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UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Bachelor's Degree in Tourism

Code-Course	64542 SMART TOURISM				
Year	4th	Credits	6 ECTS		
Thematic Area	TOURISM AND TERRITORY		Course Type	ELECTIVE SUBJECT	
In-class hours	48	Teacher-led learning hours	48	Individual work hours	54

BRIEF COURSE DESCRIPTION

Smart Tourism is the progression from traditional tourism models to innovative management ones that promote sustainability by using the technologies.

The improvement of visitors' experiences is one of the Smart Tourism goals, as well as to manage the resources efficiently and competitively.

This subject will deepen in all the elements needed to transform a traditional tourism destination into a new Smart Destination. Among others sustainability, innovation, technology, governance, and management represent these elements.

BASIC SKILLS

BS03 - That students have the ability to gather and interpret relevant data (usually within their area of study) in order to make judgments that include a reflection on relevant social, scientific or ethical issues.

GENERAL SKILLS

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

GS05- Teamwork.

SPECIFIC SKILLS

CS01- Understand the principles of tourism and the socio-cultural and environmental impacts that derive from it.

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



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SS11- Manage the accessibility and mobility of tourists.

SS13- Manage tourist destinations and spaces.

LEARNING OBJECTIVES

1. To understand the tourism destination key factors and to design functional improvements.
2. To acquire basic knowledge and tools related to cartography and digital tools applicable to tourism destinations management and planification.
3. To know potentialities about the relation between patrimony and tourism, as well as principles and concepts of cultural management.
4. To acknowledge the actions which ensure both, the touristic purpose and conservation of heritage assets.
5. To construe current information related to tourism destinations.
6. To develop the required methodological tools in order to properly interpret tourism destinations performances.
7. To apply measures, rules and guidelines in order to develop destinations.
8. To understand political-administrative structures that develop touristic activity and to know how to display different tourism management and politics strategies that public institutions work up with, as well as become acquainted of the impacts that it may produce.

ACADEMIC CONTENTS

1. Unit 1. Concept and Theoretical bases.
 - 1.1. Smart concept, and its application to territory
 - 1.2. Smart City
 - 1.3. Smart Tourism
 - 1.4. Smart Destination
 - 1.5. Smart Tourist
2. Unit 2. Smart Management Models.
 - 2.1. History and evolution
 - 2.2. Contemporary models
 - 2.3. Central axes, dimensions or layers
 - 2.4. Indicators and measurement variables.
3. Unit 3. Standards and Regulations
 - 3.1. National Plan of Smart Cities
 - 3.2. White-book of Smart Tourist Destinations



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- 3.3. Guide for Applicants
- 3.4. Hand-book of Smart Destinations
- 3.5. Public entities and State Agencies.
4. Unit 4. The Smart Destination Development, and project development.

LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Case studies
- Guided discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.



Activities	Type	Continuous	Single	Week deadline
Activity 1 (dynamic presentation of Smart Evolution)	Individual	10 %	10 %	Week 3
Activity 2 (quick test and discussion/ debate)	Individual	15 %	10 %	Week 6
Activity 3 (Smart Development Project)	Individual (single assessment) / Group (continuous assessment)	25 %	25 %	Week 13
Final exam	Individual	50%	50 %	
	TOTAL	100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

REFERENCES

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UNIVERSITAT DE
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Bachelor's Degree in Tourism

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