



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	064542 - Smart Tourism		
Year	4º	Credits	6 cr ECTS
In-class hours	60 hours	Hours of individual work	90 hours
Thematic Area	Digital Business	Course Type	Core Subject

BRIEF COURSE DESCRIPTION

The subject adopts an applicable vision to all the knowledge and fields of work acquired during the degree, being the development of ICT in the tourism sector a reality subject to several areas of territorial management, essential to understanding the Smart model.

In addition to the theoretical focus on the Smart concept, the derived neologisms and its implications towards environmental, economic and social sustainability, the subject provides a vision of the technological trends in the tourism sector, acquiring the critical capacity to determine the most appropriate ones, also recognizing those companies and destinations that stand out for their commitment to the transformation and adaptation.

In this context, the Smart Tourism subject allows students to acquire knowledge about the use of the great abundance of data in the sector in improving decision-making processes, detecting opportunities and the performance of both destinations and tourism companies. Therefore, through the case studies, it is disclosed what tools exist and how they are used in the field of strategic analysis or data management, as well as the identification of trends and practices in the various Smart model dimensions that represent advances for the planning, management or commercialization of the different entities, organizations, and products.

Keywords: smart management, technology, sustainability, smart destination, smart tourism.

BASIC SKILLS

BS03 – Students must be able to collect and interpret important information (in their study field) in order to formulate judgments with reflections on important social, scientific and ethical issues.



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GENERAL SKILLS

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

GS03- Have initiative and an entrepreneurial spirit.

GS07- Make decisions and solve problems, critically interpreting and evaluating the results obtained.

SPECIFIC SKILLS

SS01- Understand the principles of tourism and the importance of its socio-cultural and environmental impact.

SS04- Master the foundations of and apply scientific methodology to tourism research.

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

SS11- Manage tourist accessibility and mobility.

SS13- Manage tourism spaces and destinations.

LEARNING METHODOLOGY

The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- 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:



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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.