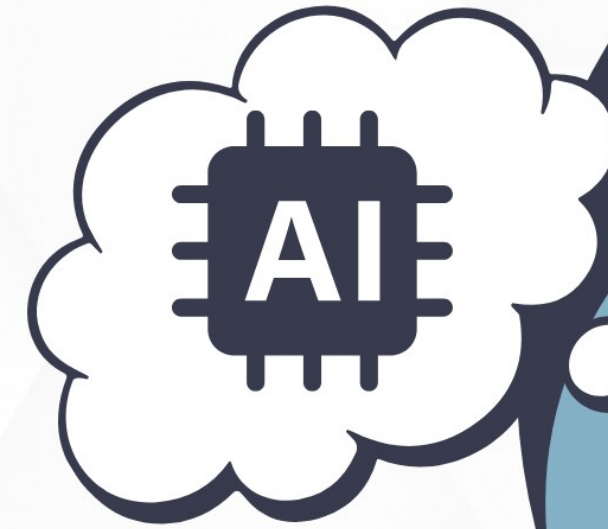




UNIVERSITY OF RIJEKA
FACULTY OF TOURISM AND
HOSPITALITY MANAGEMENT
OPATIJA, CROATIA



Erasmus+



SAFE & TRUSTED AI IN TOURISM:

MOBILE ASSISTANTS FOR REAL-WORLD TRIPS

ERASMUS+ BIP

PROGRAMME 2026



UNIVERSITY OF RIJEKA
[FACULTY OF TOURISM AND HOSPITALITY MANAGEMENT](#)
OPATIJA, CROATIA



Essential Programme Mechanics

Schedule



Virtual component:



**23–25 June 2026,
16:00–18:00 CET**

On-site component:



29 June – 3 July 2026

Details



Venue: Faculty of Tourism and
Hospitality Management,
University of Rijeka,
Opatija, Croatia



Working language:
English



Credits:
3 ECTS



Participants:
BA and MA students

Academic Partners



Academic staff from the partner institutions,
namely **Università degli Studi di Perugia**
(Italy) and **Eszterházy Károly Catholic**
University (Hungary), will contribute through

- **selected lectures**
- **mentoring of student teams**
- **academic feedback** during project
- participation in the **final evaluation**
of student projects.

Programme Concept & Methodology

The Challenge

This Erasmus+ Blended Intensive Programme focuses on designing **simple, useful and responsible mobile solutions for tourism and hospitality.** 🌍

Students will work in **international teams** 🌐 to identify a real tourism-related **problem** ? and develop a concept for a mobile **AI-supported assistant.** 🤖

Each solution should clearly address **trust, responsible AI use, privacy and accessibility.** 🛡️

The Execution Framework

No coding required



Teams will prepare a simple clickable or screen-based mockup demonstrating at least two user flows.



Canva: For mobile app mockups and final presentations.



Excalidraw: For sketches, user journeys and early ideas.



PowerPoint or Google Slides: May also be used for presentations.

Day 1 – Tuesday, 23 June: Welcome, Orientation and Understanding the Challenge

Main focus: Students are introduced to the BIP, the topic, the working method, the expected outputs and the overall project logic.

16:00 – 16:20 — Welcome and Introduction



Welcome by the host institution



Introduction of lecturers, mentors and participants



Explanation of the BIP topic and objectives



Overview of 3 ECTS requirements

16:20 – 16:45 — Programme Orientation



Structure of the online and on-site components



What students will work on during the BIP



Final outputs: app mockup, short explanation, business/marketing logic and pitch



Explanation of teamwork, mentoring and evaluation

16:45 – 17:45 — From Tourism Problems to Digital Solutions



How to recognise problems in tourism and hospitality



Examples of tourism services that could be improved with digital tools



How mobile assistants and AI can help tourists, guests and tourism providers



Examples of simple and realistic app ideas in tourism

17:45 – 18:00 — First Team Task



Initial team formation



Explanation of the first short assignment



Team task after the session

Each team prepares a short Problem Snapshot:

Who is the user?

What problem are we solving?

Why is this problem important?



How could a mobile AI-supported assistant help?

Day 2 – Wednesday, 24 June: From Idea to Mobile App Concept

Main focus: Students learn how to turn a tourism problem into a simple mobile app idea.



16:00–16:15 — Recap of Day 1

-  Review of selected problems
-  Short discussion of initial team ideas





16:15–17:30 — Guidelines for Creating a Mobile App Concept

-  From problem to solution
-  How to define key app functions
-  How to explain why each function is needed
-  Introduction to simple user stories and user scenarios
-  How to create a basic app mockup using Canva
-  How to sketch early ideas using Excalidraw



17:30–17:50 — Team Work




-  Teams define the first version of their app idea
-  Teams list key app functionalities



17:50–18:00 — Wrap-up and Next Steps

Team task after the session



Each team prepares:

-  a short description of the app idea
-  a list of key functionalities
-  2–3 basic user stories or personas

Day 3 – Thursday, 25 June: Responsible AI, Tourism Marketing and Business Value

Main focus: Students connect their app idea with user trust, tourism value, responsible communication and basic marketing/business thinking.

16:00–16:10 — Recap and Team Progress

-  Short overview of team ideas
-  Clarification of expectations for the on-site week

17:40–17:55 — Link to Student Projects

-  How the lecture connects with students' app ideas
-  Short discussion on marketing value, user experience and responsible communication

17:55–18:00 — Q&A and Preparation for the On-site Week

16:10–17:40 — Partner Lecture

From Destination to Experience: The Strategic Value of Tech and AI in Modern Tourism

Lecturer: Partner institution from Italy – Università degli Studi di Perugia
(Duration: 2 teaching hours / 90 minutes)

- ✓ the transformation from destination-based tourism to experience-based tourism
- ✓ the strategic role of technology and AI in modern tourism
- ✓ digital touchpoints in the tourist journey
- ✓ how technology can support destination value, visitor engagement and tourism experiences
- ✓ responsible and meaningful use of AI in tourism marketing and communication

Outcome of Day 3

By the end of the online component, each team should have:

- a selected tourism/hospitality problem
- a defined target user or user group
- an initial app idea
- a draft list of functionalities
- basic user stories/personas
- a clearer understanding of how technology and AI can create value in tourism experiences and destination communication

2. On-site Component (29 June – 3 July 2026)

General structure



Monday, Tuesday and Thursday: core sessions from 10:00 to 16:00



Wednesday: morning session starts at 09:00 due to the scheduled study visit



Lunch: 13:00–14:00



Friday: final presentations, awards, certificates and lunch at 12:00

Day 1 – Monday, 29 June: Problem Definition and App Concept

Main focus: Students identify a real tourism or hospitality problem and develop the first concept of their digital solution.

Morning Session | 10:00–13:00

10:00–10:30 — Welcome and On-site Programme Briefing

- ✓ Welcome to the Faculty
- ✓ Overview of the on-site week
- ✓ Explanation of the daily structure
- ✓ Explanation of final outputs and assessment

10:30–11:30 — What Problems Can Digital Solutions Solve in Tourism?

- ? Which services improved?
- ? What do tourists need but do not receive?
- ? Where can AI help?
- ? Examples of simple digital solutions

rest-node

11:30–11:45 — Break

11:45–13:00 — Brainstorming Workshop

- 💡 Identify problems
 - select one main problem
 - define target user/persona
- 💡 formulate first version of app idea

Lunch Break | 13:00–14:00

Day 1 Afternoon Lab & Cultural Immersion

Afternoon Team Work | 14:00–16:00

App Concept Development and Partner Mentoring

- ✓ Define the app idea
- ✓ Prepare a list of key functionalities
- ✓ Explain why each functionality is needed
- ✓ Define basic user stories and personas
- ✓ Receive feedback from host and partner lecturers/mentors
- ✓ Revise the initial idea

Deliverable Box

Day 1 output

Each team prepares: problem statement, target user/persona, proposed app idea, list of key functionalities, initial user stories



[CLICK HERE](#)





Evening Activity | 19:00

Guided Tour of Opatija





Tourist sightseeing of Opatija with an official tourist guide.


Main focus: Students transform their app idea into a visual concept and prepare the first version of their mockup.

10:00–10:40 — From App Idea to Mockup

-  What is a mockup?
-  How to show the main screens of an app
-  How to present a user journey in a simple way
-  What the mockup needs to communicate

10:40–11:20 — Design, Branding and Style Board

-  Basic visual identity of the app
-  Colours, fonts and muted tone of communication
-  How app design supports the tourism experience
-  Creating a simple style board in Canva

11:20–11:30 — Break 

 Lunch Break | 13:00–14:00

11:30–13:00 — Partner Lecture

Safe, Smart and Sustainable Guest Experience: AI-Based Mobile Assistants and Digital Reception in Tourism

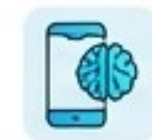
Lecturer: Partner institution from Hungary – Eszterházy Károly Catholic University



Digital reception and guest support



Smart and sustainable guest experience



AI-supported services in tourism and hospitality



Practical implications for tourism providers

Day 2 Afternoon Lab & Sunset Cruise

Afternoon Team Work | 14:00–16:00

Mockup Lab – Version 1 and Partner Mentoring

- Teams create the first app screens in Canva
- Teams sketch user journeys in Excalidraw or on paper
- Teams prepare two main user flows
- Host and partner lecturers provide feedback on guest experience, usability and tourism relevance
- Teams add basic trust elements, such as source of information, “not sure” message or contact/verification option

Day 2 output

Each team prepares: first app mockup, simple style board, at least two user flows, short explanation of the main app screens, basic trust elements, such as source of information, “not sure” message or contact/verification option

[CLICK HERE](#)

Evening Activity | 19:00

Sunset Cruise – Boat Trip from Lovran

The group will participate in a sunset cruise boat trip, departing from Lovran.



Day 3 – Wednesday, 1 July: Business Value, Marketing and Feasibility

Morning Session | 09:00–13:00


Main focus: Students examine whether their solution is useful, realistic and valuable in tourism.

09:00–09:50 – Business Value of Digital Tourism Solutions

- ✓ What value does the app create?
- ✓ Who benefits from the solution?
- ✓ How can the app improve tourism services?
- ✓ What problem does it solve for users and providers?

09:50–10:30 – B2B, B2C or Mixed Approach

-  Is the app intended directly for tourists?
-  Is it intended for hotels, destinations or tourism providers?
-  Who would use it and why?
-  Basic feasibility of the idea

10:30–10:40 – Break 

10:40–11:30 – Marketing Plan for the App

-  How to encourage tourists to use the app
-  How to communicate the app's value clearly
-  How to promote the app without being intrusive
-  How to build trust through communication

11:30–13:00 – Partner Mentoring Session: Business, Marketing and User Value

Feedback from host and partner lecturers | Discussion of tourism relevance, marketing potential and feasibility | Short consultations with student teams

Lunch Break | 13:00–14:00

Day 3 Afternoon Study Visit & Synthesis



[CLICK HERE](#)

Study Visit | Arrival between 14:00 and 14:30

Hilton Costabella Beach Resort & Spa – Site Visit

The group will arrive at Hilton Costabella Beach Resort & Spa between 14:00 and 14:30 for a study visit and guided introduction to the hotel facilities and guest experience concept. Refreshments will be provided after the hotel tour.

Afternoon / Free Time: Individual and Informal Activities (walking, sightseeing, socialising, entertainment or swimming).

Day 3 output

Each team prepares:

- ✓ - short business justification
- ✓ - user benefit description
- ✓ - B2B/B2C positioning
- ✓ - basic marketing plan
- ✓ - improved app mockup direction

Day 4 – Thursday, 2 July: Finalisation and Presentation Preparation

Main focus: Students finalise their app mockup, prepare supporting materials and practise their final presentation.

Morning Session | 10:00–13:00

10:00–10:40 — Final Project Package

What must be submitted



Final app mockup



Short project explanation



Trust and safety elements



Responsible AI, privacy and accessibility considerations

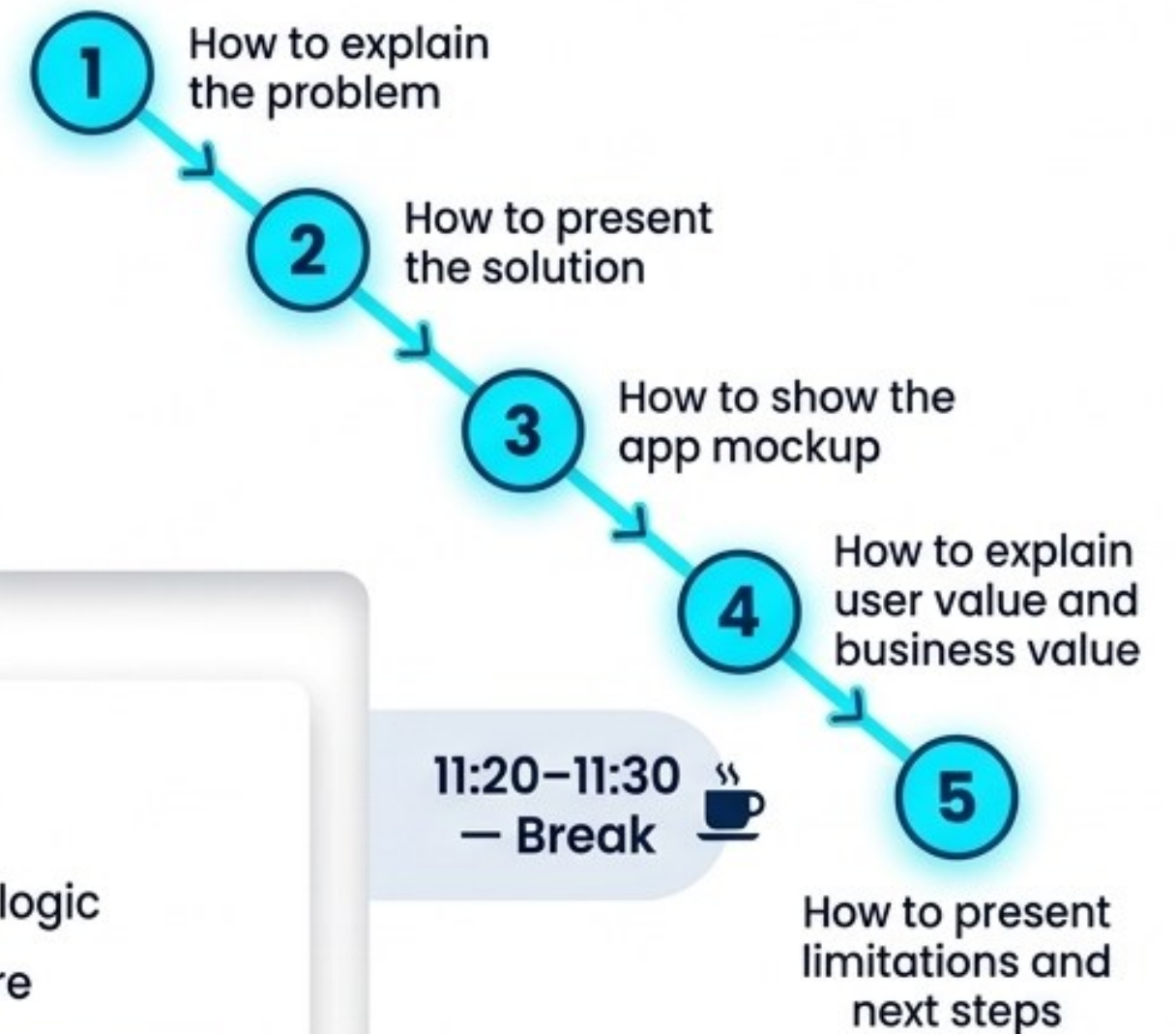


Business and marketing justification



Final pitch presentation

10:40–11:20 — How to Prepare a Strong Pitch



11:30–13:00 — Mentoring Clinic with Host and Partner Lecturers

Team consultations

- ✓ Feedback on app mockup
- ✓ Feedback on trust, responsible AI use, privacy and accessibility

Team consultations

- ✓ Feedback on business/marketing logic
- ✓ Feedback on presentation structure
- ✓ Final academic feedback before submission

Lunch Break | 13:00–14:00

Day 4 Afternoon Lab & Joint Celebration

Afternoon Team Work | 14:00–16:00

Finalisation and Submission Preparation

- Teams finalise the app mockup
- Teams prepare final slides
- Teams prepare the demo script
- Teams prepare short supporting documentation
- Final mentor feedback from host and partner lecturers

 Deliverable Box

Day 4 output

Each team prepares the final project package: app mockup, short project documentation, business/marketing explanation, short note on trust, responsible AI use, privacy and accessibility, final pitch deck, demo script.



Evening Activity | 20:00

Joint Dinner at Ganeum, Lovran

A joint dinner for all Erasmus+ BIP participants will be organised at Ganeum in Lovran.

Day 5 – Friday, 3 July: Pitch & Demo Day

Main focus: Students present their final projects, receive feedback and complete the BIP programme.

Morning Session | 09:30–12:00

Agenda

09:30–09:40 — Demo Day Briefing



Presentation rules



Timing



Evaluation criteria

09:40–11:15 — Final Team Presentations

Each team presents:



tourism/hospitality
problem



target
user/
persona



business/
marketing
value



proposed mobile
AI-supported
solution



key app
functionalities



trust and
responsible-use
elements



Jury Feedback, Awards and Programme Conclusion



11:15–11:40 — Jury Feedback and Final Discussion

- ✓ Feedback from lecturers, mentors and partners
- 💡 Short reflection on the projects and learning outcomes



11:40–12:00 — Awards, Certificates and Closing

- 🏆 Award for the best team
- 📄 Distribution of certificates and confirmations of participation
- 🤝 Closing remarks



12:00 — Lunch

The BIP programme formally concludes with lunch.

The Final Synthesis: Programme Output Checklist

By the end of the BIP, each team will have developed and presented a comprehensive digital tourism solution.

DIGITAL TOURISM SOLUTION CHECKLIST

- ✓ a clearly defined tourism or hospitality problem
- ✓ a mobile AI-supported app concept
- ✓ simple user stories/personas
- ✓ basic design direction and style board
- ✓ app mockup created in Canva or another accessible tool
- ✓ at least two user flows
- ✓ basic trust and responsible AI elements
- ✓ business and marketing rationale
- ✓ final pitch and demo

Tool Stack

Recommended tools: Canva, Excalidraw, PowerPoint or Google Slides.

No coding or advanced technical skills are required.