

DAISSy-HOU starts implementing the “I-DEMO” European project

The “[I-DEMO: Innovating Destination Management through Game-Based Tourism](#)” is a newly approved European project that addresses the competencies of tourism professionals by integrating game-based strategies into destination management, fostering innovation, and improving the overall performance of tourism organizations. It is managed by a European consortium with the [DAISSy Research Group of the Hellenic Open University \(HOU\)](#) as the Greek partner.

I-DEMO seeks to support EU tourism professionals by equipping them with essential skills in game-based tourism. This will be achieved by:

- Developing an **I-DEMO Skills Profile for Game-Based Tourism**, defining the key competencies required for Destination Management Organization (DMO) professionals.
- Designing and implementing the **I-DEMO Online Course “Game-Based Tourism”**, providing professional training focused on digital, entrepreneurial, and creative skills.
- Creating an **I-DEMO Toolkit**, which includes guidelines and a Visual Virtual Map of EU best practices in gamification for tourism.
- Organizing an **I-DEMO Hackathon**, showcasing 40 innovative proposals from 8 EU destinations.
- Launching a **dissemination campaign** through webinars, promotional materials, and a handbook featuring successful gamification practices in tourism.

The DAISSy Research Group of the HOU will be actively involved in all project deliverables. Being a key partner, DAISSy-HOU will contribute its educational and technological expertise and it will be responsible for:

- ✓ **Coordination of Work Package 2:** Leading the Target Group Analysis and Skills Profile work package to identify the competencies necessary for tourism professionals in game-based tourism.
- ✓ **Development of Online Learning:** Designing and delivering the I-DEMO online course on “Game-Based Tourism”, tailored to the needs of current and future tourism professionals.
- ✓ **Research and Analysis:** Conducting needs analyses and collaborating with industry experts to develop relevant and practical learning tools.
- ✓ **Participation in Multiplier Events:** Organizing and contributing to webinars and events to disseminate the project's outcomes and engage key stakeholders in the tourism sector.
- ✓ **Expertise Contribution:** Providing technical and educational expertise to ensure high-quality, innovative learning resources aligned with current industry standards.

➡ The [I-DEMO](#) is a thirty-month project (1.11.2024–30.04.2027) funded by the “ERASMUS Lump Sum Grant” program of the European Union (EU). It is coordinated by the “Timesis SRL” (Italy) and the consortium includes seven (7) partners in six (6) EU member-states (Italy, Cyprus, Greece, Netherlands, Poland and Portugal). The **DAISSy Research Group of the HOU** will be thoroughly linked for the effective implementation of the project activities in **Greece**, embracing also several respective stakeholders aiming at the multiple exploitation of the project results and its impact.

➡ Stay tuned and find out more about the **I-DEMO** project and other activities of the DAISSy-HOU:

- Website: <http://daissy.eap.gr/en>
- Facebook: @DAISSyResearchGroup
<https://www.facebook.com/profile.php?id=61573653629362>
- LinkedIn: <https://www.linkedin.com/in/daissyresearchgroup/>
<http://www.linkedin.com/in/i-demo-project-74444a353>
- X (Twitter): https://twitter.com/daissy_research
- Instagram : @daissy_researchgroup
<https://www.instagram.com/idemoproject/>
- Email : info@daissy.eap.gr



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