

---

# **BLENDED INTENSIVE PROGRAMME (BIP)**



## Technology Enhanced Experiences in Hospitality Industry

**Beneficiary Module BIP code (if available and if not, write TBD) : TBD**

### General Course Information

- Course Description:**

This course explores the integration of augmented, virtual, and extended reality technologies in the hospitality industry, focusing on enhancing customer and employee experiences. Participants will gain hands-on experience through individual and group projects, such as creating digital twins and virtual guidance for destinations, while learning to build business cases for immersive technology solutions.

<b>Where is the BIP taking place:</b>	Helsinki, Finland
<b>What is the hosting University ?</b>	Haaga-Helia UAS
<b>What is the coordinating university ?</b>	Haaga-Helia UAS
<b>Ulysseus BIP topic (must be included among Ulysseus 2.0 topics as Entrepreneurship; Multilingual &amp; intercultural competences skills; Equality, Diversity &amp; Inclusion; Citizen Engagement, or among topics related to the Ulysseus Innovation Hubs, or among Transversal/Interdisciplinary topics aligned with the Ulysseus Mission):</b>	Entrepreneurship
<b>ISCED (for a BIP for students):</b>	1015 - Travel, tourism, leisure 0211 Audio-visual techniques and media production 0413 Management and administration 0414 Marketing and advertising 0417 Work skills 0688 Inter-disciplinary programmes and qualifications involving

	Information and Communication Technologies (ICTs) 1088 Inter-disciplinary programmes and qualifications involving services
<b>ECTS (minimum 3 ECTS for a BIP for students):</b>	5 ECTS
<b>Expected participants (students, staffs or the two publics) and the expected study level for students:</b>	Students
<b>Maximum number of participants (optional) and precise if participants in addition of the Erasmus+ one can be added :</b>	20 Erasmus+ students + 5 others
<b>Start/End dates of the virtual part:</b>	<b>25/03/25 – 16/05/25</b>
<b>Start/End dates of the physical part:</b>	<b>05/05/25 – 09/05/25</b>
<b>Workload:</b>	135h
<b>Online component duration:</b>	<b>25/03/25 – 16/05/25</b>
<b>Language and level required:</b>	English
<b>Available funding:</b>	Check with your home university about funding options
<b>Hosting University registration deadline to receive the participant list</b>	End of February 2025
<b>Application Details:</b>	Please contact your International Relations Office (IRO) of your home university. They will do their internal selection

<b>Contact of your Home University:</b>	
<b>Haaga-Helia University of Applied Sciences:</b>	<a href="mailto:mobilityulysseus@haaga-helia.fi"><u><b>mobilityulysseus@haaga-helia.fi</b></u></a>

## DETAILED PART

---

### Technology Enhanced Experiences in Hospitality Industry

---

#### General Course Information

- **Technology Enhanced Experiences in the Hospitality Industry**

This course explores the integration of augmented, virtual, and extended reality technologies in the hospitality industry, focusing on enhancing customer and employee experiences. Participants will gain hands-on experience through individual and group projects, such as creating digital twins and virtual guidance for destinations, while learning to build business cases for immersive technology solutions.

#### Organised by Haaga-Helia UAS

- Image for the course:



- **Ulysseus Priority topics:**
- **X** Entrepreneurship;
- Target group:
- **X** Students

- Level (for students):
  - ☒ Bachelor
  - ☒ Master
- Field of study (and ISCED for a BIP for students):
  - 1015 - Travel, tourism, leisure
  - 0211 Audio-visual techniques and media production
  - 0413 Management and administration
  - 0414 Marketing and advertising
  - 0417 Work skills
  - 0688 Inter-disciplinary programmes and qualifications involving Information and Communication Technologies (ICTs)
  - 1088 Inter-disciplinary programmes and qualifications involving services
- Virtual part: 25/03/25 – 16/05/25  
Physical part: 05/05/25 – 09/05/25
- Registration dates are open from **02/01/25** to **14/02/25**

## Course Content

- Course Outline:
  - Hospitality businesses increasingly combine high-tech and high-touch approaches to create engaging and memorable experiences for guests and employees. In this course, you will learn how immersive technologies such as augmented reality (AR), virtual reality (VR), or, as quite often nowadays, extended reality (XR) technologies can best enhance experiences in the hospitality business. You will get to work on two hands-on projects where you will create immersive hospitality experiences.
  - The students will do two projects during the course. First is a digital twin project done in the virtual part of the course as a solo project. The second project is to create virtual guidance for a destination. It is done during the physical part in a group of two or three students.
- Course content:
  - Introduction to augmented reality (AR), virtual reality (VR), mixed reality (MR), extended reality (XR)

- Extended reality solutions in hospitality business
  - Extended reality as part of the customer experience
  - Building a business case for leveraging extended reality technology in hospitality business
- 
- Learning Outcomes:
    - **Following this course, students will be able to:**
      - Identify realistic opportunities for applying different extended reality solutions in the hospitality business
      - Critically assess the impacts of extended reality solutions on customer experience
      - Build a realistic business case for leveraging extended reality technology in hospitality settings

## Course Practical Details

- Practical Details
  - Start/End dates virtual part: 25.3.2025 – 16.5.2025
  - Start/End dates of the physical part: 5.5. – 9.5.2025
  - Teaching language: English
  - Location: Haaga-Helia, Pajuniityntie 11, Helsinki, Finland
  - ECTS (minimum 3 ECTS for a BIP for students): 5
  - Workload: 135h
  - The maximum number of participants for the BIP and precise if participants in addition of the Erasmus+ one can be added : 20 Erasmus+ +5 others
  - Contact: *please add the email of the BIP coordinator:*  
**mobilityulysseus@haaga-helia.fi**

## Physical Mobility

- In this section, kindly furnish the DATES and LOCATION for the physical mobility. Additionally, include a description of the types of activities planned, along with the schedule (morning, afternoons, or exclusively mornings)
- The physical mobility part will be running from 5 to 9 May 2025 in Helsinki.  
The focus of the physical part is the virtual guidance project.

	Morning	Afternoon
Day 1	<b>9:15 – 11:30 Welcome session</b>	<b>12:30 – 16:00 Planning and storyboarding a virtual guidance</b>
Day 2	<b>9:15 – 11:30 Visiting the project destinations</b>	<b>12:30 – 16:00 Project work in groups – content creation</b>
Day 3	<b>9:15 – 11:30 Guided project work</b>	<b>12:30 – 16:00 Project work in groups – content creation</b>
Day 4	<b>9:15 – 11:30 Guided project work</b>	<b>12:30 – 16:00 Project work in groups – finalising the projects</b>
Day 5	<b>9:15 – 11:30 Project presentations</b>	

## Virtual Component/Part

- Practical Details Regarding the Virtual Component:
- During which dates will this segment be conducted? How will it be organised?
  - The course material will be in Haaga-Helia's learning platform for students to access.
  - There will be four online lectures
- Could you also provide a list of topics covered in this part of the program?
  - XR basics – What are virtual and augmented reality, and how can they be used in the hospitality industry?



- Planning and storyboarding a digital twin – What more is a digital twin than a copy of a location? What is the added value it can provide for the hospitality industry?
- Content production and tools – Which tools should be used in the course and how? What other options are there?
- User testing – how to collect study user experience and why is it important?

## Requirements

- Please highlight the enrolment requirements within this section, including the necessary study levels for enrolment in this BIP. Are there any specific background requirements? Additionally, please specify the required language proficiency level.
- It is recommended to have a basic understanding of the hospitality and tourism business.
- A basic understanding of ICT tools is recommended. You need to use office tools, search for information, and install applications on a phone or a PC.
- The course language is English. You need to be able to work in English.

## Application Process

- To apply for the course, students are required to submit a motivational letter (300 words) explaining their interest in the program and how it aligns with their academic or professional goals. The deadline for applications is **End of February 2025**. Applications should be sent to **mobilityulysseus@haaga-helia.fi**. Please ensure your motivational letter highlights any relevant background in hospitality, tourism, or technology, as well as your proficiency in English. For further inquiries, contact the mobility officer using the same email address.

## Professors

- Who are the instructors teaching this course and which university do they belong to?
- Jouko Loijas – Haaga-Helia UAS
- Aarni Tuomi – Haaga-Helia UAS
- Juan Luis Blanco Guzman – University of Seville



*The Ulysseus Action has received funding from the European Union's Erasmus + Programme under the grant agreement No 101124733. The views and opinions expressed in this communication are the sole responsibility of the authors and do not necessarily reflect the views of the European Commission*



**Co-funded by  
the European Union**