

ETHAI TOUR TRAINING COURSES

EQUIPPING VET TRAINERS AND TRAINEES WITH DIGITAL, ETHICAL, AND AI SKILLS IN THE TOURISM SECTOR

OBJECTIVE

- To equip participants with the expertise needed to apply AI in an ethical and responsible manner, ultimately promoting a more sustainable and equitable tourism industry.
- To develop comprehensive training courses covering digitisation, AI technologies, and ethical AI practices in tourism.



TARGET GROUP

VET Trainers and Educators:

Familiarise themselves with lean, digital, and ethical AI practices in tourism.

VET Trainees:

Acquire competencies to build sustainable, adaptable, and profitable careers in the tourism sector.



TRAINING UNITS

- Training Content for Digitisation in Tourism
- Training Content for AI in Tourism
- Training Content for Ethical AI in Tourism



COURSE FOCUS

• Digitisation in Tourism:

Training on the digital shift within the tourism industry, tools, and opportunities.

• AI in Tourism:

Learning about AI tools and applications in tourism to improve operations and customer service.

• Ethical AI in Tourism:

Emphasizing trustworthy and ethical AI use to ensure sustainability and fairness in tourism practices.



PARTNERS



[EthAiTour](#)

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