1. OVERVIEW

Course	Smart Tourism Destinations
Degree	Bachelor's Degree in International Tourism and Leisure Companies Management
School/Faculty	Social Sciences
Year	4
ECTS	6
Type	Optional
Language(s)	English
Study mode	On-campus
Semester	S1

2. PRESENTATION

The main aim of this subject is to provide the student with the knowledge that is necessary in understanding which characteristics become essential when creating a Smart Tourism Destination. Moreover, students should be aware of the most recent examples of success in the creation of Smart Tourism destinations. The subject will be taught in English. During the semester, the following specific objectives will be achieved:

- Understanding the operation and management structure of tourist destinations.
- To be familiar with the increasingly close link between technology and territory planning and management
- Knowing how to interpret existing information on tourist destinations
- Approaching the world of Smart Cities and how this vision aims to improve the quality of life of both citizens and visitors
- Learning about the use of technology to improve the tourist experience at destinations

3. SKILLS AND LEARNING OUTCOMES

Basic skills (CB, by their acronym in Spanish):

- CB2 - Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area.
- CB3 - Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters.
- CB4 - Students can communicate information, ideas, problems and solutions to both expert and non-expert audiences.

Cross-curricular skills (CT, by their acronym in Spanish)
- CT05 - Ability to put knowledge into practice, using the skills acquired in the academic field in mock situations based faithfully on real life issues in the profession they are studying for.

- CT08 - Information management: Ability to seek, choose, analyse and integrate information from diverse sources.
- CT10 - Initiative and entrepreneurial spirit: Ability to undertake difficult or risky actions with resolve. Ability to anticipate problems, propose improvements and persevere to ensure they are implemented. Willingness to take on and carry out tasks.
- CT14 - Innovation-Creativity Ability to propose and invent new, original solutions that contribute towards improving problem situations, including ideas from other contexts.
- CT17 - Teamwork: Ability to integrate one's self and collaborate actively with other people, departments and/or organisations in order to reach common goals.

Specific skills (CE, by their acronym in Spanish):
- CE3 - Ability to identify and apply new trends in the administration of tourism and leisure companies (leadership ability 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 social responsibility principles 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 natural evolution of tourism and leisure.

Learning outcomes (RA, by their acronym in Spanish):
- RA1. To understand the operation and management structure of tourist destinations.
- RA2. To know the increasingly close link between technology and territory planning and management.
- RA3. To know how to interpret existing information about tourist destinations.
- RA4. To become acquainted with the world of Smart Cities and how this vision aims to improve the quality of life of both citizens and visitors.
- RA5. Learn about the use of technology to improve the tourist experience at their destination.

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

Skills	Learning outcomes (RA, by their acronym in Spanish):
CB2, CB3, CB4, CT05, CT08, CT10, CT14, CT17, CE3, CE5, CE7, CE8, CE10	RA1. To understand the operation and management structure of tourist destinations.
CB2, CB3, CB4, CT05, CT08, CT10, CT14, CT17, CE3, CE5, CE7, CE8, CE10	RA2. To know the increasingly close link between technology and territory planning and management
CB2, CB3, CB4, CT05, CT08, CT10, CT14, CT17, CE3, CE5, CE7, CE8, CE10	RA3. To know how to interpret existing information about tourist destinations.

CB2, CB3, CB4, CT05, CT08, CT10, CT14, CT17, CE3, CE5, CE7, CE8, CE10	RA4. To become acquainted with the world of Smart Cities and how this vision aims to improve the quality of life of both 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 at their destination.

4. CONTENT

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

5. TEACHING-LEARNING METHODS

The types of teaching-learning methodologies used are indicated below:
- Case studies
- Collaborative learning
- Lectures.
- Mock scenarios

6. LEARNING ACTIVITIES

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

On campus:

Learning activity	Number of hours
Class attendance and active participation	62.5
Guided work (tutoring, feedback)	12.5
Independent working	37.5
Student group work	25
Other activities	12.5
TOTAL	**150**

7. ASSESSMENT

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

On campus:

Assessment system	Weighting
Knowledge tests	30%
Practical exercises	30%
Assignments and reports	25%
Oral presentations	15%

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

8. BIBLIOGRAPHY

The set texts for this subject are:

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

Potential secondary material:
- 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.