

CALL FOR APPLICATIONS

Academic Year 2026–2027

Interdepartmental Master's Programme "Digital Technologies in Hospitality Management and Tourism"

The Department of Informatics, in collaboration with the Department of Tourism of the Ionian University, announces the opening of applications for admission to the Interdepartmental Master's Programme (IMP) "Digital Technologies in Hospitality Management and Tourism" for the 2026–2027 academic year.

Subject and Purpose

The I.M.P. is a pioneering postgraduate programme in Greece, as it systematically combines Informatics, Business Administration and Tourism. Its subject is the provision of specialized knowledge and the development of skills for the utilization of modern digital technologies in the Tourism and Hospitality sectors, with the aim of developing and managing innovation in these fields.

The technologies covered include: Artificial Intelligence (AI) and Generative AI, Big Data Analytics, Business Intelligence, Digital Marketing, Mobile Computing, Smart Technologies, Digital Representation, Collaborative Applications, and Cultural Data Management Technologies.

The purpose of the I.M.P. is the lifelong scientific education of university graduates (freelance professionals, unemployed individuals) and employees of the public or private sector who wish to acquire knowledge and skills in emerging fields such as digital tourism, tourism business management, tourism risk and crisis management, electronic entrepreneurship, as well as the design of innovative tourism experiences.

Career Prospects

Graduates of the I.M.P. are prepared for professional roles such as:

- Management of hospitality establishments through the utilization of digital technologies.
- Application of Business Intelligence in tourism through data analysis.
- Digital marketing of tourism services and products.
- Design of innovative and smart tourism experiences.
- Development of start-up entrepreneurship in the tourism sector.
- Provision of digital transformation consulting services to hospitality businesses.

Target Audience

The I.M.P. accepts holders of first-cycle higher education degrees awarded by Higher Education Institutions (HEIs) in Greece or equivalent institutions abroad included in the National Registers of Recognized Foreign Institutions and Types of Degrees, in accordance with Articles 298–304 of Law 4957/2022, as in force.

The programme is of particular interest to graduates of Informatics, Business Administration, Tourism, Economics, Engineering, Communication, Cultural Studies, as well as other disciplines. It is addressed to employees of the public and private sectors who wish to update their knowledge and skills in digital technologies for tourism, as well as professionals from other sectors seeking to reskill and transition to the tourism sector.

Programme Structure

The duration of studies leading to the award of the **Master's Degree (M.D.)** is set at **three (3) academic semesters** for full-time study.

The I.M.P. also provides the possibility of part-time study, following a request submitted before the commencement of classes to the Programme Committee (P.C.). In the case of part-time study, the duration of studies is **five (5) academic semesters**.

The award of the Master's Degree requires the successful completion of **ninety (90) ECTS credits** (30 ECTS per semester in the full-time programme) through participation in educational and research activities. Each course corresponds to **five (5) ECTS credits**. Teaching includes lectures, tutorials and laboratory sessions, preparation of scientific assignments, and individual and group projects.

During the third semester, the preparation of a Master's Thesis is compulsory. The thesis corresponds to **25 ECTS credits** and focuses on the practical application of the knowledge acquired by the student during the postgraduate studies.

A detailed description of the courses is available on the website of the I.M.P.: <https://tourism.ionio.gr/ditour/en/interdepartmental-masters-programme/course-descriptions/>

Mode of Delivery and Language of Instruction

The educational process (course delivery, examinations, and supervision of Master's theses) is conducted through distance learning (synchronous and asynchronous), in accordance with the Internal Regulations of the Ionian University and subject to the applicable legal framework. This means that participants may attend the programme from anywhere in Greece or abroad.

The official language of instruction of the programme is Greek and/or English. The Master's thesis may be written in either of the two languages, following consultation with the supervisor.

Number of Admissions and Tuition Fees

The maximum number of students admitted for the academic year 2026–2027 is set at forty (40). Tuition fees amount to a total of **€3,000** for the full-time programme and **€3,500** for the part-time programme.

Tuition Fee Exemption & Excellence Scholarships

In accordance with Article 86 of Law 4957/2022 and the relevant regulatory decisions (Government Gazette 4899/B'/2022), students who meet specific financial and social criteria are entitled to exemption from tuition fees. A prerequisite is that the grade of the first-cycle degree is equal to or higher than 7.5 (on a scale of 10). The number of students exempted from tuition fees may not exceed 30% of the admitted students. Applications for tuition fee exemption are submitted after enrolment in the I.M.P., in accordance with the specific instructions to be announced. The master programme may award excellence scholarships and/or other forms of financial support, in accordance with the applicable legislation, the Programme Study Regulations, and the available sources of funding.

Application Procedure

Interested applicants must submit their application through the I.M.P. website at: <https://future.ionio.gr/ditour/>

The application period is from **28 July 2026 until 25 September 2026 at 14:00**.

Required Supporting Documents

The following documents must be submitted together with the application:

1. Detailed curriculum vitae (CV).
2. Copies of degree certificates or other supporting documents (e.g. certificate of completion) proving graduation.
3. Academic transcript(s) (one for each degree).
4. Proof of good knowledge of the English language (minimum level B2).
5. Certificates and other supporting documents demonstrating professional and research experience (if applicable).
6. Two (2) letters of recommendation (academic or professional).
7. Copies of any scientific papers and publications.
8. Copy of both sides of the national identity card or passport.
9. One (1) recent photograph.

Evaluation Procedure

Applications are examined with regards to the validity and completeness of the required supporting documents. Applicants who are shortlisted will be invited to an interview by the



Admissions Committee of the I.M.P. The interviews will be conducted online, and applicants will be informed in due time of the relevant details (date, time, and access link).

***Note:** Any supporting documents that are not submitted together with the application must be listed in detail in a signed declaration, accompanied by a commitment that they will be submitted before the meeting of the Admissions Committee (E.D.E.D.) for the interview.*

Announcement of Results and Enrolment

The results will be announced on the I.M.P. website in **early October 2026**. Applicants will also be informed by the Secretariat via email and telephone.

Successful applicants are required to pay 10% of the tuition fees within seven (7) working days from the publication of the list of successful applicants to complete their enrolment in the programme. Classes will commence in October 2026.

Information – Contact

I.M.P. Website <https://tourism.ionio.gr/ditour/>

Email: ditour-msc@ionio.gr

Telephone: +30 26610 87759, +30 6949193120 (Tuesday & Thursday, 13:00–15:00) *

****Note:** The Secretariat of the Master's Programme will remain closed due to summer holidays from 3 August 2026 to 21 August 2026.*

Address: I.M.P. Secretariat, Psychiatrio Square, Chr. Tsirigoti 7, 49132 Corfu, Greece

Facebook: facebook.com/mscditour | LinkedIn: linkedin.com/company/dpms-ditour

The Director of the Interdepartmental Master's Programme
"Digital Technologies in Hospitality Management and Tourism"

Professor Adamantia Pateli
Department of Informatics, Ionian University