The school is a full-immersion five-day residential course in an inspiring location, a stimulating environment for PhD students, early career researchers and industry leaders. The courses will be lectured by world-renowned experts in scientific methods and tools for tourism and hospitality. It focuses on methods based on data-driven models ("big data"), machine learning and optimization.

Among the confirmed lecturers:

- **Prof. Rodolfo Baggio**, Università Bocconi di Milano, Complex tourism digital ecosystems
- **Prof. Dimitrios Buhalis**, Bournemouth University, Smart Tourism: Management and Marketing
- **Prof. Daniel R Fesenmaier**, University of Florida, Designing Tourism Places
- **Prof. Cindy Heo**, Ecole hôtelière de Lausanne (EHL), Hotels Revenue Management and Inventory Optimization to Maximize Profitability
- **Prof. Stanislav Ivanov**, Varna University of Management, Robonomics and Tourism
- **Prof. Ulrike Gretzel**, University of Southern California, Persuasive technologies for tourism and hospitality
- **Prof. Nikolaos Matsatsinis**, TU of Crete, Multi-Criteria Recommender Systems
- **Prof. Amir Atiya**, Cairo University, Demand Forecasting and Opinion Mining
- **Prof. Rob Law**, The Hong Kong Polytechnic University, Website evaluation in tourism
- **Prof. Kalyan Talluri**, Imperial College London, Dynamic Pricing and Revenue Management: Optimization and Big Data Forecasting
- **Prof. Roberto Battiti and Mauro Brunato**, University of Trento, Machine Learning and Optimization in Tourism and Hospitality

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