

# RUN-EU RESEARCH CHALLENGE SAP TOURISM

**10-14.JUL.2023**

## SAP OVERVIEW

This SAP Research Challenge aims to promote the development of in-person R&D activities focused on the field of Marketing, Hospitality and Tourism. The SAP program is divided into two components: training and group research. The training component will be based on short thematic workshops taught by experts. These workshops will focus on emerging topics namely, Digital Marketing, Consumer Behaviour in a Digital World, Human Resources in tourism, Territorial Marketing, Sustainable tourism, Creative tourism, and training in basic research components, namely, Research Methodologies, Data Analysis, Scientific Writing, Preparation of Scientific Pitches, and Funding Opportunities.

Concerning the research component (designated as Hands-On), young researchers will be incorporated into projects currently being executed at IPCA R&D units and challenged to carry out a short-term R&D project oriented towards the project's goals. The students will be divided into groups under supervision of a senior researcher. In addition to research activities, young researchers will participate in scientific discussion sessions among the various members of IPCA R&D units, designated as Journal Club. Finally, all students must prepare an oral presentation of the projects developed in the scientific communication sessions of IPCA R&D units.

## LEARNING OUTCOMES

At the end of this RUN-EU SAP, participants will be able to:

- Understand the basics of research methodologies;
- Receive advanced training in emergent technologies;
- Improve transversal and soft skills through teamwork and cooperative project methodology;
- Improve innovative thinking in cooperation with others to achieve a common goal;
- Experience a multicultural international environment.

**+INFO:** [www.run-eu.eu](http://www.run-eu.eu)

Organised by: IPCA and TUS

**DATE** From **10 to 14 July 2023**

Face-to-Face Week: IPCA, Barcelos, Portugal 10-14 July

**MODE OF DELIVERY** Presential

**LANGUAGE OF INSTRUCTION** English

**ECTS CREDITS** 1

**ACADEMIC RECOGNITION**

To be defined by each Home Institution.

## ELIGIBLE PARTICIPANTS

Students from technology fields, including engineering and sciences. No pre-skills are required, and the program is suitable also for any other student program.

## HOW TO APPLY

Fill in the application form (**QR or website**)



## DEADLINE FOR APPLICATIONS

**20 June 2023**

## CONTACT DETAILS

amalheiro@ipca.pt

srachao@ipca.pt

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## SELECTION CRITERIA

The candidates will be selected according to the CV and motivation. Priority will be given to students who are developing research at a master's or PhD level and to students involved in the IPCA Summer Schools. A maximum of 35 students will be selected for this programme.

## LEARNING AND TEACHING STRATEGY

The teaching strategy is based on project work, problem-based learning and have an exploratory approach. Each student will select a research theme from a set of pre-defined topics and each student will receive mentoring from senior research. The students work in multi-cultural international groups.

## COURSES LEADERS | LECTURERS

### Courses leaders

Alexandra Malheiro (ESHT-IPCA)  
Susana Rachão (ESHT-IPCA)

### Coaches

Anthony Johnson (TUS)  
Marco Escadas (IPCA)  
Sérgio Dominique Lopes (IPCA)  
Vânia Costa (IPCA)  
Susana Rachão (IPCA)  
Bruno Sousa (IPCA)

## PHYSICAL MOBILITY | SCHOLARSHIPS AVAILABLE

### Flows/Institution

Flows/Institution. Applicant selection aims for wide representation of partner institutions implying a maximum of 5 students per university.

## PREREQUISITES

No specific prerequisites.

## MEANS AND CRITERIA FOR ASSESSMENT

All students will be organized in groups. Each group will realize a final presentation/demonstration of the developed work.

## CERTIFICATION

The participants who successfully complete this RUN-EU SAP will receive a Certificate of Participation and a Transcript of Records jointly issued by the organising institutions.

SHORT  
ADVANCED  
PROGRAMME

**R7**  
**UN** REGIONAL  
UNIVERSITY  
NETWORK  
EUROPEAN UNIVERSITY

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## PROGRAMME AT A GLANCE

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	GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
	GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
	GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
<b>MONDAY</b> 10/07			WELCOMING CEREMONY ICE BREAKING ACTIVITY COFFEE BREAK		R&D WORKSHOP1 R&D TALK1		LUNCH	VISIT TO R&D LABS SAP RESEARCH CHALLENGE		RESEARCH METHODOLOGIES		
<b>TUESDAY</b> 11/07			SCIENTIFIC WRITING COFFEE BREAK	DESIGN THINKING METHODOLOGIES		LUNCH		INTRODUCTION TO RESEARCH INTEGRATY AND INTELLECTUAL POLICY	WORKING GROUP			
<b>WEDNESDAY</b> 12/07			DATA ANALYSIS COFFEE BREAK			LUNCH		R&D WORKSHOP2	WORKING GROUP			
<b>THURSDAY</b> 13/07			SCIENTIFIC PITCH GUIDELINES FUNDING OPPORTUNITIES COFFEE BREAK	R&D WORKSHOP3		LUNCH		R&D WORKSHOP4	CULTURAL PROGRAM ORGANIZED BY IPCA STUDENTS COUCL			
<b>FRIDAY</b> 14/07			R&D TALK2 COFFEE BREAK		WORKING GROUP		LUNCH	WORKING GROUP	ASSESSMENT FINAL PRESENTATION			

# RUN-EU RESEARCH CHALLENGE SAP TOURISM

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10 JUL

MONDAY 9H00-16H30 GMT

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GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
<b>MONDAY 10/07</b>			WELCOMING CEREMONY ICE BREAKING ACTIVITY COFFEE BREAK	R&D WORKSHOP1 R&D TALK1	LUNCH	VISIT TO R&D LABS SAP RESEARCH CHALLENGE	RESEARCH METHODOLOGIES				

## Registration

🕒 09h00-09h30

### R&D WORKSHOP

## R&D Workshop1 - Food-and-wine Experiences Towards Co-creation in Tourism

🕒 11h00-12h00

👤 Susana Rachão

📄 This session will present future trends in food and wine tourism and will discuss the potential of co-creative experiences to enhance these products, in particular for developing destinations.

## Welcome

🕒 09h30-10h00

### R&D TALKS

## Talk 1 - Marketing Research Trends

🕒 12h00-13h00

📄 This talk will present the more recent trends towards marketing research, methodologies and approaches.

## SAP Research Challenge

🕒 14h30-15h30

## Ice Breaking Activities Promoted by RSS

🕒 10h00-10h30

## Lunch Break

🕒 13h00-14h00

## Research Methodologies

🕒 15h30-16h30

👤 Abhishek Chatterjee

## Visit to R&D Units

🕒 14h00-14h30

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11 JUL

TUESDAY 9H00-16H30 GMT

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GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
<b>TUESDAY 11/07</b>			SCIENTIFIC WRITING COFFEE BREAK	DESIGN THINKING METHODOLOGIES	LUNCH	INTRODUCTION TO RESEARCH INTEGRATY AND INTELLECTUAL POLICY	WORKING GROUP				

## Scientific Writing

🕒 09h00-10h30  
👤 Pedro Morais

## Design Thinking Methodologies

🕒 10h30-12h00  
👤 Jorge Pereira

## Lunch Break

🕒 12h00-14h00

## Introduction to Research Integrity and Intellectual Policy

🕒 14h00-15h00  
👤 Siobhan Moane & Patrick Murray

## Working Group

🕒 15h00-16h30

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12 JUL

WEDNESDAY 9H00-16H30 GMT

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GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
<b>WEDNESDAY 12/07</b>			<b>DATA ANALYSIS COFFEE BREAK</b>		<b>LUNCH</b>		<b>R&amp;D WORKSHOP2</b>	<b>WORKING GROUP</b>			

## Data Analysis

🕒 09h00-12h00  
👤 Estela Vilhena

## Lunch Break

🕒 12h00-14h00

## Working Group

🕒 15h30-16h30

## R&D WORKSHOP

### R&D Workshop2 - Emotional Intelligence and Artificial Intelligence

🕒 14h00-15h30

👤 Sérgio D. Lopes

📄 The research integrates these two concepts and explores how EI and AI influence employee retention and performance with a focus on service employees in the hotel industry.

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13 JUL

THURSDAY 9H00-16H30 GMT

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GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
THURSDAY 13/07			SCIENTIFIC PITCH GUIDELINES FUNDING OPPORTUNITIES COFFEE BREAK	R&D WORKSHOP3	LUNCH	R&D WORKSHOP4	CULTURAL PROGRAM ORGANIZED BY IPCA STUDENTS COUICIL				

## Scientific Pitch Guidelines

- 🕒 09h00-09h30
- 👤 João Vilaça & Patrick Murray

## Lunch Break

- 🕒 12h00-14h00

## Cultural Program Organized by IPCA Students Council

- 🕒 15h30-16h30

## Funding Opportunities

- 🕒 09h30-10h00
- 👤 Siobhan Moane & Pedro Morais

### R&D WORKSHOP

## R&D Workshop4 - (video format) Segmentation, Niche Marketing and Cross-border Regions in Tourism

- 🕒 14h00-15h30
- 👤 Bruno Sousa
- 📄 This video session will present cross-cutting aspects of segmentation and motivations in tourism context (i.e. niche marketing and niche tourism) and, in particular, cross-border tourist regions (e.g. Euroregion Northern Portugal and Galicia).

### R&D WORKSHOP

## R&D Workshop3 - Talent Management in the Tourism and Hospitality Sector

- 🕒 11h00-12h00
- 👤 Vânia Costa
- 📄 The strategic management of human resources in the tourism and hospitality sector, particularly with regard to attracting and retaining talent, is identified as one of the most current research trends and reflects the difficulty employers in the sector have in attracting and retaining talent who are considered the drivers of any company.

# RUN-EU RESEARCH CHALLENGE SAP TOURISM

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14 JUL

FRIDAY 9H00-16H30 GMT

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GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
FRIDAY 14/07			R&D TALK2 COFFEE BREAK	WORKING GROUP	LUNCH	WORKING GROUP	ASSESSMENT FINAL PRESENTATION				

**R&D TALKS**

## Talk 2 - Tourism Research Trends

🕒 09h00-11h00

👤 Anthony Johnson

📄 This talk will highlight the fundamental trends in tourism research.

## Working Group

🕒 11h00-12h30

## Working Group

🕒 14h00-15h00

## Final Presentation

🕒 15h30-16h30

## Lunch Break

🕒 12h30-14h00

## Assessment

🕒 15h00-15h30