

ethAI Tour

Ethical use of Artificial Intelligence (AI) and Data in Tourism Sector



Our objectives:

- ✓ Create engaging, lean teaching methods to enhance ethical thinking in tourism
- ✓ Craft ECVET profile and training plan for flexible learning
- ✓ Create innovative training material, localize content, and validate
- ✓ Raise AI ethics awareness among tourism stakeholders, contributing to inangible project outcomes



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**Develop an
innovative
training framework
for tourism VET**

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