Freie Universität Bozen
Libera Università di Bolzano
Università Liedia de Bulsan

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 and 2nd Semester 2025/2026
Year	2nd study year
Credits	9
Modular	No

Total lecturing hours	54 Prof. Oswin Maurer: 18 Lecture hours To be defined: 18 Lecture hours To be defined: 18 Lecture hours Course responsible: Prof. Oswin Maurer
Total lab hours	
Total exercise hours	
Attendance	suggested, but not required
Prerequisites	not foreseen
Course page	Course Offering - Enrolled before 2025 / Free University of Bozen-Bolzano

Specific educational objectives	The course refers to the typical educational activities and belongs to the scientific area of Business Administration. The course is aimed at providing students with a good command of the smart solutions available to tourism businesses and destinations. 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, 3rd Floor NOI Techpark, Office Room BK NOI 3.13; Oswin Maurer / Free University of Bozen-Bolzano
Scientific sector of the lecturer	SECS-P/08
Teaching language	English

Office hours	Timetables / Free University of Bozen-Bolzano
Lecturing assistant	-
Teaching assistant	-
Office hours	-
List of topics covered	• An introduction into AI and new technologies in tourism and other sectors • The importance of AI in developing tourism destinations and customer acquisition • Applications of AI in sustainable tourism development • Applications of AI improving customer experiences • Challenges involved with adopting AI • Human considerations, ethics, effects on society
Teaching format	Frontal lectures, exercises, labs, and projects

Lecturer 18h	To be defined
Scientific sector of the lecturer	To be defined
Teaching language	English
Office hours	Timetables / Free University of Bozen-Bolzano
Lecturing assistant	-
Teaching assistant	-
Office hours	-
List of topics covered	• The hospitality technology ecosystem • Metaverse, AR/VR, blockchain fundamentals • The impact of industry 4.0 on customer experience • Empirical applications of smart technologies in the hospitality industry
Teaching format	Frontal lectures, exercises, labs, and projects

Lecturer 18h	To be defined
Scientific sector of the lecturer	To be defined
Teaching language	English
Office hours	Timetables / Free University of Bozen-Bolzano
Lecturing assistant	-
Teaching assistant	-
Office hours	-
List of topics covered	• Application of technologies and AI in tourists' flow management • AR and VR in tourism experiences • Empirical application of smart technologies in smart destinations
Teaching format	Frontal lectures, exercises, labs, and projects

Learning outcomes	The defined learning outcomes according to Dublin Descriptors are:

Knowledge and understanding
Upon the successful completion of the course, students will have acquired the following knowledge and understanding:

- sustainable tourism development systems and the opportunities offered by new technologies
- models and tools for the management of smart tourism destinations, businesses, and associations
- The opportunities offered by the digital transition in retrieving the information necessary to understand the consumer and simultaneously manage and stimulate sustainable behaviour.

Applying knowledge and understanding

- 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
- 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
- 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
- by working on business cases and coming into contact with companies in the tourism sector (tourist destinations, intermediaries, attractions, 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 assessment will include a mix of project work and written exam. **Attending Students** (regular attendance is to be recorded, at least 50% of attendance is required to qualify as attending student) Knowledge and skills acquired in the course will be assessed via: - a written exam and two to three project works; - at least one project work will be on individual basis, others will be team projects All team project works will take place during the course. The submission date of all project works will be communicated in the first lecture and also be available in the course materials. Project works will be applied projects on smart and/or sustainable tourism management and/or marketing. Presentations in class have the objective to stimulate discussion with peers, to assess the students´ ability to evaluate relevant situations, settings and data, to make recommendations, to take decisions, to apply tourism management and marketing knowledge and to successfully communicate outcomes to a qualified audience. The final written exam (60%) will consist of four essay style questions, allowing to evaluate the knowledge acquired on smart tourism development and implementation, concepts, models, techniques and tools

	presented and discussed in class, as well as the students´ ability to apply them to a variety of settings. The final exam for attending students will be scheduled to last for up to 80 minutes. Results of the project works are valid for the actual academic year only and results of these activities cannot be carried over beyond that time frame. **Non-Attending Students** (Students who will not attend at least 50% of classes or will be unable to complete the project work) Knowledge and skills acquired in the course will be assessed via: - a written exam (100%). The final written exam (100%) will consist of six essay style questions, allowing to evaluate the knowledge acquired on smart tourism development and implementation, concepts, models, techniques and tools presented and discussed in class, as well as the students´ ability to apply them to a variety of settings. The final exam for non-attending students will be scheduled to last for up to 120 minutes. Any student (attending or non-attending) discovered plagiarising or engaging in dishonest academic conduct will fail the course and regulations of the Faculty on academic misconduct will apply.
Assessment language	English
Evaluation criteria and criteria for awarding marks	**Attending Students** - Project work 40% - Exam 60% (80 minutes) Criteria to be used in evaluating projects: - creativity in problem solving, - ability to programme applied solutions, - data analysis skills, - contextualisation and comparative evaluation, critical thinking, - ability to summarise and communicate findings; Project work is valid for 1 academic year and cannot be carried over beyond that time-frame. Criteria to be used in evaluating the final written exam:

	- relevance and clarity of answers, - ability to contextualise and to comparatively evaluate, - ability to evaluate, summarise, compare and contrast models, topics and data; Please note: project papers have to be written according to scientific standards with all sources to be cited. Unreferenced use of sources will be considered as plagiarism according to the examination regulation. **Non-attending students** 100% Exam (120 minutes) Criteria to be used in evaluating the final written exam: - relevance and clarity of answers, - ability to contextualise and to comparatively evaluate, - ability to evaluate, summarise, compare and contrast models, topics and data.

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.