

2025

GYŐR, HUNGARY



THE FUTURE OF TOURISM

04-14 July
2025

Location: 1 Egyetem tér,
Győr, 9026 Hungary

DIGITAL TOOLS
AND
TECHNOLOGICAL
SOLUTIONS



**SZÉCHENYI
EGYETEM**
UNIVERSITY OF GYŐR

<https://uni.sze.hu>

EXPLORE THE FUTURE OF TOURISM!

SUMMER SCHOOL ORGANIZED BY SZÉCHENYI ISTVÁN UNIVERSITY IN GYŐR

Between July 4–14, 2025, the #TASA network's 2nd Summer School will be held in Győr under the title "The future of tourism – Digital tools and technological solutions". The Faculty of Economics of Széchenyi István University will host students from partner universities as well as all those, who are interested in the summer school.

I would like to warmly invite everyone to our event, where distinguished professionals, university lecturers, and prominent representatives from the tourism industry and digital marketing will share their knowledge and experiences on the subject. The program will include professional presentations, workshops, case study competitions, field trips and leisure activities too.

The event offers an excellent opportunity for participants to expand their international networks and make valuable connections.

The organizers, lecturers, and our students are excited to welcome participants to the wonderful city of Győr, where we offer unforgettable programs and learning opportunities for all interested attendees.

I hope to welcome many students from our partner universities to our city and Széchenyi István University!

See you in July 2025! Be part of an unforgettable experience!

Best regards,

Dr. Éva Happ, associate professor
CEEPUS #TASA network coordinator



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**VISIT
Balaton 365**

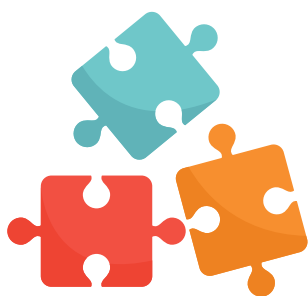


MISSION



DEEPENING KNOWLEDGE

Dive into the world of digital transformation in tourism. Gain in-depth insights into how digital tools and technologies are reshaping the tourism industry and explore their real world impact in a fast changing environment, through plenary sessions and consultations.



GAINING EXPERIENCE

Gain hands-on experience by applying your knowledge to real-world projects and solving practical problems. Learn from experts and university lecturers. Participate in professional lectures and workshops where you'll master the use of digital tools and techniques.



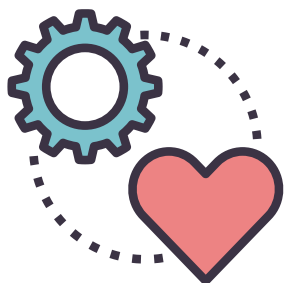
INNOVATIVE PROBLEM SOLVING

Handle real-world challenges with a live case study from AquaWorld Budapest. Collaborate with your peers, use cutting-edge digital tools, and develop creative, forward-thinking solutions to problems in present and future tourism.



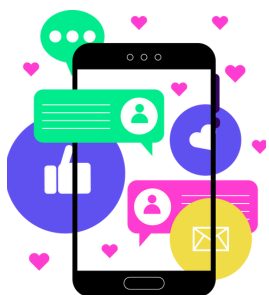
FIELD TRIPS AND EXCURSIONS

Engage in practical learning through field work and excursions. Visit key locations and world heritages. Immerse yourself in the local culture and history while expanding your knowledge of the sector.



HARD AND SOFT SKILLS DEVELOPMENT

Enhance both your technical and interpersonal skills. Participate in workshops, presentations, and team-building activities that will improve your communication and collaboration abilities. Throughout the course, special focus will be placed on developing technical expertise and communication.



NETWORKING AND CREATING MEMORIES

Join a community of like-minded individuals passionate about digitalization, tourism and self-development. Strengthen your global network, share experiences and make unforgettable memories.

ABOUT SUMMER SCHOOL



July 4th - 14th, 2025



**Győr, Hungary
Faculty of Economics,
Széchenyi István University**



**The future of tourism - Digital tools
and technological solutions**

Join us from July 4th to July 14th, 2025, and earn **5 ECTS CREDITS** for the interdisciplinary summer school "The future of tourism - Digital tools and technological solutions". This pioneering program, hosted by the Faculty of Economics at the Széchenyi István University of Győr, unites 32 partners within the CEEPUS #TASA network.

Our mission is to showcase the emergence and impact of digitalization, as well as explore the application possibilities of digital tools and methods in the tourism sector.

During the summer school, students work in teams on a real-life case study where they identify a specific problem and propose solutions using digital tools, methods, and technologies. The development of the case study requires collaborative work from the students, which is why we provide several individual and mentor-guided preparation sessions to help them find the best solutions. The key methodology is project-based learning, where participants work on real-world problems provided by the industry partner.

The summer school program is complemented by afternoon leisure activities, professional excursions, and field trips, which is also a great opportunity to build relationships among themselves.

PRELIMINARY PROGRAM

Day	Time	Activity	Lecturer
Thursday, July 3		Arrival	
Friday, July 4	9:00-10:00	Registration, opening ceremony	
	10:00-11:45	Digitalization and AI driven Rural Tourism	Dr. Jasna Mastilovic Research fellow <i>University of Novi Sad Institute of Food Technology</i>
	12:00-13:30	Lunch	
	13:30-16:45	Case study competition	Eliza Raffai <i>Széchenyi István University Kautz Gyula Faculty of Business and Economics Department of Tourism and Hospitality</i>
	17:00-18:30	Győr sightseeing	
	20:00-21:30	Get-together party	
Saturday, July 5	9:00-16:00	Field trip to Balatonfüred by Visit Balaton 365	
Sunday, July 6	9:00-15:00	Free day for individual work	
Monday, July 7	9:00-15:00	Field trip to Budapest AquaWorld	
	15:00-18:00	Budapest sightseeing	
Tuesday, July 8	9:00-10:30	Process of the project management	doc. dr. Lazar Pavić Assistant professor University of Maribor Department of Sustainable Logistics and Mobility Faculty of Logic
	10:45-12:15	Designing Digital Wellbeing in Tourist Experiences	Dr. Ugljesa Stankov Full professor <i>University of Novi Sad Department of Geography, Tourism and Hotel Management Faculty of Sciences</i>
	12:15-13:30	Lunch	
	13:30-15:00	Smart Destinations: Are Tourists Keeping Up?	<i>Coronel Padilla Monica Fabiola</i> Assistant professor <i>Corvinus University of Budapest Institute of Sustainable Development Department of Tourism</i>
	15:15-16:45	Consultation case study	Eliza Raffai Széchenyi István University Kautz Gyula Faculty of Business and Economics Department of Tourism and Hospitality

PRELIMINARY PROGRAM

Wednesday, July 9	9:00-10:30	Presentation skills	Dr. Anikó Makkos Associate professor Széchenyi István University Apáczai Csere János Faculty Department of International Studies and Communication
	10:45-12:15	Consultation case study	Eliza Raffai Széchenyi István University Kautz Gyula Faculty of Business and Economics Department of Tourism and Hospitality
	12:15-13:30	Lunch	
	13:30-15:00	Cinematography for Ad Creation I.	Balázs Répási Chief Operating Officer Vet-Profil Kft.
	15:15-16:45	Cinematography for Ad Creation II.	Balázs Répási Chief Operating Officer Vet-Profil Kft.
	18:00-19:30	Social programme	
Thursday, July 10	10:00-17:00	Field trip to Pannonhalma	
Friday, July 11	9:00-10:30	Digital Transformation in Tourism: Online Marketing Solutions, Automation, and Case Studies	Vanda Dénes CEO, owner of OpenOnline Marketing Agency
	10:45-12:15	Digital opportunities in tourism workshop	Vanda Dénes CEO, owner of OpenOnline Marketing Agency
	12:15-13:30	Lunch	
	13:30-15:00	Rise and Development of Digital Nomads in Tourism	Mladen Rebic Dean, full professor University of East Sarajevo Faculty of Economics Department of Economic Theory, Policy and Development
	15:15-16:45	Artificial Intelligence as a Driving Force of Innovation in the Hotel Industry	Dr. Krisztina Keller Associate professor Corvinus University of Budapest Institute of Sustainable Development Department of Tourism

PRELIMINARY PROGRAM

Saturday, July 12	10:00-17:00	Field trip to Mosonmagyaróvár	
Sunday, July 13	9:00-15:00	Free day for individual work	
Monday, July 14	9:00-12:00	Case study competition	Eliza Raffai Széchenyi István University Kautz Gyula Faculty of Business and Economics Department of Tourism and Hospitality
	12:00-13:00	Lunch	
	13:00-16:00	Case study competition	Eliza Raffai Széchenyi István University Kautz Gyula Faculty of Business and Economics Department of Tourism and Hospitality
	16:00-18:00	Informal gathering	
Tuesday, July 15		Departure	

JOIN US

For students from CEEPUS partner countries, the scholarship provides a wide range of benefits, ensuring comprehensive financial and academic support throughout their educational journey.

The scholarship includes:

- Accommodation at the student dormitory for 12 nights from the 3rd to the 15th of July.
- A rich schedule of lectures by experts and interactive workshops.
- Teamwork on a real-life case study provided by AquaWorld Budapest.
- Educational excursions and cultural field trips.
- A variety of leisure activities and social programs.
- International collaboration, with participants from different countries.

Be part of the experience – where education and culture unite!

For contact and application, visit the following link:

<https://forms.gle/1smynix7mjn2YyZy8>

Deadline: 10.05.2025.

ABOUT #TASA network

The program titled "The Future of Tourism – Digital Tools and Technological Solutions" involves all 32 members of the TASA network. The goal of the summer school is to provide participating students with deeper insights into the opportunities of digitalization in the field of tourism.

Within the TASA network, our focus is to present the appearance and impact of digitalization, as well as the potential applications of digital tools and methods in the field of tourism.

Our partnership is built around our commitment to key themes shaping the future:

- Artificial Intelligence and its role in the hotel industry
- Digitalization in tourist experiences
- Project management
- Online marketing solutions
- Case studies in tourism
- Effective communication and presentation skills
- Problem solving, teamwork, creativity

ABOUT THE UNIVERSITY

SZÉCHENYI ISTVÁN UNIVERSITY OF GYŐR

Located in the heart of this picturesque city of Győr, Széchenyi István University shines as a center of academic excellence, forward-thinking education and innovation. The university is known as one of the proud members of the top 600 young universities in the world.

As the honored host of this year's summer school, we invite you to experience our mutual effort to support innovation, lifelong learning, and personal growth in a welcoming and encouraging environment.



CAREER-ORIENTED EDUCATION

The university combines academic knowledge with practical experience through training programs, career counseling, and workshops that help students develop essential skills, making sure that graduates are ready for their future careers.



INDUSTRY COLLABORATION AND PARTNERSHIPS

The university works closely with a wide range of companies, organizations, and industry leaders, creating valuable opportunities for students to gain hands-on experience.



SKILLS DEVELOPMENT AND PROJECT-BASED LEARNING

The university has launched an educational reform to help students gain practical knowledge that aligns with labor market needs. The reform focuses on updating teaching methods, assessing competencies, developing skills, and integrating project-based learning into the curriculum.



CENTRE OF INTERNATIONAL PROGRAMMES

The university continually strives to widen the scope of its international activities. It supports student and faculty exchanges, international internships, and cooperation with universities worldwide, helping students gain valuable global experience.

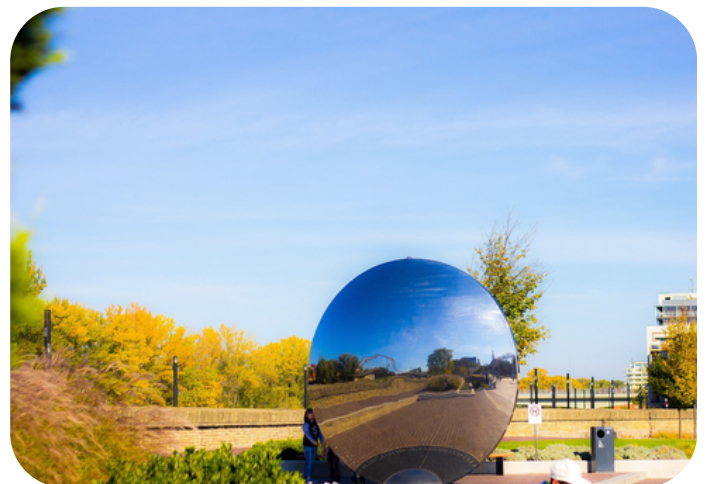


GYŐR, THE CITY OF WATERS

Győr is located in the north-western part of Hungary, close to the Slovakian and the Austrian borders. The city is situated on one of the important roads of Central Europe, halfway between Budapest and Vienna. The area has been inhabited since ancient times.

Győr has an enchanting centre and is rich in beautiful Baroque buildings. The historic heart of the town is Káptalan Hill, located at the meeting point of the Danube, Rába, and Rábca rivers. Today, Győr is one of the most important administrative and cultural centres of Hungary. It is also a vibrant university city and a favored destination for tourists.

As the host city for the summer school, Győr provides a perfect blend of academic opportunities and rich cultural heritages. With its stunning architecture, vibrant city life, and welcoming atmosphere, participants will experience a dynamic environment that encourages both learning and exploration, offering a unique mix of history, culture, and modernity.





**WE LOOK FORWARD
TO HOSTING YOU**



**SZÉCHENYI
EGYETEM**
UNIVERSITY OF GYŐR

