



# **Higher Hotel Institute of Cyprus Employer Programme for the Hospitality Industry**

## **DISSEMINATION STRATEGY**

**18 October 2016**

**Presentation by  
Zacharias Ioannides  
Director General  
CYPRUS HOTEL ASSOCIATION**



# DESCRIPTION OF CYPRUS HOTEL ASSOCIATION TASKS

IDENTIFICATION OUTPUT ACTIVITY	TASK
Dissemination and exploitation	LEADER
Dissemination	<p>Development of the dissemination strategy guide: <b>(Deadline: 23 Nov. 2016)</b></p> <ul style="list-style-type: none"><li>➤ Identification of main Messages &amp; brief description of the Project and its main Benefits</li><li>➤ Formation of the DISSEMINATION TEAM/COORDINATORS &amp; Identification of Potential stakeholders</li><li>➤ Target Audiences (both National and EU Level):<ul style="list-style-type: none"><li>➤ Educational Institutions</li><li>➤ Students &amp; Graduates</li><li>➤ Enterprises/Trade Associations/Policy Makers &amp; Best Practices Feedback</li></ul></li></ul>

# DESCRIPTION OF CYPRUS HOTEL ASSOCIATION TASKS

IDENTIFICATION OUTPUT ACTIVITY	TASK
Dissemination	Design of project logo – <b>HHIC (Deadline: 23 Nov 2016)</b>
Dissemination	Development of project brochure – <b>CHA (Deadline: 23 Nov 2016)</b>
Dissemination	Development of project posters – <b>CHA (Deadline: 23 Nov 2016)</b>
Dissemination	Composition and dissemination of : <b>Press Releases– TEI + ALL PARTNERS (Deadline: 17 Oct 2016)</b> <b>Newsletters – TAMK (Deadline: 16 Feb 2017)</b> <b>Need to define both the timing and frequency of their dissemination.</b>
O1-A1	Composition of the structure of the focus group – <b>MMC</b>
O1-A3	Development of the structure and content of the semi structured interviews as well as development of the questionnaire – <b>MMC</b>
ME2	Conference for hoteliers and other employers – <b>CHA</b>
O2-A6	Identification of criteria/dimensions for the evaluation of practices and development of an evaluation sheet – <b>MMC/HHIC+ALL PARTNERS' INPUT</b>
O3-A1	Partners workshop for the development of the framework of the recommendations report – <b>TEI &amp; INPUT FROM ALL PARTNERS</b>
O3-A2	Individual work by experts providing the input on the recommendations report – <b>ALL PARTNERS</b>

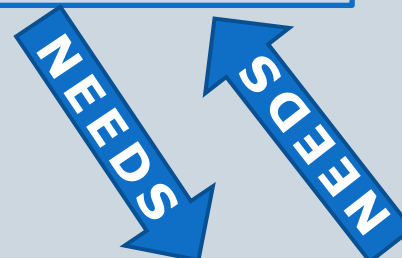
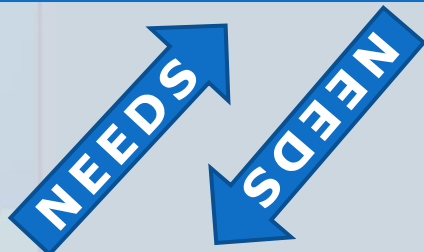
# DESCRIPTION OF CYPRUS HOTEL ASSOCIATION TASKS

IDENTIFICATION OUTPUT ACTIVITY	TASK
O4-A1	Review of the recommendations report – <b>HHIC + ALL PARTNERS INPUT</b>
O4-A2	Implementation of a workshop for the design of the system – <b>HHIC + ALL PARTNERS INPUT</b>
O4-A3	Brainstorming between partners to finalise the design of the system – <b>HHIC + ALL PARTNERS INPUT</b>
O4-A5	Evaluation of the manual – <b>ALL PARTNERS</b>
O4-A6	Review and finalisation of the manual – <b>HHIC + ALL PARTNERS INPUT</b>
O5-A3	Pilot testing of the platform in all partner countries and composition of a testing report per partner country – <b>HHIC/TEI/ TAMK + INPUT BY CHA &amp; CAAHAT</b>
Quality Assurance and Evaluation	Participation - <b>ALL PARTNERS</b>
C1	Learning teaching activity – <b>ALL PARTNERS</b>

# • TRIANGLE OF DISSEMINATION LOOP

## ACADEMIC INSTITUTIONS

Faculty & Post Graduate Students



### TOURISM & HOTEL INDUSTRY

Enterprises & Trade Associations & Policy Bodies

- + Best Practices Feedback from:
  - > Hotel Groups
  - > Industry Opinion Leaders

Employers / Interns / Unskilled & Ex-Unemployed Staff / Skilled Staff & Graduates.

NEEDS

NEEDS

### PROSPECTIVE HUMAN RESOURCES

#### UNEMPLOYED/STUDENTS & GRADUATES

Students of 2ndary level Technical Education

Students of tertiary Institutions

Graduates of 2ndary & tertiary level

+

Unemployed Skilled & Unskilled Labour Force

CAN BE APPLIED/ADAPTED ACCORDING TO THE SPECIFIC NEEDS/CHARACTERISTICS AT REGIONAL/NATIONAL/EU & INTERNATIONAL LEVEL THROUGH THE "ON-LINE PLATFORM XENIOS ZEUS" OF THE "EMPLOYER PROGRAMME"

# •Dissemination Team / Coordinators

**PARTNER COORDINATOR : (e.g. CHA)**

**COUNTRY: (e.g. CYPRUS)**

## **Contact Details:**

Full Name of Contact Person: (e.g. Zacharias Ioannides)

Title of Contact Person: (e.g. Director General)

Full Activity: (e.g. Hotel/Trade Association)

Email Address: (e.g. [cha@cyprushotelassociation.org](mailto:cha@cyprushotelassociation.org))

Please Complete & Forward to [cha@cyprushotelassociation.org](mailto:cha@cyprushotelassociation.org) ASAP



# •Partners – Stakeholders contact details sheet

**PARTNER NATIONAL COORDINATOR : (e.g. CHA)**

**COUNTRY: (e.g. CYPRUS)**

Stakeholder	Full Name & Title of Contact Person	Email Address

**PLEASE COMPLETE & FORWARD TO [cha@cyprushotelassociation.org](mailto:cha@cyprushotelassociation.org) ASAP.**

**THANK YOU**

