



In partnership we shape the future
of Hospitality and Tourism

Newsletter 5

Erasmus + Programme "Employer Programme for Hospitality and Tourism" The Platform

The Platform is the 5th Intellectual Output and It involves the design and development of the Online platform for the implementation of the Employer programme. It provides possibilities for education institutions, students, teachers and employers. In the same time it links the education provided to the employers markets and thus improve the quality of education and its responsiveness to the needs of the labour markets.

The fourth meeting of the project was held in Gruppo 4 12th -13th March 2018. In the meeting the main issues were project management and the workshop of the Platform.

Intellectual Output 5: The Platform

The platform of the EPHT (Xenios Zeus) will reflect the system online and facilitate its operation, fostering cooperation across national and European boundaries. Accordingly, it needs to bear the identity and characteristics of the programme and be constructed in a user-friendly method (taking into consideration the different types of users involved). To that end, it should facilitate collaboration of the partners in the various areas of employer engagement that can exist between employers, tertiary-level educational organisations and their students/graduates. Xenios Zeus will be different from existing platforms in that it will have a clear educational orientation, as opposed to a commercial one and will address the collaboration and partnership between institutions and employers systemically, inducing cooperation in various educational collaboration areas which are of interest to the stakeholders.

Brief description of the platform:

The platform should be developed to run as a single website and/or mobile app, be user-friendly and will not be based on any existing programme webpage. It will facilitate planning and management; online communication; online marketing; quality assurance and evaluation; reward mechanisms and national and European facilitation.

A matrix organisation of the platform is deemed appropriate. The common ground (various areas of cooperation) between the stakeholders (HEIs, employers, students/graduates) should be in the epicenter. At the same time, access to information will be allowed depending on stakeholder type.

The ten areas of collaboration identified by the project need to be presented in an attractive and user-friendly way to users. Activities can be grouped as in the picture below.

What will be substantially unique and innovative concerning the platform will be that a viewer cannot only 'apply for a job', but will also be able to scan the available activities that will be amply described.

In order to facilitate the operation of the system, the platform should allow the members of EPHT to:

- increase and upgrade communication
- create a structured collaboration
- plan, execute and evaluate the various collaborative activities
- motivate for the building of strategic partnerships and promote a new culture of partnership.

The platform should build a network that will facilitate constant and systematic communication between the three types of stakeholders - employers, students/graduates, and academia. The accessibility to the platform and availability of services to stakeholders should be defined according to the level of their engagement and contribution to the partnership. The Platform is made by Gruppo4.

Collaboration activities:

1. Internships and Recruitment
2. Programme Design and Delivery (curriculum design, guest lectures, student projects, job shadowing/mentoring)
3. Training, Consultancy and Research
4. Events (industry visits and “open days”, competitions, other events co-organised by partners)
5. Resource Enhancement (awards, sponsorships, resource sharing/exchange)



Meeting in Padova

The fourth transnational meeting of the Employer Programme for Hospitality and Tourism took place at Gruppo4 in Padova, from 12th to 13th March 2018.

During the 1st day of the project meeting (12th March), the main issues pertaining to the management of the project were discussed. Mrs. Carla Furlan from ITS Jesolo, an Italian HEI specializing on vocational education in tourism and hospitality management gave us very informative presentation about vocational studies. At the end of day the participants had a workshop on the specifications document and the platform development, which went through the work performed to date and gave input for the finalization of the specifications document and completion of the platform.

On the second day the meeting focused upon the discussion of the workshop's results with respect to the specifications document and platform development.



[Project website](#)