

Code - Course	064516 – Smart Destinations: innovation in tourism		
Thematic Area	Tourism destination planning and management	Year	Third / Fourth
Course Type	Optional (tourism management specialization)	Credits	3 cr. ECTS
In-class Hours	30 hours	Hours of Individual Work	45 hours

BRIEF COURSE DESCRIPTION

A Smart Destination integrates under the same umbrella territorial tourism planning, the application of sustainability to the value chain, the inclusion of technology in the tourist experience and in the service delivery, efficient and effective resource management in accordance with the existing capacities and the ability to meet the tourists' needs and respond to their behaviors.

Therefore, it represents a commitment to the future in order to achieve a better and more efficient tourism development of a destination. This subject will delve into those elements which turn a traditional tourism destination into a smart tourism destination. The course will be developed through the subjects of Environmental sustainability, ICTs and public-private management in destinations.

GENERAL SKILLS

GS01- Evaluate the social and environmental impact of actions in his or her field, sustainability

GS05- Teamwork.

SPECIFIC SKILLS

SS09- Understand and use information technology and information management systems in tourism.

SS13- Manage tourism spaces and destinations.

ACADEMIC CONTENTS

1. Introduction: Smart Tourism Destinations, a new concept of tourism destination.
2. Environmental sustainability as an efficient future model.
2. Technology and innovation applied to the new social model.
4. Management for the increase of competitiveness.

5. Conclusions.

LEARNING METHODOLOGY

The teaching-learning methodology applied to this subject combines a number of key elements, which in a complementary way, help students achieve the skills and competencies specified above.

Listed below are the tools and elements used in a general way for the subject. However, this proposal does not exclude the use of other methodologies that may be considered necessary as well.

- Lectures
- Explanatory lessons
- Guided discussion
- Practical exercises

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous, semester-long assessment or a single assessment at the end of each semester.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Systems of evaluation	Continuous	Single
Activities and thematic reviews	55 %	40 %
Individual Written Final Exam	40 %	60 %
Attendance and participation	5 %	---

Review and Reassessment of the Course

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.

REFERENCES

Agea Merino, A. & Palacio León, R. (2015). *Construint la Smart City* [documento en línia]. <http://telecos.cat/uploads/documentacio/2015/Construint%20La%20Smart%20City.pdf>

AMETIC (2012). *Smart Cities* [documento en línia]. <http://www.ametic.es/es/inicio/actualidad/publicaciones/contenido.aspx>

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Telefónica (2011). *Smart Cities: un primer paso hacia la internet de las cosas* [documento en línia]. http://smarcity-telefonica.com/page-flip/informe_anual.pdf