



April
2025

EthAI Tour's 2nd Multiplier Event: A Resounding Success in San Sebastián, Spain

The EthAI Tour project continues to build momentum with its **2nd Multiplier Event**, which took place on November 27, 2024, in San Sebastián, Basque Country, Spain. Organized by CDEA, the event was hosted at Hotel ARIMA and formed part of the region's largest tourism industry gathering.

The event successfully showcased **EthAI Tour's innovative training approach**, emphasizing digitalization and the ethical use of AI in the tourism sector. The session featured key **stakeholders**, including:

- Hotel managers,
- Representatives from travel agencies,
- Coordinators of VET centers and universities,
- Government officials from the Basque Department of Tourism.

Irida Tase, project coordinator from CDEA, presented the ECVET profile and the Training Plan, engaging participants in discussions on how AI can ethically enhance tourism services.

Feedback was overwhelmingly **positive**, with attendees expressing strong interest in adopting the EthAI Tour training program—a unique initiative in the region. The event reinforced the importance of collaboration between industry and vocational education, ensuring a future-ready workforce with digital and ethical AI skills.



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EthAI Tour's 3rd Multiplier Event: Advancing Ethical AI Awareness in Tourism Education



Dr. Simon Caruana, Senior Academic Manager at ITS, presented the **project's objectives**, highlighting the **new training materials and e-learning platform**. A key moment was the **interactive workshop**, where participants discussed AI-related topics, exploring their benefits, challenges, and ethical implications.

The event's impact was reinforced by the Malta Tourism Authority's invitation to showcase EthAI Tour at an upcoming seminar, reflecting the project's growing relevance in digital tourism education. The consortium remains committed to promoting its training framework through similar opportunities.

On 31 January 2025, the EthAI Tour project held its **3rd Multiplier Event** at The Notch Conference Centre, Urban Valley Resort and Spa in San Ġwann, Malta. Organized by the **Institute of Tourism Studies (ITS)**, the event titled "Ethical Use of Artificial Intelligence (AI) and Data in the Tourism Sector: Overview of Project and Proposed Training Material" attracted 42 participants, including ITS students, academic and administrative staff, and tourism stakeholders. The EthAI Tour consortium will continue to leverage such opportunities to expand awareness and adoption of its innovative training framework.



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Upcoming Highlights: Piloting the Training Course

The **next major step** for the EthAI Tour project is the **pilot testing phase** of the **Training Course on AI Ethics in Tourism**. This course will equip VET educators and professionals with the skills needed to **navigate AI-driven changes in the industry responsibly**.

- ◇ The pilot phase will take place across **partner countries**, engaging **VET trainers, tourism professionals, and students**.
- ◇ Participants will gain **hands-on experience** with AI tools while ensuring that **ethical considerations remain at the forefront**.
- ◇ Insights from this testing phase will be used to **refine course content and delivery methods**, ensuring optimal usability and effectiveness.

Stay tuned for updates on this exciting milestone!

Transnational Project Meeting in Milan – March 27, 2025



On March 27, 2025, EthAI Tour partners convened in Milan for a key Transnational Project Meeting hosted by DLEARN. The agenda focused on reviewing project progress, refining the ethical AI training course, finalizing the pilot testing phase, and planning for dissemination and sustainability.

Eight partner representatives attended the in-person meeting, fostering collaboration, sharing best practices, and aligning strategic steps for the project's continued success.

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