



INTERNATIONAL
HELLENIC
UNIVERSITY



Erasmus+

Tourism & AI: A Blended Intensive Program for Erasmus Students

Organized by the:

International Hellenic University, Thessaloniki, Greece

ECTS:

3 incorporated in the participant's Diploma Supplement + Certificate of participation

Duration:

Online class (17/06/2025) and 1 week physical presence (23-27/06/2025).
Learning material will be sent to students for self-studying.

Number of participants:

up to 20 students in total from all participating Universities
Optional: Member of staff (academic or other related) can accompany the students

Collaborating institutions:

- University of Rijeka, Faculty of Tourism and Hospitality Management, Croatia
- Università degli Studi di Modena e Reggio Emilia (UNIMORE), Italy
-and more

Type of mobility:

Mixed, mandatory remote monitoring and then mobility with a physical presence in Thessaloniki.

Participant profile and eligibility:

Undergraduate (in their last two years of studies) and postgraduate students in Business and Social Science Schools are eligible to participate. They must hold a B2, C1 or C2 English language certificate.

Expenses:

Travel and subsistence expenses are covered by the Erasmus + student/staff Short-term mobility budget of each participating University which should sign (or renew) a bilateral agreement with the International Hellenic University.

Introduction:

This proposal is for a blended intensive program about management and new technology trends in tourism destinations that aims to provide Erasmus students with the knowledge and skills necessary to use AI capabilities to unify experience and engagement objectives, strengthening the results of marketing and tourism promotional campaigns. The program will use a blended learning approach that combines online teaching with a one-week in-person intensive program.

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The objectives of the program are as follows:

1. To introduce students to the concepts of destination management and innovative practices in tourism.
2. To provide students with an in-depth understanding of the current state of innovation and marketing applications.
3. To expose students to the latest research of AI, its applications and its exploitation in the field of services.
4. To develop students' critical thinking and problem-solving skills by engaging them in group activities and case studies.
5. To give students the opportunity to network with other students and professionals in the field of management and tourism.
6. To participate in an innovation competition which will promote tourism and culture.

Program Overview:

The program will be divided into two parts: an online component and an in-person intensive program.

Online Component (17/06/2025):

The online component will consist of an one-day course which will take place prior to the in-person intensive program. The course will be delivered through a combination of lectures, group discussions, and readings. The course will cover the following topics:

- Introduction to destination management
- Digital marketing and New technology trends
- Case studies for destination management and best practices

In-Person Intensive Program (23-27/06/2025):

The in-person intensive program will take place at the International Hellenic University (Thermi Campus). The program will consist of lectures, workshops, field trips and group activities under the framework of an innovation challenge/competition. The in-person program will provide students with an opportunity to engage in hands-on learning and to interact with other students and professionals in the tourism and gamification field. The in-person program will cover the following tasks:

- Tourism destination and AI in practice
 - Competition topic/project announcement and assignment of students to teams
 - Hands-on workshops for project development based on the competition topic
 - Guidance and support from experts
 - Submission of team projects and evaluation from a team of experts
 - Presentation of projects and award nominations; big prizes for the winning teams
 - Talks related to Business & Tourism industry
 - Site visits to cultural landmarks, museums and firms related to hospitality
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Assessment:

Assessment will be based on the competition project. Students will be required to work in groups to develop a project related to tourism destination and AI. The project will be presented at the end of the in-person intensive program.

Conclusion:

This blended intensive program on Tourism and AI will provide Erasmus students with an opportunity to develop innovative thinking and the knowledge and skills in digital technologies and marketing to increase service experience. The program will combine online course with an in-person intensive program that will provide hands-on learning and networking opportunities. The program will be assessed through a final project that will allow students to put into action their understanding of the concepts covered in the program.

Useful Tips



Place:

The in-Person Intensive Program will be held at the Thermi University Campus. Address: 14th km Thessaloniki - Moudania Postal Code: 57001 Thermi



Travel:

Students are best to arrive to Thessaloniki by June 22nd or at least two hours before the kickoff meeting on Monday June 23th.



Accommodation:

It is best for students to find accommodation downtown Thessaloniki and arrive at Thermi campus by bus. Numerous hotels/hostels and Airbnb options are available.

- www.zeusisloose.com/
- thessalonikihotels.travel/en/directory/



How to get to Campus:

from downtown take bus line No 2 or No 3 to IKEA and from there bus lines No 67 B and 68 A to International Hellenic University Thermi campus. From Airport to Thessaloniki Center: Take bus line No 1. Arranged transportation service will be provided for the morning BIP sessions at IHU Campus. More information can be found in the following link:

- www.ihu.gr/ucips/contact



General Information about Thessaloniki:

- thessaloniki.travel/
- www.ihu.gr/ucips/thessaloniki#aboutthessaloniki



Erasmus Student Network (ESN) for Thessaloniki:

- esnthessaloniki.gr/