3rd INTERNATIONAL
Winter University
UNIWIN 2026

02 FEB - 13 FEB 2026

Eco-Digital Futures: Green Tech, Smart Tourism & Sustainable Investment

University of "Vaasa" **– Finland**

Ahm Shamsuzzoha   **Fisnik Morina**

COURSE DESCRIPTION
- This multidisciplinary, cross-sectoral course aims to equip students with advanced knowledge and skills at the intersection of green technologies, smart tourism, and sustainable investment in the digital age.
In the context of global climate transformations, the digitalization of the tourism industry, and the priorities of sustainable development, the course offers an integrated approach that connects sustainability principles with innovative technological solutions, new models of environmental governance, and the potential of green financing.

-Explain and analyze the basic concepts of sustainable development in the context of the digital age,
-Evaluate the potential and impact of green technologies and innovative solutions,
-Apply knowledge of Smart Tourism and the circular economy to design new models of visitor experience management and environmental impact reduction in the tourism sector.
-Analyze the connection between the local community and ecotourism
-Identify financial instruments and supporting policies for green investments,
-Design and present integrated projects for sustainable tourism, using practical approaches, concrete case studies,
-Reflect critically on current industry challenges and trends

Sustainable and Innovative Tourism, Hospitality and Culinary Services

Technical University of **Sofia**

Gjore Nakov   **Merita Begolli Dauti**

COURSE DESCRIPTION

-This course focuses on sustainable and innovative practices in tourism, hospitality, and culinary services. It integrates cultural heritage, gastronomy, hospitality management, entrepreneurship, and digital solutions. Emphasis is placed on sustainability, innovation, and practical skills to improve tourism experiences while respecting cultural and environmental values.

LEARNING OUTCOME

Students will be equipped to solve real-world problems related to;

- Identify and evaluate sustainable practices in tourism, hospitality, and culinary sectors.
-Apply innovative management approaches to enhance service quality and competitiveness.
-Integrate cultural heritage and gastronomy into tourism planning and service design.
-Use digital tools to improve marketing, service delivery, and operational efficiency.

Tourism Economy

BALIKESIR UNIVERSITY – **Turkey**

JIYAN KILIC   **Driton Sylqa**

COURSE DESCRIPTION

Tourism Economy explores the economic dimensions of tourism by examining how tourism activities influence national and regional economies, including their roles in growth, development, and sustainability. It provides students with a foundation in basic economic principles and applies them to the structure, functioning, and dynamics of the tourism industry, focusing on supply, demand, market equilibrium, and welfare concepts.

LEARNING OUTCOME

-Understand and apply basic economic principles within tourism contexts.
-Explain the structure and economic role of the tourism industry.
-Analyze tourism supply, demand, and market equilibrium.
-Evaluate the effects of prices, income, and economic factors on tourism activity.
-Understand sustainable tourism and its contribution to economic development.
-Apply concepts of economic welfare, including consumer and producer surplus, in tourism analysis.
-Critically analyze academic literature in tourism economic

Design Thinking for tourism innovations

Szczecin University - **Poland**

Kesra Nermend   **Elvis Elezaj**

COURSE DESCRIPTION

The aim of the course is to introduce students to the Design Thinking methodology - an innovation approach that combines empathy for the user, interdisciplinary thinking, and rapid prototyping. In the context of tourism, this method serves as an effective tool for designing new products and services, creating unique travel experiences, and solving challenges within the sector.

LEARNING OUTCOME

-Understand and apply the Design Thinking process in tourism and destination management.
-Identify user needs and define tourism-related problems using a human-centered approach.
-Develop creative and innovative solutions for tourism challenges.
-Work effectively in teams during the design and innovation process.
-Use rapid prototyping to test and improve ideas in real-world tourism contexts.

Neurofeedback EEG in Tourism & Wellness experiences

Szczecin University - **Poland**

Małgorzata Nermend   **Thelleza Latifi**

COURSE DESCRIPTION

-This course offers an interdisciplinary introduction to EEG- based neurofeedback and its emerging applications in tourism, wellness, hospitality, and experience design. Students explore how brain-activity measurement and real- time biofeedback can be used to understand travelers' emotions, assess restorative environments, design wellness services, and enhance guest experience in hotels, spas, retreats, and tourism destinations.

-The course combines theory, practical demonstrations, interactive workshops, and small-group project work. No prion neuroscience background required.

-The course is especially suited for students interested in: tourism management, wellness & spa studies, psychology of travel, experience engineering, innovation in hospitality, human-technology interaction, and sustainable tourism.

LEARNING OUTCOME

-Understand the fundamentals of EEG, brainwave frequency bands, and neurofeedback principles.
-Distinguish between clinical and consumer-grade EEG systems and their applications in tourism and wellness.
-Apply neurofeedback concepts to the design and evaluation of tourism experiences and relaxation activities. Interpret basic EEG data and identify common recording artifacts.
-Analyze the use of EEG in tourism research, including visitor emotions, environmental psychology, and destination branding.
-Collaborate effectively in interdisciplinary and international teams.

Circular economy for sustainable tourism: Policies and development practices

LUPS **Hungary**

Viktoria Vasary

Ibrahim Krasniqi

COURSE DESCRIPTION

This course examines how circular economy (CE) principles can drive sustainable tourism development and contribute to the achievement of the Sustainable Development Goals (SDGs). Students will explore policies, business models, and practical strategies that enhance resource efficiency and reduce environmental impact within the tourism sector. The curriculum includes an analysis of global and European Union frameworks-such as the European Green Deal and the Circular Economy Action Plan (CEAP)—and their implications for tourism destinations and enterprises. Through international case studies, learners will assess successful circular tourism initiatives, identify barriers to implementation, and develop insights into transitioning from linear practices toward resilient, regenerative tourism systems.

LEARNING OUTCOME

By the end of this course, students will be able to:
-Explain the key concepts and principles of the circular economy and their relevance to sustainable tourism.
-Evaluate EU policies and global frameworks such as the European Green Deal and CEAP in the tourism sector.
-Analyze successful circular tourism initiatives and innovative business models.
-Assess the role of technology, innovation, and digitalization in enabling circular solutions.
-Develop policy recommendations and business strategies that support circular practices and sustainable tourism development.