

INNOVATIONS TO BOOST SUSTAINABILITY IN HOSPITALITY 2024



Program dates

Virtual part: April 1st , 2024

Physical part: April 15th – 19th , 2024

Deadline to apply for students: March 27th

Credits: 3 ETCS, Certificate provided

#ISMA_STH

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

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 program: 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.

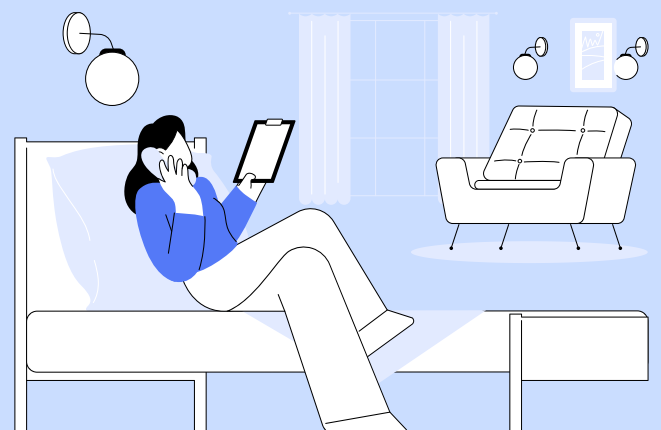
After the discussion visits to Latvian hospitality establishments will be organized and meetings with Latvian tourism and hospitality representatives will be made in an order to analyse implementation of *sustainable practices and innovative solutions* in the daily operations of Latvian hotels. As the 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 of the program: To introduce students with the concept of sustainability in tourism, its development tendencies and link to the innovations **and** to encourage analysis of the accommodation establishments from the sustainable point of view in an order to determine most perspective solutions. financial support

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**





PRELIMINARY SCHEDULE

DAY 1 | 15.04

- 08:45 - 09:00 Arrival at ISMA
- 09:00 - 10:00 Registration at ISMA reception
- 10:00 - 11:30 Welcoming meeting, presentations of the students
- 11:30 - 12:00 Coffee pause
- 12:00 - 13:00 Presentations of the students.
- 13:00 - 14:00 Break time to visit ISMA Cafe

DAY 2 | 16.04

- 10:00 - 11:30 Workshop
- 12:00 - 13:30 Seminar I
- 13:30 - 14:00 Time to visit ISMA Cafe
- 15:00 - 17:00 Excursion to Riga Old Town, meeting place Hansa Hotel lobby



DAY 3 | 17.04

- 10:00 Meeting at Hansa Hotel lobby
- 10:00 - 12:30 Meeting with Latvian hospitality representatives, visiting Riga hotels for Training
- 13:00 - 14:00 Journey to Jurmala by train
- 14:00 - 17:00 Meeting with Latvian hospitality representatives, visiting Jurmala hotels.

DAY 4 | 18.04

- 10:00 Meeting at Hansa Hotel lobby
- 10:00 - 19:00 Bus tour to Kurzeme region to visit region's most significant hospitality establishments in castles and manors, Latvian tourism and hospitality experts. Lunch included.

DAY 5 | 19.04

- 10:00 - 14:00 Announcement of survey results, discussion, conclusions of the sustainability approaches in the hotels of Latvia, proposals, reward of the most sustainable Latvian hotel, feedback.

ISMA COVERAGE

For students:

- Accommodation in a hotel double rooms
- Breakfasts during the physical program days
- Coffee pauses
- Visits to the hotels
- Excursions
- Old Riga walking tour

For teaching staff:

- Coffee pauses
- Visits to the hotels
- Excursions
- Old Riga Walking tour



CONTACTS

For **Erasmus+** details, arrival information and registration:

Karina Lazareva, Erasmus+ coordinator

karina.lazareva@isma.lv

For **Staff teaching**, visit and organizational information:

Julija Mironova, Head of Business Administration in Tourism program

julija.mironova@isma.lv

