



ethAI Tour

This is an Erasmus+ project of 2 year whose main mission is to provide a cutting-edge training framework for tourism-related VETs, with an emphasis on continuous VET, to give students the knowledge and abilities they need to consider the ethical ramifications of employing AI.



Its objectives include promoting ethical and digital changes to the industry that qualify the workforce to fulfil expectations from the EU and industry, in addition to supporting innovation within the European VET system.

To improve their educational programmes, all consortium members taking part will have access to the created training framework.

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



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<http://ethaitour.eu>

Our target groups

- AI-empowered education for tourism trainers: Utilizing AI systems with ethical foundations enables educators to maximize their effectiveness.
- Targeting tourism and hospitality students: The project focuses on students with operations and management curricula, enhancing their employability through extensive courses on AI's digital and ethical usage.
- Hospitality and tourism industry representatives .

Our objectives

- Design interactive and lean education methods for ethical tourism thinking.
- Establish a Lean Methodological Framework.
- Develop an ECVET profile and flexible training plan.
- Create localized and evaluated training materials.
- Increase awareness among tourism stakeholders about AI ethics and project sustainability.

Our consortium

5 EU countries participate to this exciting project:

The Coordinator



www.hellobucovina.com

Romania



Malta



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Contact Us

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