Kick-off Meeting of the Erasmus+ SOHO Project Held in Italy

The team from the Institute of Information Technology (IIT) at Jahangirnagar University participated in the two-day **Kick-off Meeting** of the Erasmus+ SOHO project, held from **February 26 to 27, 2024**, in **Milan, Italy**.

The project, titled **"SOHO – Smart, Optimized, High-quality, and On-demand Tourism Innovative Education for Sustainable and Green Development,"** is coordinated by the **National University of Science and Technology POLITEHNICA Bucharest (Romania)**. This ambitious initiative aims to foster **smart and sustainable tourism** by developing efficient, personalized, and environmentally responsible experiences for travelers in the partner countries.

To achieve these goals, SOHO focuses on the development of **innovative educational programs** in emerging areas such as **smart technologies**, **renewable energy sources**, and **digital technologies**—all tailored to meet the evolving demands of the tourism sector.

The SOHO project consortium brings together **nine leading higher education institutions** from Europe and Southeast Asia:

- **National University of Science and Technology POLITEHNICA Bucharest (Romania) – Coordinator**

- **Université Lumière Lyon 2 (France)**

- **Politecnico di Milano (Italy)**

- **Universiti Sains Malaysia (Malaysia)**

- **Universiti Tunku Abdul Rahman (UTAR) (Malaysia)**

- **University of Technology and Education – The University of Danang (Vietnam)**

- **University of Danang (Vietnam)**

- **American International University-Bangladesh (Bangladesh)**

- **Jahangirnagar University (Bangladesh)**

This inaugural meeting offered a valuable platform for partners to meet, align on the project's vision and objectives, review the detailed work plan, and establish clear timelines and responsibilities for the implementation phases ahead.

The consortium is now preparing for the next transnational project meeting, scheduled to take place on July 18–19, 2025, in Da Nang, Vietnam.