STUDY GUIDE | AUTUMN SCHOOL IN GLOBAL SUSTAINABLE TOURISM DEVELOPMENT	
COURSE INFORMATION	
Course Format	Blended Intensive Programme (BIP)
Course Title	**"Autumn School in Global Sustainable Tourism Development"**
Admission Profile	Master's students, doctoral students, and academic staff from partner higher education institutions Participants will be nominated by the respective partner institutions in accordance with their internal procedures and in articulation with the host institution and the relevant international offices. Indicative participant profile: • academic background related to tourism, management, economics, heritage, territorial development, sustainability, data applications, or related fields; • good command of English; • motivation to work in an international and interdisciplinary environment.
Prerequisites and co-requisites	Participants selected for BIPs may receive Erasmus+ support from their sending institutions under the applicable mobility rules.
Hosting Institution	Polytechnic University of Viseu, Portugal
Participant Institutions	• Polytechnic University of Viseu (Portugal) • Universidad de Cantabria (Spain) • Université Polytechnique Hauts-de-France – UPHF (France)
Total number of participants per institution	5
Participant Profile	The programme is intended for participants from partner higher education institutions, namely: • Master's students; • Doctoral students; • Academic staff / lecturers. Maximum number of participants: 20.

	The programme is designed for a maximum of 20 participants. Each BIP is expected to ensure a minimum of 10 participants from EUNICE partner institutions in order to meet the relevant participation threshold.
ECTS	5
Language of the Programme	English (B2 Level)
On-site component	**26–30 October 2026**
Virtual component	**20 October 2026 (13h-16h)**
Schedule	**Fase 1. Virtual Preparatory Phase** Dates: 20 October 2026 Estimated workload: 3 hours Activities include: • institutional welcome and online introduction; • presentation of the programme structure and expectations; • introductory lectures and reading guidance; • team formation; • assignment briefing; • preliminary discussion of destination-related challenges. **Fase 2. Physical Intensive Phase** Dates: 26 to 30 October 2026 Location: Polytechnic University of Viseu, Portugal Estimated contact workload: 30-40 hours **Fase 3. Virtual Follow-up Phase** Dates: between 9 and 13 November 2026 Estimated workload: 4-5 hours • Activities include: • final project refinement; • feedback session; • academic reflection and discussion; • final wrap-up session.

Nominations	Nominations for participation in this BIP take place in two phases: the first runs **until July 31**, and a second phase will be open until **September 15** for any remaining vacancies.
Course application	Interested candidates are requested to contact their university's International Relations Office (IRO). Each IRO will launch its own internal call and selection process. IPV will provide all selected participants with the necessary enrolment information.

INTRODUCTION

Tourism is one of the most relevant sectors for economic development, territorial attractiveness, cultural exchange, and regional cohesion. However, it is also increasingly confronted with major challenges, including environmental pressure, the risk of overtourism, carbon emissions, uneven territorial impacts, and the need to preserve local identity, heritage, and community well-being.

Regenerative tourism presents itself as a transformative approach that, in addition to reducing "damage," also seeks to restore and strengthen ecosystems, communities, and local cultures.

At the same time, new technologies — including smart data analytics, digital management tools, and artificial intelligence — are opening new possibilities for more efficient, personalized, and sustainable tourism planning and governance.

In this context, the Autumn School proposes an interdisciplinary and international learning environment in which participants will analyze tourism sustainability through economic, technological, territorial, and heritage-based perspectives. The programme is intended to offer clear added value in comparison with regular teaching formats, which is one of the expected characteristics of BIPs according to the IPV guide.

This programme is designed as a Blended Intensive Programme, combining a short-term physical mobility period with a mandatory virtual component, in accordance with the Erasmus+ BIP framework described in the IPV institutional guide.

The Autumn School in Global Sustainable Tourism Development is an intensive international programme focused on the main contemporary challenges and opportunities of sustainable tourism development from a global and territorial perspective.

The programme brings together master's students, doctoral students, and academic staff from partner higher education institutions to explore how tourism destinations can become more sustainable, smart, resilient, inclusive, and territorially grounded.

The Autumn School is structured around three complementary academic pillars:

- Smart data, digital innovation and artificial intelligence for sustainable tourism
- Economics of leisure and advanced tourism economics
- Sustainable destination management, heritage and rural tourism

Through a combination of virtual preparation, an intensive onsite week in Viseu, collaborative project work, and follow-up activities, participants will engage in an international learning experience aimed at producing applied proposals for the sustainable development of tourism destinations.

COURSE CONTENT AND TEACHING METHODS

The Autumn School is organized around three complementary thematic pillars:

1. Polytechnic University of Viseu

Thematic contributions: Sustainable Destination & Heritage / Rural Tourism

IPV will coordinate the programme and provide content related to destination planning, governance, heritage valorization, sustainable territorial development, and the contribution of rural tourism to resilient local economies.

2. Universidad de Cantabria

Thematic contributions:

- Smart Data Analytics for Sustainable Tourism
- Using AI to Prevent Overtourism
- Digital Solutions for Carbon Footprint Reduction
- Technology for Tailored and Environmental Visitor Experiences

This partner will address the role of digital transformation, tourism intelligence, predictive analysis, and AI-enabled management tools in supporting more sustainable tourism systems.

3. Université Polytechnique Hauts-de-France

Thematic contributions: Economics of Leisure & Advanced Tourism Economics

This partner will explore the economic logic of tourism and leisure systems, with emphasis on demand, value creation, destination competitiveness, and the balance between economic growth and sustainability.

The programme will use active, collaborative, and practice-oriented teaching methods, including:

- lectures and keynote sessions;
- thematic workshops;
- case-based learning;
- collaborative international group work;
- problem-based learning approaches;
- field observation / study visit;
- oral presentations and critical discussion.

Preliminary Onsite Schedule *(Final program will be detailed to participants)*

Day 1 – Monday, 26 October 2026

Location: ESTGV

9h30: **Opening Session** – institutional welcome and opening session with presentation of hosts and partner institutions

10h00 – 12h30: **Workshop "Global Sustainable Tourism Development – Challenges and Opportunities"** with the Launch of the International Challenge promoted by: Biosphere Portugal

14h00 – 17h00: **Experience Viseu: Walk, Discover, Taste**

Day 2 – Tuesday, 27 October 2026

Location: ESTGV

9h00 – 13h00: **Keynote lecture: "Regenerative Tourism in Rural Areas: the RESTORE project"** by Professor Ana Sofia Duque, Polytechnic University of Viseu

13h00 – 19h00: Visit to the Viseu region "Castro Daire" with traditional Lunch

Day 3 – Wednesday, 28 October 2026

Location: ESTGV

9h00 – 13h00: **Keynote lecture: "Tourism, Growth, and Sustainability: An Impossible Equation?"** by Professor Sylvain Petit, Université Polytechnique Hauts-de-France

13h00 – 20h00: Visit to the Viseu region "São Pedro do Sul" with traditional lunch

Day 4 – Thursday, 29 October 2026

Location: ESTGV

9h00 – 13h00: Visit to Quinta de Marzovelos: a discovery of permaculture and traditional cuisine revisited by Chef Carolina Oliveira.

14h00 – 18h00: **Keynote lecture: "AI & Smart Data for Sustainable Tourism: Preventing Overtourism and Designing Better Destinations"** by Professor Inna Alexeeva Alexeev, Universidad da Cantabria

Day 5 – Friday, 30 October 2026

Location: ESTGV

10h00: Project Presentations and Closing Session

- Final preparation of group projects
- Oral presentations by international teams
- Feedback from academic panel
- Final reflection and closing session

LEARNING RESOURCES AND TOOLS

Meetings online via Microsoft Teams

Moodle

LEARNING OUTCOMES

After successful completion of the Autumn School, participants are expected to be able to:

- explain the key dimensions of sustainable tourism development in international and territorial contexts;
- relate tourism economics, digital innovation, and destination governance in an integrated way;
- interpret relevant tourism indicators and sustainability-related challenges;
- propose informed and feasible solutions for tourism destinations facing sustainability pressures;
- recognize the strategic importance of heritage, authenticity, and rurality in destination differentiation;
- collaborate effectively in multicultural academic teams;
- communicate policy, management, and development recommendations in a structured and evidence-based way.

The main final output of the Autumn School will be an international group project consisting of: A Strategic Proposal for Sustainable Tourism Development in a Destination. Each group will be expected to integrate:

- a diagnosis of the selected destination/context;
- economic considerations;
- data/technology-based or AI-informed elements;
- territorial, heritage and/or rural tourism dimensions;
- sustainability-oriented recommendations;
- implementation and governance suggestions.

The Autumn School is expected to:

- strengthen academic cooperation between IPV, Universidad de Cantabria, and UPHF;
- support the internationalization of the Department of Management of ESTGV;
- provide an advanced and distinctive learning experience for postgraduate students and academic staff;
- create opportunities for future teaching, research, and project collaboration in the field of sustainable tourism development;
- contribute to international, interdisciplinary, and innovation-oriented teaching practices.

OBJECTIVES

General Objective:

To provide an intensive international learning experience on global sustainable tourism development, integrating perspectives from technology, economics, and territorial/heritage-based destination management.

Specific Objectives:

By the end of the programme, participants will be able to:

1. critically analyze the main contemporary challenges of sustainable tourism development at global and local levels;
2. understand the role of data analytics and artificial intelligence in tourism planning and destination management;
3. identify strategies to prevent overtourism and reduce environmental impact, including carbon footprint reduction approaches;
4. apply key concepts from economics of leisure and tourism economics to tourism sustainability analysis;
5. assess the contribution of heritage and rural tourism to territorial development and destination resilience;
6. work collaboratively in international and interdisciplinary teams;
7. design an applied proposal for a more sustainable tourism destination model.

ASSESSMENT METHODS AND CRITERIA

ASSESSMENT FOR MASTER'S AND DOCTORAL STUDENTS

- Active participation in virtual and onsite sessions – 10%
- International group project – 50%
- Final oral presentation – 20%
- Individual reflective report / short critical reflection – 20%

PARTICIPATION OF ACADEMIC STAFF

Academic staff will receive a certificate of participation upon active involvement in the programme activities, discussions, and collaborative sessions.

ASSESSMENT CRITERIA

Participants will be assessed according to:

- relevance and quality of analysis;
- integration of technological, economic, and territorial perspectives;

- feasibility and innovation of proposed solutions;
- quality of teamwork and international collaboration;
- clarity of oral and written communication.

BIBLIOGRAPHY AND TEACHING MATERIALS

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OTHER RELEVANT INFORMATION
It is recommended that each participant bring their own personal computer (or tablet), as access to the ESTGV local Wi-Fi network will be provided during the BIP.

CONTACT DETAILS	
Responsible Lecturer	Professor Bruno M. Ferreira
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Other Lecturers	Ana Sofia Duque (IPV) Cristina Barroco (IPV) Inna Alexeeva Alexeev (UC) José Luís Abrantes (IPV) Natália Figueiredo (IPV) Sylvain Petit (UPHF)