefits are manifold and directed to all three main stakeholders, namely hospitality and tourism industry enterprises; tertiary-level educational institutions; students and graduates of tertiary-level educational institutions.**

The first part of the Manual is **the Executive Summary** and it summarises the Operational Manual.

In **Introduction** there is the background of the project 'Employer Programme for Hospitality and Tourism' (EPHT) and a brief overview of the main results of the European Needs Analysis Report and the Best Practices Guide-Part A.

**System description** Employer engagement is approached as a three-tiered ladder that hospitality and tourism businesses can climb. The EPHT will encourage employers to aspire to ascend from one level, or tier to the next. Each level will be characterised by a *package*, a combination of activities, increasing in commitment and engagement as the levels escalate. The three tiers/levels are Basic Cooperation, Premium Cooperation and Partnership. The higher up an employer climbs, the more the access to cooperation activities with Higher Education Institutions (HEIs), their students and graduates and the more the benefits from local and European collaboration.



**Administration** EPHT is a voluntary system based on membership, allowing for various levels and forms of cooperation with employers and encouraging strategic partnerships. The application for membership will be submitted and processed using the platform. HEIs offering programmes in Hospitality and Tourism will be responsible for introducing the EPHT system. However, the management of the EPHT will be the responsibility of a **steering committee** where all stakeholders are

represented (H&T industry representatives, HEIs, students/graduates).

**The Planning Cycle** Each tertiary-level educational institution introducing the EPHT system will design its own tailor-made planning cycle, subject to its own specific needs and requirements.

**Activities to be offered** The employer programme system will focus on 'activities to do together' by system stakeholders, ultimately benefiting education as well as employment. Ten different groups of activities are discussed in the manual: industry internships and recruitment facilitation; industry visits and "open days"; mentoring and job shadowing; guest lectures/workshops/masterclasses/seminars; curricula design; consulting, training and research; student projects and competitions; personnel placements; joint events and projects; resource enhancement, awards and sponsorships

**Reward Mechanisms** The EPHT is designed on the basis of the needs and rewards pursued by all three stakeholder categories. The rewards offered to employers are embedded in the membership packages, inducing the ability for employers to invest in more cooperation.

**Communication and Marketing** Strategies for EPHT need to be developed and monitored by the Steering Committee within the framework of strategy formulation.

**The Platform** of the EPHT (Xenios Zeus) will reflect the system online and facilitate its operation, fostering cooperation across national and European boundaries. It will have a clear educational orientation, focusing on the educational activities that stakeholders can do together and encouraging increased cooperation and the formation of strategic partnerships with employers in hospitality and tourism.

**Quality Assurance/Evaluation** is necessary to ensure that all qualitative and quantitative objectives of EPHT are met. Quality Assurance Mechanisms are proposed both for the system as well as for the collaboration activities.

**Addressing the Challenges and Critical Success factors** are identified through the research are analysed in the manual in order to be given due consideration in the implementation of the EPHT.

## Meeting in TAMK



***The third transnational meeting of the Employer Programme for Hospitality and Tourism took place at Tampere University of Applied Sciences, School of Business and Services, from 9th to 10th November 2017.***

In the meeting there were two main issues, in the first day it was the Operational Manual - workshop and there was agreed that the proposed employer programme will be a holistic system, allowing for different types and levels of engagement. Membership will be voluntary, facilitating various levels and forms of cooperation and encouraging strategic partnerships.

The main issue of the second day was the development of the platform and the discussion of the specifications needed for the platform started and to give ideas to Gruppo 4 development work.



[Project website](#)