

# ERASMUS+ BLENDED INTENSIVE PROGRAMME (BIP) 2026

PORTALEGRE, PORTUGAL

Creative Tourism

International In-Person Week Programme

25–29 May 2026



25 - 29 May 2026

## BLENDED INTENSIVE PROGRAMME

Digital Transformation for the Enhancement of  
Heritage and Local Arts through Creative Tourism

Portalegre Polytechnic University



Akademia  
Humanistyczna  
i Ekonomiczna w Łodzi



FERI  
Fakulteta za elektrotehniko,  
računalništvo in informatiko



VILNIAUS  
KOLEGIJA | HIGHER EDUCATION  
INSTITUTE



Erasmus+

# Programme Overview

Monday, 25 May 2026

Abílio Amiguiho Auditorium

## Academic Sessions & Technical Visits

Time	Session	Lecturer / Institution	Activity Details
09:00 – 10:00	Presentations of Universities and Participants	All Partners	Welcome session and presentation of the school and partner institutions
10:00 – 10:30	Coffee Break		
10:30 – 11:30	Content Marketing for Sustainable Tourism	Dr Tetiana Kazakova – University of Humanities and Economics in Lodz (AHE)	Introduction & Icebreaker; Key Concepts in Content Marketing and Sustainability; Content Types for Sustainable Tourism; Mini Case Study Activity; Reflection and Discussion
11:30 – 12:30	Benchmarking and Place Branding Measurement – Part I	Dr Beata Groblewska-Bogusz – University of Humanities and Economics in Lodz (AHE)	Introduction to Benchmarking; Frameworks and Indicators; Measurement Tools and Methods; Interactive Exercise
12:30 – 14:00	Lunch Break		
15:45 – 17:30	Science Coffee Museum – Campo Maior	Delta Cafés / Grupo Nabeiro	Guided Technical Visit

Tuesday, 26 May 2026

Morning: Abílio Amiguinho Auditorium

Afternoon: Informatics Room 1

Academic Sessions & Technical Visit

Time	Session	Lecturer / Institution	Activity Details
08:30 – 10:00	AI Tools for Content Creation Workshop part 1: Requirements, Specifications, and Analysis	Dr Maja Pušnik & Dr Boštjan Šumak – University of Maribor	From Content Creation to Prototyping Tourism Apps with AI
10:00 – 10:30	Coffee Break		
10:30 – 11:30	Storytelling & Emotional Connection in Creative Tourism	Dr Tetiana Kazakova – University of Humanities and Economics in Lodz (AHE)	Why Stories Matter; Elements of Effective Tourism Storytelling; Digital Storytelling; Creative Storytelling Workshop; Key Takeaways
11:30 – 12:30	Benchmarking and Place Branding Measurement – Part II	Dr Beata Groblewska-Bogusz – University of Humanities and Economics in Lodz (AHE)	Hands-on Group Exercise applying benchmarking tools to selected destinations
12:30 – 14:00	Lunch Break		
14:00 – 15:00	AI in Restaurant Operations: Will Chefs Be Replaced?	Dr Kristina Mečinskaitė-Stankevič – Lithuania (Vilnius)	Discussion on AI applications in hospitality and restaurant management
15:00 – 16:00	AI Tools for Content Creation Workshop part 2: User personas development	Dr Boštjan Šumak & Dr Maja Pušnik – University of Maribor	From Content Creation to Prototyping Tourism Apps with AI

Time	Session	Lecturer / Institution	Activity Details
16:15 – 18:00	Technical Visit – Portalegre	Portalegre Tapestry Museum	Guided Technical Visit

## Wednesday, 27 May 2026

### Informatics Room 1

#### Academic Sessions & Cultural Visits

Time	Session	Lecturer / Institution	Activity Details
08:30 – 10:00	AI Tools for Content Creation Workshop part 3: Creating wireframes/Mockup	Dr Boštjan Šumak & Dr Maja Pušnik – University of Maribor	From Content Creation to Prototyping Tourism Apps with AI
10:00 – 10:30	Coffee Break		
10:30 – 11:30	AI Tools for Content Creation Workshop part 4: Interactive prototype development	Dr Maja Pušnik & Dr Boštjan Šumak – University of Maribor	From Content Creation to Prototyping Tourism Apps with AI
11:30 – 12:30	How the Rise of Introverts is Reshaping Hospitality	Dr Kristina Mečinskaitė- Stankevič – University of Vilnius	The growing visibility of introverted guests and employees is reshaping service design, workplace culture, and technology adoption across the industry. How to turn this shift into a competitive advantage.
12:30 – 13:30	Lunch Break		

Time	Session	Lecturer / Institution	Activity Details
13:30 – 14:30	AI Tools for Content Creation Workshop part 5: Evaluation Design	Dr Boštjan Šumak & Dr Maja Pušnik – University of Maribor	From Content Creation to Prototyping Tourism Apps with AI
15:00 – 18:30	Technical Visits	Castelo de Vide, Ammaia Roman City & Marvão	Guided visits and autonomous cultural exploration

Thursday, 28 May 2026

Abílio Amiguiño Auditorium / Informatics Room 5

Collaborative Project Development Sessions

Time	Activity
09:00 – 09:30	Project Briefing
09:30 – 10:30	Student Project supervision and guidance
10:30 – 11:00	Coffee Break
11:00 – 12:30	Student Project supervision and guidance
12:30 – 14:00	Lunch Break
14:00 – 15:30	Student Project supervision and guidance
15:30 – 16:00	Coffee Break
16:00 – 18:00	Student Project supervision and guidance
19:00	Social Dinner - Portalegre Hospitality Vocational School

Friday, 29 May 2026

Central Services' Auditorium

Final Presentations & Closing Ceremony

Time	Activity
09:00 – 11:00	Pitch Presentations
11:00 – 11:30	Coffee Break
11:30 – 12:30	BIP Closure: Summary Session & Delivery of Certificates
12:30 – 14:00	Lunch Break

Host Institution  
Portalegre Polytechnic University  
School of Education and Social Sciences  
Portalegre, Portugal

We wish all participants a productive, inspiring, and memorable experience in Portalegre.

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