

RUN-EU RESEARCH CHALLENGE SAP TOURISM 2nd EDITION

15-19.JULY.2024

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 programme is divided into two components: training and group research. The training component will be based on research talks with TUS and IPCA researchers and 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).

LEARNING OUTCOMES

At the end of this RUN-EU SAP, you 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

Organised by: Polytechnic University of Cávado and Ave Technological University of the Shannon

DATE From **15 to 19 July 2024**

Face-to-Face Week: IPCA, Barcelos, Portugal 15-19 July

MODE OF DELIVERY In Person

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 programme is suitable also for any other student programme.

HOW TO APPLY

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



DEADLINE FOR APPLICATIONS

16 June 2024

CONTACT DETAILS

amalheiro@ipca.pt

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SELECTION CRITERIA

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.

PREREQUISITES

No pre-requisites

COURSES LEADERS | LECTURERS

Courses leaders

Alexandra Malheiro (ESHT-IPCA)
Siobhan Moane (TUS)
Patrick Murray (TUS)

Lecturers

Alexandra Malheiro (IPCA) Francisco Gonçalves
Sérgio Dominique Lopes (IPCA) Others

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PHYSICAL MOBILITY | SCHOLARSHIPS AVAILABLE

To be managed by Home Institution.

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

Final decision on the scholarships to be awarded falls under the responsibility of the Home Institution RUN-EU Project Leader and compulsorily requires IRO involvement.

MEANS AND CRITERIA FOR ASSESSMENT

All students will be organised in groups. Each group will realise 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



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PROGRAMME AT A GLANCE

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	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+2											
GMT+1											
GMT											
MONDAY 15/07			WELCOME	SAP RESEARCH CHALLENGE VISIT TO R&D UNITS	ICE BREAKING ACTIVITY + CULTURAL ACTIVITY (NATIONAL PARK GERÊS)						
TUESDAY 16/07			RESEARCH METHODOLOGIES	SCIENTIFIC WRITING	LUNCH BREAK	WORKING GROUP					
WEDNESDAY 17/07			DATA ANALYSIS		INTRO TO RESEARCH	LUNCH BREAK	WORKSHOP 1	WORKING GROUP			
THURSDAY 18/07			PICTH GUIDLINES	FUNDING OPPORTUNITIES	WORKSHOP 2	LUNCH BREAK	WORKSHOP 3				
FRIDAY 19/07			WORKSHOP 4	RUN-EU RESEARCH SYMPOSIUM			FINAL PRESENTATION				



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. Grant Agreement Number: 101124674.

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15 JULY

MONDAY 9H00-18H00 GMT

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
MONDAY 15/07			WELCOME	SAP RESEARCH CHALLENGE VISIT TO R&D UNITS	ICE BREAKING ACTIVITY + CULTURAL ACTIVITY (NATIONAL PARK GERÊS)						

Welcome

🕒 9h00-10h00

**SAP Research
Challenge**

🕒 10h00-11h00

Visit to R&D Units

🕒 11h00-12h00

📄 Guided tour to IPCA's research units - 2Ai, ID+ and CICF.

Ice Breaking Activity

🕒 12h00-18h00

📄 Picnic - Gerês

16 JULY

TUESDAY 9H00-17H00 GMT

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
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GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
TUESDAY 16/07			RESEARCH METHODOLOGIES	SCIENTIFIC WRITING	LUNCH BREAK	WORKING GROUP					

Research Methodologies

🕒 9h00-11h00

👤 Abhishek Chatterjee (TUS)

📄 The lecture on Research Methods will provide an overview of the purpose, significance, and applications of various methods of enquiry.

Scientific Writing

🕒 11h00-13h00

👤 Pedro Morais (IPCA)

📄 This training programme focuses on training the participants with good practices for structuring, formatting, using appropriate language, and including relevant information in scientific writing.

Working Group

🕒 14h00-17h00

📄 The participants will be grouped and assigned a particular issue outlined at the start of the SAP.



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17 JULY

WEDNESDAY 9H00-17H00 GMT

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WEDNESDAY 17/07			DATA ANALYSIS		INTRO TO RESEARCH	LUNCH BREAK	WORKSHOP 1	WORKING GROUP			

Data Analysis

🕒 9h00-12h00

**Introduction to Research
Integrity and Intellectual Policy**

🕒 12h00-13h00

👤 Siobhan Moane and Patrick Murray (TUS)

📄 The seminar on research integrity will provide an introduction to the European code of practice and the basic principles which together with good research practices are essential for promoting and safeguarding a culture of research integrity.

Workshop 1

**Emotional Intelligence
and artificial intelligence
in hospitality: an employee
perspective**

🕒 14h00-15h30

👤 Sérgio D. Lopes (IPCA)

📄 Emotional intelligence (EI) as personal intelligence and artificial intelligence (AI) as a machine intelligence have been popular hot topics. 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. Employee performance was operationalised into internal and external dimensions that captures employees' task efficiency over both internal and external service encounters with co-workers and customers respectively. EI has a significant effect on employee retention and performance, whereas AI plays a significant moderating role in employee performance.

Working Group

🕒 15h30-17h00

📄 The participants will be grouped and assigned a particular issue outlined at the start of the SAP.



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18 JULY

THURSDAY 9H00-15H30 GMT

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GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
THURSDAY 18/07			PICTH GUIDLINES	FUNDING OPPORTUNITIES	WORKSHOP 2	LUNCH BREAK	WORKSHOP 3				

Scientific Pitch Guidelines

🕒 9h00-10h00

👤 João Vilaça (IPCA)

📄 This training programme will provide comprehensive guidance on the format, structure, and delivery of scientific pitches. For that, through practical examples and interactive discussions, the candidates will gain the necessary expertise to create compelling and persuasive pitch presentations. The workshop will be supported by specific examples, to facilitate the understanding of the concepts.

Funding Opportunities

🕒 10h00-11h00

👤 Pedro Morais (IPCA)

📄 In this session, the candidate will be introduced to scientific opportunities platforms (namely the Euraxess portal) and relevant guidelines for an application.

Workshop 3

Tourism Marketing: segmentation, niche marketing and cross border tourism destinations

🕒 14h00-15h30

👤 Alexandra Malheiro (IPCA)

📄 The aim of this session is to present the latest research work carried out towards tourism marketing issues, namely segmentation, niche marketing and cross border tourism destinations.

Workshop 2

Research in Entrepreneurship and Innovation

🕒 11h00-13h00

👤 Francisco Gonçalves (IPCA)

📄 The aim of this workshop is to explore the Barcelos Rooster as a tool to develop a tourist route that combines the 'Figurado Route' and the 'Camino de Santiago,' highlighting the this symbol to promote sustainable tourism in Barcelos, a UNESCO Creative City.



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19 JULY

FRIDAY 9H00-15H30 GMT

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GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
FRIDAY 19/07			WORKSHOP 4	RUN-EU RESEARCH SYMPOSIUM			FINAL PRESENTATION				

Workshop 4

**TalentTour: Talent Management
in the Tourism and Hospitality Sector**

🕒 9h00-11h00

👤 Vânia Costa (IPCA)

📄 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. In this workshop the TalentTour project will be presented, as well as the challenges and human capital issues that the tourism and hospitality sector faces, namely the difficulties in attracting and retaining talent. It will also discuss the Profile and Trends of Human Capital in the Tourism and Hospitality Sector as well as the future needs of human capital and career management in this sector.

**RUN-EU Research
Symposium**

🕒 11h00-14h00

Final Presentation

🕒 14h00-15h30

