

ISMA University of Applied Sciences (Riga, Latvia) invites to participate in international Erasmus+ Blended Intensive Programme (BIP)

“Sustainability in Tourism and Hospitality”

Programme dates:

Virtual part - March 13th, 2023

Physical part - March 20 – 24, 2023

Deadline to apply for students: March 6th

Credits: 3 ETCS, Certificate provided

2023

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- **Eligible participants:**
- **Students and teaching staff of undergraduate study programs within the field of Business Administration in Tourism, Tourism, Hospitality Management.**
- **Registration form**
- **About the programme:**
- The program will consist of virtual meeting, where preliminary requirements and agenda will be introduced and a physical part, where students and teaching staff will discuss existing prerequisites of modern tourism development including its sustainability aspects. After the discussion visits to Latvian hospitality establishments will be organized and meetings with Latvian tourism and hospitality representatives will be made in an order to analyse implementation of sustainable practices in the daily operations of Latvian hotels. As the result of research, students will have to provide their evaluations of the sustainability approach in Latvian hotels, rewarding most sustainable establishment on their choice.
- **Aim:** To introduce students with the concept of sustainability in tourism, its development tendencies and forecasts. To encourage analysis of the accommodation establishments from the sustainable point of view in an order to determine most perspective solutions.
- **Objectives:**
- 1. To raise awareness of the sustainable practices in tourism and hospitality industry
- 2. Practically explore sustainable approach aligned with theoretical findings
- 3. To share international experience related to the development of modern tourism industry
- 4. To create space for critical and creative thinking
- 5. To foster interuniversity collaboration and linkage between higher education institutions and business representatives

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- **Expected learning outcomes:**
- Participants will expand their knowledge regarding sustainability in tourism and hospitality, improve their presentation, critical and creative skills and develop their competences in tourism and hospitality with further application in their research and progress of their career paths.
- **Financial support:**
- Students have to apply to their sending institutions for funding of 70 EUR/day.
- Teaching staff has to apply to its sending institution for ERASMUS+ mobility funding.

- **ISMA will cover during the program:**
- **For students:**
- Accommodation in a hotel with breakfasts during the physical program days. (Students will have to share double rooms)
- Visits to Latvian hotels
- **For students and teaching staff:**
- Riga Old Town walking tour
- **Preliminary program**
- **Day 0** - Online Meeting - Introduction meeting for students. Discussion of sustainability, its definition and application in tourism and hospitality. Requirements for students' presentations regarding their regional tourism development considering sustainability aspects, trends and best practices.

- **Day 4**
- 10:00 - 16:00 - Training Day 4- Meeting with Latvian hospitality representatives, visits of Latvian regional hotels, accompanied by industry representatives.
- **Day 5**
- 10:00-14:00 - Presentations of the Students, conclusions of the sustainability approaches in the hotels of Latvia, proposals, reward of the most sustainable Latvian hotel, feedback. Departure.
- **Contacts:**
- **For Erasmus+ details, arrival information and registration:**
- *Karina Lazareva, ERASMUS + Coordinator*
- karina.lazareva@isma.lv
- **For staff teaching visits and organisational information:**
- Julija Mironova, Head of Business Administration in Tourism Prof. Bach. Study Program
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