

Syllabus

Course Description

Course Title	Technological Trends and Applications in Tourism
Course Code	31006
Course Title Additional	
Scientific-Disciplinary Sector	NN
Language	English
Degree Course	Master in Tourism Management
Other Degree Courses (Loaned)	
Lecturers	Dottore di ricerca Marianna Sigala, Marianna.Sigala@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/1025
Teaching Assistant	
Semester	Second semester
Course Year/s	1
CP	6
Teaching Hours	36 Online
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18 Online
Contents Summary	This course explores emerging technological developments and their application within the tourism sector, with a particular focus on data-driven innovation. It aims to provide students with a critical understanding of how digital technologies shape the production, distribution, and consumption of tourism experiences. Topics may include, but are not limited to: big data analytics and business intelligence in tourism; AI and personalization; smart destinations; augmented and virtual reality; blockchain applications; platform economies; and sustainable digital innovation. Students will be encouraged to evaluate the implications of technological adoption for competitiveness, visitor

	engagement, and responsible tourism development
Course Topics	
Keywords	
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	
Mandatory Attendance	—
Specific Educational Objectives and Learning Outcomes	<p>Knowledge and understanding</p> <p>The student/trainee acquires specific competences and skills to deal with management issues from the perspective of the management of tourism enterprises, the development and promotion of tourism destinations and the planning and management of integrated tourism systems and individual services in strategic, organisational and administrative terms with an international and intercultural perspective.</p> <p>The student acquires the competence to understand and quantitatively analyse tourism phenomena in order to support business decision-making processes.</p> <p>Ability to apply knowledge and understanding</p> <p>The student acquires the ability to understand and analyse the problems characterising the tourism sector through the application of theories and models and the adoption of appropriate tools for the management of tourism enterprises.</p> <p>The student/undergraduate acquires the ability to use models for the analysis of the tourism market.</p> <p>The student/undergraduate acquires mastery in the management of human resources and in attributing the right value to the enterprise culture.</p> <p>The student also acquires skills in accounting and project financing for business development.</p> <p>The student acquires the ability to interpret and use synthetic indicators of interest for economic and market development policies of tourist destinations as well as individual enterprises in the sector.</p> <p>The student understands and uses statistical-quantitative methodologies for the description, monitoring and evaluation of problems characterising the tourism system.</p>

	<p>Autonomy of judgement</p> <p>acquire the ability to select data and use appropriate information to describe a problem concerning the management of tourism companies as well as tourism associations and destinations</p> <p>acquire the ability to relate models and empirical evidence in the study of tourism businesses, associations, consortia and tourist destinations</p> <p>Communication skills</p> <p>The Master's degree graduate will be able to communicate effectively in oral and written form the specialised content of the individual disciplines, using different registers depending on the recipients and the communicative and didactic purposes, and to evaluate the formative effects of his/her communication. Written and oral communication skills are particularly developed in the training activities carried out for the preparation of the Master's thesis, in the discussion of business cases and in interactive lectures involving group discussions and the comparison of individual analyses.</p> <p>Learning skills</p> <p>to identify thematic connections and to establish relationships between different cases and contexts of analysis</p> <p>to frame a new problem systematically and generate appropriate taxonomies.</p> <p>to develop general models from the phenomena studied.</p>
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	
Evaluation Criteria	
Required Readings	
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	