ERASMUS+ 2027 · THEMATIC PROFILE 28 OF 35

Tourism and Hospitality Innovation

Partner Identification Form · Ankara Yıldırım Beyazıt University (AYBU), Türkiye

Why include AYBU in your consortium? Tourism and hospitality skills through an Erasmus+ Alliance for Innovation and hospitality management research. AYBU is a public university in Ankara with an Erasmus Charter for Higher Education and 28 Erasmus+ cooperation projects in the Commission's project database since 2014, 17 as coordinator. One contact for every thematic profile: Assoc. Prof. Dr. Musab Talha Akpınar, mtakpinar@aybu.edu.tr.

1. Five reasons specific to this theme

1. Beneficiary of a EUR 1.49 million Alliance for Innovation on tourism and hospitality skills
2. Articles on strategic management research in hospitality in leading hospitality journals
3. A conceptual model linking smart specialisation with destination marketing
4. A completed destination promotion project
5. Working relations with a provincial tourism directorate and sector bodies

2. Thematic institutional profile

AYBU is a beneficiary of BIAD (2025–2028), an Erasmus+ Alliance for Innovation that uses AI to analyse skills needs in tourism and hospitality and builds modular training and micro-credentials with industry. The Business School holds an internationally published research line on strategic management in hospitality, research on destination marketing and smart specialisation, and project experience promoting a destination abroad. Earlier applications on hospitality skills and zero-waste hotels were prepared with provincial tourism authorities and sector associations.

Relevant faculties, departments and centres

- Business School – Department of Management
- Department of Management Information Systems
- Continuing Education Centre

Research and training infrastructure

- BIAD project methods for AI-based skills analysis
- Continuing Education Centre for sector training

3. Relevant previous projects

Project number	Title	Action	Call	AYBU role	EU grant (project)	Status
101244836	BIAD - AI-Enabled Skill-Building for Tourism and Hospitality: Bridging the Industry-Academia Divide	Alliances for Education and Enterprises	2025	Partner	EUR 1 489 605	Ongoing

Source: European Commission, Erasmus+ project lists, export of 19.11.2026. Grant = total EU grant of the project as awarded.

4. Key academic experts

Expert	Unit	Relevance to this theme	Profile
Asst. Prof. Dr. İsmail Çağrı Doğan	Business School – Management (Management and Organisation)	Bibliometric and co-citation studies of strategic management in hospitality and lodging	AVESIS
Asst. Prof. Dr. Mustafa Ünsalan	Business School – Management (Marketing)	Destination marketing, smart specialisation and destination promotion project	AVESIS
Assoc. Prof. Dr. Musab Talha Akpınar	Business School – Management Information Systems	Leads AYBU's team in BIAD	AVESIS
Assoc. Prof. Dr. Semih Ceyhan	Business School – Management (Management and Organisation)	BIAD team member; SME strategy	AVESIS

Asst. Prof. Dr. İsmail Çağrı Doğan. Assistant Professor of Management and Organisation at the AYBU Business School, with ten Scopus-indexed articles in journals such as Strategic Organization and the International Journal of Hospitality Management. He maps strategic management research in hospitality through bibliometric analysis and studies managerial decision-making, academic careers and participatory management in universities, bringing strong evidence-review and research-design skills. Teaching covers management and organisation courses. Research record on AVESIS: 28 publications (10 in Scopus), Scopus h-index 6, Google Scholar h-index 10 (408 citations).

Asst. Prof. Dr. Mustafa Ünsalan. Assistant Professor of Marketing and Deputy Head of the Department of Management at the AYBU Business School, with a doctorate from Marmara University and an MBA from the University of New Haven. He studies AI in marketing, brand loyalty, consumer response to information and destination marketing, and has worked on projects about SME internationalisation, destination promotion and university–business cooperation. Teaching covers marketing courses. Research record on AVESIS: 38 publications, Google Scholar h-index 5 (158 citations), 3 projects, 8 theses supervised.

Assoc. Prof. Dr. Musab Talha Akpınar. Vice Dean of the AYBU Business School and Associate Professor of Management Information Systems. His research addresses smart cities, technology acceptance, AI adoption and data-driven digital governance. He leads AYBU's work in the Erasmus+ Alliance for Innovation BIAD on AI-enabled skills analysis and micro-credentials, has taken part in Erasmus+ partnerships since 2016 and is the author of Smart Cities: Cases and Implications (2023). Teaching covers management information systems courses in the English-taught MIS programme (smart cities, business intelligence and AI-related subjects in the departmental curriculum).

5. Keywords

tourism skills · hospitality management · AI-based skills analysis · micro-credentials in tourism · destination marketing · smart specialisation · sustainable tourism · hotel management research · digital skills in hospitality · zero-waste hospitality · tourism SMEs · industry–academia cooperation · service quality · destination branding · seasonal workforce

6. Alignment with Erasmus+ 2027

Skills for the green and digital transitions in a key service sector; cooperation between education providers and industry.

Relevant 2027 action	Deadline (Brussels time)	Grant per project	Role AYBU can take
Alliances for Innovation	14 September 2027, 17:00 Brussels time	EUR 1 000 000 for a 2-year project, EUR 1 500 000 for a 3-year project (Lot 1); EUR 4 000 000 for a 4-year project (Lot 2) (Guide p. 322)	Partner or work-package leader; coordinator for a focused Lot 1
Cooperation Partnerships in vocational education and training	9 March 2027, 12:00 Brussels time	Lump sum EUR 120 000, 250 000 or 400 000	Coordinator and partner
Cooperation Partnerships in higher education	9 March 2027, 12:00 Brussels time	Lump sum EUR 120 000, 250 000 or 400 000	Coordinator and partner
Centres of Vocational Excellence	16 September 2027, 17:00 Brussels time	Topic 1: up to EUR 4 000 000 per project; Topic 2 (European Community of Practice for CoVEs, one project): up to EUR 1 500 000 (Guide p. 288)	Coordinator (building on the 2026 application) or partner
Cooperation Partnerships in adult education	9 March 2027, 12:00 Brussels time	Lump sum EUR 120 000, 250 000 or 400 000	Coordinator and partner

7. What AYBU can contribute

Contributions described here are potential contributions based on verified institutional capacity; they become commitments only in a signed proposal. Named experts are proposed on the basis of their published work and their participation in a given proposal is subject to their confirmation.

Potential project objectives

- Close skills gaps in tourism and hospitality with data-based training
- Introduce micro-credentials recognised by employers
- Support sustainable and digital practices in tourism SMEs

Potential activities

- AI-supported analysis of job advertisements and skills needs
- Modular training and micro-credentials
- Pilots with hotels and tourism schools

- Destination-level stakeholder workshops

Work packages AYBU could lead or co-lead

- Skills intelligence
- Modular training and micro-credentials
- Industry pilots
- Exploitation with sector bodies

Training modules AYBU could deliver

- Digital and AI tools in hospitality
- Sustainable operations in hotels
- Destination marketing

Potential deliverables

- Skills needs report
- Micro-credential catalogue
- Pilot report
- Sector exploitation plan

Potential pilot activities

- Micro-credential pilot with hotel employees
- Training pilot with tourism students

Target groups AYBU can reach

- Tourism and hospitality employees
- Students of tourism schools
- Tourism SMEs
- Destination management bodies

Expected institutional contribution

- Skills intelligence methodology from BIAD
- Research reviews on hospitality management
- Micro-credential design
- Marketing and dissemination expertise
- Evaluation

8. Management, quality and dissemination capacity

EU projects at AYBU are run by academic project teams with support from the Business School's projects office and the Competitiveness and Innovation Research Centre (REKMER). Financial administration follows Turkish public financial management and control legislation (Law No. 5018); EU grants are kept in dedicated project accounts and the university is subject to external audit by the Turkish Court of Accounts. In the Commission's project database AYBU appears in 28 Erasmus+ cooperation, policy and Jean Monnet projects from call years 2014–2026, 17 of them as coordinator; 9 are running today.

For each project AYBU proposes a quality plan with internal peer review of deliverables, milestone monitoring and partner feedback surveys. The university operates an institutional quality management system under the national Higher Education Quality Council framework, and Business School staff include an accredited external evaluator of that Council.

AYBU disseminates through its institutional website and faculty pages, official social media accounts, a community of more than 26 000 students and about 2 600 staff, its partner universities and its links with ministries, municipalities, chambers and Teknopark Ankara. Multiplier events and training activities can be hosted on its Ankara campuses, and online courses can be delivered through the Distance Education Research Centre.

Results can be sustained through courses in degree programmes, certificate programmes of the Continuing Education Centre, online delivery by the Distance Education Research Centre and follow-up funding from national programmes such as TÜBİTAK. Open publication of materials is the default.

9. Partners we would like to work with

- Hotel and tourism associations
- Tourism schools and VET providers
- Destination management organisations
- Universities with tourism faculties
- Travel technology companies

10. Organisation identification

Legal name (national language)	ANKARA YILDIRIM BEYAZIT ÜNİVERSİTESİ
Legal name (Latin characters)	ANKARA YILDIRIM BEYAZIT UNIVERSITESI
Name in English	Ankara Yıldırım Beyazıt University (AYBU)
Organisation ID (OID)	E10137893
PIC	952723525
National / fiscal ID	9600521531
Type of organisation	Higher education institution (tertiary level); Public (state) university; non-profit public body
Erasmus Charter for Higher Education	Erasmus Charter for Higher Education holder — Erasmus code TR ANKARA15
Established	21 July 2010 (decision published in the Official Gazette)

Registered address	AYBÜ Etlik Milli İrade Binası, B-Blok, Ayvalı Mah. Gazze Cad. No: 7, Etlik, Keçiören, 06010 Ankara, Türkiye
Main campus	Esenboğa Merkez Külliyesi, Dumlupınar Mah., 06760 Çubuk / Ankara
Region (NUTS)	TR51 – Ankara
Website	https://aybu.edu.tr
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11. Institutional representative and contact

Legal representative

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Main contact person

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12. Links

- University: https://aybu.edu.tr
- Business School: https://aybu.edu.tr/isletme/en
- Academic profiles (AVESIS): https://avesis.aybu.edu.tr
- AYBU projects in the Erasmus+ project database: https://erasmus-plus.ec.europa.eu/projects

Data verified on 20.11.2026. Institutional figures from aybu.edu.tr and AYBU records; project data from the European Commission's Erasmus+ project lists; staff data from AVESIS.