



In partnership we shape the future  
of Hospitality and Tourism

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Newsletter 2

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## Erasmus + Programme "Employer Programme for Hospitality and Tourism" A Common European Needs Analysis

***The project started in Autumn 2016 with a research part of Common European Needs Analysis***

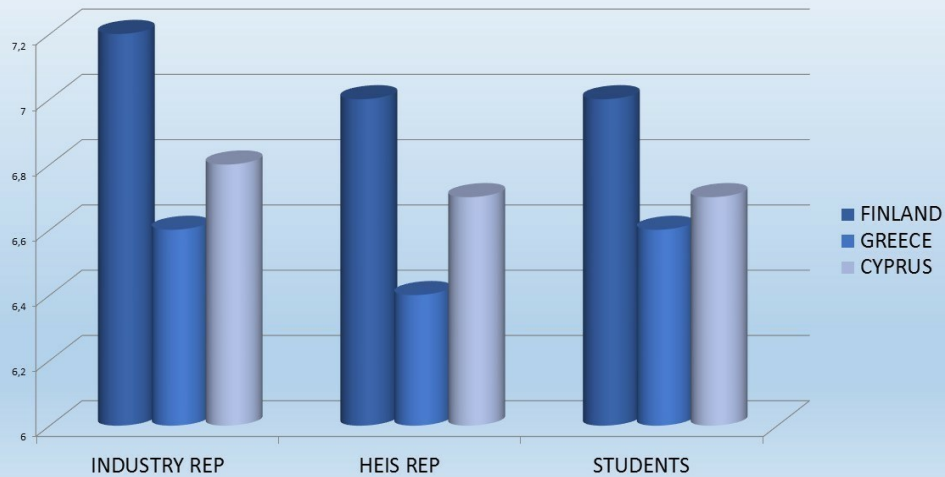
In the needs analysis were involved all the institutes: the Higher Hotel Institute of Cyprus (HHIC), the Technological Educational Institute of Crete (TEI) and Tampere University of Applied Sciences (TAMK). All the questionnaires and forms were made by the Mediterranean Management Centre (MMC), the Cyprus Hotel Association (CHA) and project leader the Higher Hotel Institute of Cyprus (HHIC).

In the first part there were a **focus group interviews** in each institute and a focus group (about ten persons) was formed from Students, Academics and members of local Hospitality and Tourism enterprises. Second part was a **semi-structured Interviews** (about 10 persons per country) and the last part was a **survey questionnaire** to about 100 persons from each country based on the previous parts results.

As a result the national reports were formed as well as a European report based on those three national reports. The main results from the primary research survey conducted by the three academic institutions across three (3) EU countries (Cyprus, Greece, Finland), were presented. Participants in the survey were drawn from academia (professors and academics), industry professionals, as well as students. The objective of the survey was set twofold: To facilitate the identification of gaps that exist in the partnerships between industry professionals and academic institutions offering tertiary level tourism education and to offer solutions with respect to the development of strategic partnerships that can be mutually beneficial for all stakeholders involved (industry professionals, the academia and students).

One example of the results is presented in the picture below.

## Comparative graph: Effectiveness of existing cooperation in GR, FIN, CY



## Meeting in Crete



The second steering committee meeting took place during the period 19 to 20 June at the Technological Educational Institute (TEI) of Crete, Greece. In that meeting we were able to meet our new partners from Documenta, Spain. Documenta has the responsibility of promoting the project in social media. The Agenda of that meeting was to go through the results of the A Common European Needs Analysis and planned for the next steps of the project.



[Project website](#)