1. BASIC INFORMATION

Course	Destinos Turísticos Inteligentes / Smart Tourism Destinations
Degree program	Grado en Dirección Internacional de Empresas de Turismo y Ocio
School	Social Sciences
Year	4th
ECTS	6
Credit type	Elective
Language(s)	English
Delivery mode	Presential
Semester	S1
Academic year	2025/26
Coordinating professor	Hugo Padrón Ávila

2. PRESENTATION

The main objective of the subject is to provide the student with the necessary knowledge to be able to understand which characteristics become essential in the creation of a smart tourism destination. Moreover, students should be aware of the most recent cases of success in the creation of smart tourism destinations worldwide. The subject will be taught in English and during the semester in which the subject will be executed, the following specific objectives will be achieved:

- Understand the structure of operation and management of tourist destinations
- Know the increasingly close link between technology and the planning and management of the territory
- Know how to interpret existing information on tourist destinations
- Approach the world of smart cities and how this vision aims to improve the quality of life of citizens and visitors
- Learn about the use of technology to improve the tourist experience in destinations

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- CB2 - Students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.
- CB3 - Students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific, or ethical issues.
- CB4 - Students can transmit information, ideas, problems, and solutions to a specialized and nonspecialized public.

Cross-curricular competencies:

- CT05 - Ability to apply knowledge to practice, to use the knowledge acquired in the academic field in situations as similar as possible to the reality of the profession for which they are being trained.
- CT08 - Information management: Ability to search, select, analyze, and integrate information from diverse sources.
- CT10 - Initiative and entrepreneurial spirit: Ability to undertake difficult or risky actions with resolution. Capacity for anticipate problems, propose improvements, and persevere in achieving them. Preference for assuming and carrying out activities.
- CT14 - Innovation-Creativity: Ability to propose and develop new and original solutions that add value to problems posed, even from areas other than the problem itself.
- CT17 - Teamwork: Ability to actively integrate and collaborate with other people, areas and/or organizations to achieve common goals.

Specific competencies:

- CE3 - Ability to identify and apply new trends in the administration of tourism and leisure companies (leadership capacity for people management, knowledge management, innovation management, etc.) that allow you to achieve greater professional development and business success in the industry, nationally and internationally.
- CE5 - Ability to assess and apply principles of social responsibility in the company, paying particular attention to environmental management, aimed at complying with current legislation and as a source of opportunities, for the reinforcement of the image and the productive process in the tourism sector company.
- CE7 - Ability to identify and apply innovation as a fundamental value for the management and administration of tourism companies: identify trends, lead projects, manage knowledge and quality, commit to internationality, understand, and apply the concepts of social and environmental responsibility, etc.
- CE8 - Ability to master English professionally and have advanced knowledge of a second and third language.
- CE10 - Ability to understand the dynamic and THE nature evolution of the tourism and the new leisure society.

Learning outcomes:

- RA1. Understand the structure of operation and management of tourist destinations.
- RA2. Know the increasingly close link between technology and the planning and management of the territory.
- RA3. Know how to interpret existing information on tourist destinations.
- RA4. Approach the world of smart cities and how this vision aims to improve the quality of life of citizens and visitors.
- RA5. Learn about the use of technology to improve the tourist experience in destinations.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
CB2, CB3, CB4, CT05, CT08, CT10, CT14, CT17, CE3, CE5, CE7, CE8, CE10	RA1. Understand the structure of operation and management of tourist destinations.
CB2, CB3, CB4, CT05, CT08, CT10, CT14, CT17, CE3, CE5, CE7, CE8, CE10	RA2. Know the increasingly close link between technology and the planning and management of the territory.

CB2, CB3, CB4, CT05, CT08, CT10, CT14, CT17, CE3, CE5, CE7, CE8, CE10	RA3. Know how to interpret existing information on tourist destinations.
CB2, CB3, CB4, CT05, CT08, CT10, CT14, CT17, CE3, CE5, CE7, CE8, CE10	RA4. Approach the world of smart cities and how this vision aims to improve the quality of life of citizens and visitors.
CB2, CB3, CB4, CT05, CT08, CT10, CT14, CT17, CE3, CE5, CE7, CE8, CE10	RA5. Learn about the use of technology to improve the tourist experience in destinations.

4. CONTENT

- Tourist destination concept
- Sustainable tourism development
- The management of the tourist space: private and public agents
- Destination management models
- Efficient management: environment, mobility and urban planning
- Introduction to Smart Tourist Destinations
- The internet of things
- Technology applied to tourism management and development
- The Tourism Offices of the 21st Century
- Relationship with visitors and customers (CRM)
- Integrated communication and marketing systems

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Case method
- Cooperative learning
- Master class
- Simulation environments

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
Class attendance	55
Online class attendance	7.5
Autonomous working	37.5
Guided working	12.5
Group activities	25
Other activities	12.5

TOTAL	150

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
Knowledge tests	25%
Practical exercises	15%
Works and reports	40%
Oral presentations	20%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. Ordinary call

If at least an assessment activity is taken, the student will no longer be considered as having failed the regular examination but will be assessed with the corresponding grade.

For students enrolled in in-person courses, it is mandatory to provide proof of at least 50% attendance in classes as a necessary part of the evaluation process and to fulfill the student's right to receive advice, assistance, and academic monitoring from the professor. Student attendance at the Hyflex session will not be counted as attendance for that session. Failure to provide proof of 50% attendance through the means proposed by the university will authorize the professor to grade the course as failed in the regular examination.

To pass the course in the regular examination, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average). The criteria for calculating the weighted average will be specified in the complete learning guide on the virtual campus. To calculate the average, it is essential to pass each of the assessment system categories with at least 5.

If the above criteria are not met, and the weighted average of the grades for all activities is greater than 4, a grade of 4 will be recorded.

7.2. Extraordinary call

If at least an assessment activity is taken, the student will no longer be considered as having failed the exam but will be assessed with the corresponding grade.

To pass the course in the extraordinary examination, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) for the course.

In any case, a grade greater than or equal to 5.0 will be required in the knowledge tests section so that it can be averaged with the rest of the activities. The criteria for calculating the weighted average will be specified in the complete learning guide on the virtual campus. If the above criteria are not met, and the weighted average of the grades for all activities is greater than 4, a grade of 4 will be awarded.

To pass the course in the extraordinary session, all activities not completed or passed in the regular session must be completed or submitted, unless the professor requests additional specific work on the subject.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Test 1	Week 27th October
Test 2	Week 15th December
Final Project presentation	Week 12th January

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

The main reference work for this subject is:

- Gajdošík, T. (2022). *Smart Tourism Destination Governance: Technology and Design-Based Approach*. Routledge.

The recommended Bibliography is:

- Johnson, A. G. (2021). *Becoming smart: exploring tourism suppliers' perspectives on smart tourism destination engagement* (Doctoral dissertation, University of Nottingham).

- Morrison, A. M., & Maxim, C. (2021). *World tourism cities: a systematic approach to urban tourism*. Routledge.

- Petersen, A. (2019). *Smart City Hong Kong: Towards Becoming a Smart Tourism Destination* (Doctoral dissertation, Breda University of Applied Sciences).

- Xiang, Z., & Fesenmaier, D. R. (2017). *Analytics in smart tourism design: concepts and methods*. Springer International Publishing Switzerland.

10. EDUCATONAL AND DIVERSITY MANAGEMENT UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.

3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the "surveys" section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.