

## Invitation by DAISSy-HOU to I-DEMO MOOC and Webinar on Game Based Tourism



[DAISSy Research Group of the Hellenic Open University \(HOU\)](#), the Greek partner of the [“I-DEMO: Innovating Destination Management through Game-based Tourism”](#) European project, invites tourism professionals and representatives of related organisations, as well as any interested individuals to join the **I-DEMO Game-Based Tourism Massive Open Distance Course (MOOC)** and its accompanying information **webinar**.

More precisely, the I-DEMO online educational course starting on the 1<sup>st</sup> of November 2026, equips participants with the knowledge, tools and competencies needed to design, implement and evaluate game-based and gamified tourism experiences. The MOOC builds on research into skills and competence gaps among tourism professionals, a deliverable of the I-DEMO project, carried out by DAISSy-HOU in collaboration with the project partners. The research findings fed the profile on the fundamental skills for Game-Based Tourism. The course curricula were designed by Breda University of Applied Sciences (I-DEMO partner in the Netherlands), within an international consortium of universities, tourism institutions and game experts.

Through theoretical foundations, case studies and interactive learning activities, participants will explore how game-based approaches can engage visitors, strengthen destination identity and loyalty, and support sustainable tourism. The I-DEMO MOOC covers the following thematic modules:

- Foundations of game-based tourism and game design principles.
- Storytelling, experience design, and applied and educational games.
- Digital technologies and tools for tourism innovation.
- Sustainability, impact, branding and community building.

The learning pathway concludes with a hands-on design project addressing a real destination challenge, followed by a module on certification and continuous learning.

The I-DEMO MOOC is addressed to Destination Management Organisations (DMOs), destination managers, heritage and cultural site professionals, tourism and hospitality start-ups and small and medium-sized enterprises, tour operators, tourist guides and experience designers. It also welcomes tourism practitioners and other professionals interested in innovation, digital transformation and gamification.

- **Course:** I-DEMO Game-Based Tourism MOOC
- **First cohort starts:** 1 November 2026
- **Format:** Online, combining educational resources, tutorials and interactive activities
- **Language:** English
- **Participation fee:** Free of charge
- **Certification:** Participants who complete the course successfully, will receive a Certificate of Completion.

☞ An information **webinar** will be organized **online**, on **Friday 16 October 2026**, at **17:30 (CET)** aiming at presenting the research underpinning the I-DEMO MOOC, introducing the skills profile and explaining the learning opportunities, as well as the enrolment process. It is offered free of charge, in English and registration is easily done by using the following link: <https://forms.gle/QvswaxdWuHJ6fyScA>

■ The I-DEMO project runs for thirty (30) months (1 November 2024–30 April 2027) and is co-funded by the European Union’s Erasmus+ programme under the action “KA220-VET – Cooperation Partnerships in Vocational Education and Training (VET)”. It is implemented by a consortium of seven (7) partners from six (6) European countries (Italy, Greece, Cyprus, the Netherlands, Poland and Portugal), with the DAISy Research Group of HOU as the Greek partner.

■ For more information about the **I-DEMO** project by DAISy HOU:

- Website: <https://www.i-demo.eu/>
- Facebook: <https://www.facebook.com/profile.php?id=61573653629362>
- LinkedIn : <http://www.linkedin.com/in/i-demo-project-74444a353>
- Instagram : <https://www.instagram.com/idemoproject/>



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