# Syllabus
# Course description

| | |
|---|---|
| **Course title** | Smart Tourism Laboratory |
| **Course code** | 31007 |
| **Scientific sector** | SECS-P/08 |
| **Degree** | Master in Tourism Management |
| **Semester and academic year** | 1st Semester 2023/2024 |
| **Year** | 2nd study year |
| **Credits** | 9 |
| **Modular** | No |

| | |
|---|---|
| **Total lecturing hours** | 54<br>Prof. Oswin Maurer: 18 Lecture hours<br>Prof. Linda Osti: 18 Lecture hours<br>Prof. Claudia Cozzio: 18 Lecutre hours<br><br>Course responsible: Prof. Oswin Maurer |
| **Total lab hours** | |
| **Total exercise hours** | |
| **Attendance** | suggested, but not required |
| **Prerequisites** | not foreseen |
| **Course page** | https://www.unibz.it/en/faculties/economics-management/master-tourism-management/course-offering |

| | |
|---|---|
| **Specific educational objectives** | The course refers to the typical educational activities and belongs to the scientific area of Business Administration.<br><br>The course is aimed at providing students with a good command of the smart solutions available to tourism businesses and destinations.<br>The course will enable students to develop the competence to apply the knowledge and skills acquired during the previous courses of the Master for the design, development, and implementation of smart solutions to real world cases in the tourism sector. |

| | |
|---|---|
| **Lecturer 18h** | Prof. Dr. Oswin Maurer, Mail: oswin.maurer@unibz.it, Campus Bruneck-Brunico, 1st Floor, Professors Room 1.06; https://www.unibz.it/en/faculties/economics-management/academic-staff/person/973-oswin-maurer |
| **Scientific sector of the lecturer** | SECS-P/08 |

| | |
|---|---|
| **Teaching language** | English |
| **Office hours** | https://www.unibz.it/en/timetable/?department=26&degree=13009%2C13134 |
| **Lecturing assistant** | - |
| **Teaching assistant** | - |
| **Office hours** | - |
| **List of topics covered** | • An introduction into AI and new technologies in tourism and other sectors<br>• The importance of AI in developing tourism destinations and customer acquisition<br>• Applications of technologies and AI in sustainable tourism development<br>• Transforming destinations into smart destinations<br>• Smart cities and regions and tourism |
| **Teaching format** | Frontal lectures, exercises, labs, and projects |

| | |
|---|---|
| **Lecturer 18h** | Prof. Linda Osti, Linda.Osti@unibz.it, Campus Bruneck-Brunico, 2nd Floor, Office 2.03<br>https://www.unibz.it/de/faculties/economics-management/academic-staff/person/839-linda-osti |
| **Scientific sector of the lecturer** | SECS-P/08 |
| **Teaching language** | English |
| **Office hours** | https://www.unibz.it/en/timetable/?department=26&degree=13009%2C13134 |
| **Lecturing assistant** | - |
| **Teaching assistant** | - |
| **Office hours** | - |
| **List of topics covered** | • Application of technologies and AI in tourists' flow management<br>• AR and VR in tourism experiences<br>• Empirical application of smart technologies in smart destinations |
| **Teaching format** | Frontal lectures, exercises, labs, and projects |

| | |
|---|---|
| **Lecturer 18h** | Dr. Claudia Cozzio, Mail: claudia.cozzio@unibz.it, Campus Bruneck-Brunico, 1st Floor, Professors Room 1.08;<br>https://www.unibz.it/it/faculties/economics-management/academic-staff/person/42530-claudia-cozzio |
| **Scientific sector of the lecturer** | SECS-P/08 |
| **Teaching language** | English |
| **Office hours** | https://www.unibz.it/en/timetable/?department=26&degree=13009%2C13134 |
| **Lecturing assistant** | - |
| **Teaching assistant** | - |

| Office hours | - |
|---|---|
| **List of topics covered** | <ul><li>The digital transformation of the customer journey (e.g., Social, Mobile, Virtual and Augmented Reality)</li><li>The role of artificial intelligence and smart technologies in the hospitality industry</li><li>End consumer profiling in the era of big data and artificial intelligence</li><li>Human resources management through artificial intelligence</li><li>Empirical applications of smart technologies in the hospitality industry</li></ul> |
| **Teaching format** | Frontal lectures, exercises, labs, and projects |

| **Learning outcomes** | The defined learning outcomes according to Dublin Descriptors are:<br><br>Knowledge and understanding<br>Upon the successful completion of the course, students will have acquired the following knowledge and understanding:<br><ul><li>sustainable tourism development systems and the opportunities offered by new technologies</li><li>models and tools for the management of smart tourism destinations, businesses, and associations</li><li>The opportunities offered by the digital transition in retrieving the information necessary to understand the consumer and simultaneously manage and stimulate sustainable behaviour.</li></ul><br>Applying knowledge and understanding<br><ul><li>during the course, students will apply the theories studied in the previous semesters by proposing possible solutions for further development of the companies / destinations under analysis</li><li>students will be able to propose answers to business problems through an interdisciplinary and interpretative vision, adding value to what is the simple transposition of models studied in theory</li><li>students will be exposed to case studies and will have the opportunity to come into contact with companies operating in the tourism sector on an international scale</li><li>by working on business cases and coming into contact with companies in the tourism sector (tourist destinations, intermediaries, attractions,</li></ul> |
|---|---|

hotels and the like), students will be exposed to existing data, which they will learn to analyze in order to make informed business decisions.

Making judgments
Upon the successful completion of the course, students will have:
- acquired the ability to select data and use appropriate information in the digital transition of tourism company for the development of sustainable solutions
- acquired the ability to relate models and empirical evidence in the study of tourism companies, associations, consortia and tourist destinations.

Communication skills
Students will learn to communicate and present smart solutions in a clear way to tourism businesses and destinations – something that might prove very useful in particular to those pursuing a managerial and consulting career.

Learning skills
During the course, students will learn to:
- identify thematic links and to establish relationships between different cases and contexts of analysis, in particular between new technologies and sustainability
- frame new problems in a systematic way and to generate appropriate taxonomies.

| Assessment | The form and quantity of assessment will be communicated at the start of the semester. The assessment will include a mix of project work and written exam. |
| --- | --- |
| **Assessment language** | English |
| **Evaluation criteria and criteria for awarding marks** | Attending Students<br><br>- Project work 40%<br>- Exam 60% (90 minutes)<br><br>Non-attending students<br>100% Exam (120 minutes) |

| **Required readings** | Required readings will be uploaded available in the Reserve Collection. |
| --- | --- |

| Supplementary readings | Supplementary readings will be available in the Reserve Collection or distributed in class. |
| --- | --- |