Syllabus

Descrizione corso

Titolo insegnamento	Technological Trends and Applications in Tourism
Codice insegnamento	31006
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	NN
Lingua	Inglese
Corso di Studio	Corso di laurea magistrale in Management del Turismo
Altri Corsi di Studio (mutuati)	
Docenti	prof. Marianna Sigala, Marianna.Sigala@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/1025
Assistente	
Semestre	Secondo semestre
Anno/i di corso	1
CFU	6
Ore didattica frontale	36 Online
Ore di laboratorio	-
Ore di studio individuale	-
Ore di ricevimento previste	18 Online
Sintesi contenuti	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
Argomenti dell'insegnamento	• Introduction to: Information systems, strategic information systems and digital technologies, definition and drivers of digital innovation and digital transformation in tourism, hospitality and events • Digital innovation and digital business transformation in: o hospitality o visitor attractions and tourism experiences o Tourism Intermediaries o Digital distribution and digital marketing o Events, festivals and MICE sector o Destinations: destination management systems and smart destinations • Mobile technologies and applications: gamified mobile apps • Emerging technologies: applications and implications in tourism, hospitality and events: o XR, VR, AR, metaverse o AI o big data o robotics • Digital tourism, hospitality, and event innovations and sustainable development • Online reputation management • Legal and Ethical aspects of digital transformation
Parole chiave	Digital technologies, tourism, hospitality, events, destinations, digital transformation, digital applications, innovation, technology literacy, digital responsibility, smart tourism, smart destinations
Prerequisiti	
Insegnamenti propedeutici	
Modalità di insegnamento	The entire lectures and office hours will be held online. Form of teaching: Lectures, case studies, discussions The course combines theory with industry case studies and best practices of current and emerging digital technology applications in tourism hospitality and events. The lecturer will provide this case study material to students prior to the online class. Students are strongly encouraged to complete the suggested reading prior to attending the online class, so that we can use

	classroom time to delve deeper into applications, discuss emerging trends, debate real-world scenarios and the implications of digital technologies on industry, humans and society overall. This active learning approach will help students apply concepts meaningfully and critically. Student participation in the online class and discussions is a fundamental part of the teaching methods in this course. Hence, student participation is strongly recommended in order to get the most out of the learning experience.
Obbligo di frequenza	_
Obiettivi formativi specifici e risultati di apprendimento attesi	INTENDED LEARNING OUTCOMES (ILO) ILO 1: KNOWLEDGE AND UNDERSTANDING ILO 1.1 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. ILO 1.2 The student acquires the competence to understand and quantitatively analyse tourism phenomena in order to support business decision-making processes. ILO 2: ABILITY TO APPLY KNOWLEDGE AND UNDERSTANDING ILO 2.1 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. ILO 2.2 The student/undergraduate acquires the ability to use models for the analysis of the tourism market. ILO 3: AUTONOMY OF JUDGEMENT ILO 3.1 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 ILO 3.2 Acquire the ability to relate models and empirical evidence in the study of tourism businesses, associations, consortia and

	tourist destinations ILO 4: COMMUNICATION SKILLS ILO 4.1 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. ILO 5: LEARNING SKILLS ILO 5.1 To identify thematic connections and to establish relationships between different cases and contexts of analysis ILO 5.2 To frame a new problem systematically and generate appropriate taxonomies. ILO 5.3 To develop general models from the phenomena studied.
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	
Modalità di esame	Same exam for attending and non-attending students: • Written examination (50%) • Individual Report (50%) Written Examination: The final written exam (50% and 90 minutes) will consist of up to five short essay questions aimed at testing the students' knowledge of and ability to apply theories, models and/or concepts explaining the use, adoption, management and implications of technologies on various tourism/hospitality settings and stakeholders including companies, tourists, destination communities and people in general. (ILO1, ILO2, ILO3, ILO4, ILO5) Individual Report: Case Study / Problem Based Learning

	3000 Words maximum +/-10% (excluding table of contents and executive summary) Students will evaluate the transformative impact of digital technologies through a case study analysis of a real-world example in tourism, hospitality or event example. The focus will be on how digital technologies are transforming these industries. The analysis of these cases will uncover key factors of success and barriers to provide recommendations for leveraging digital innovations for future business success. (ILO1, ILO2, ILO3, ILO4) Any student discovered plagiarizing, engaging in academic dishonesty, or in any other dishonest conduct will fail the course and the regulations of the Faculty on academic misconduct will apply. Students must include in their project an AI declaration: If you have used or not used AI and generative language models for your assignment it must be explicitly acknowledged in a declaration that must be placed before the reference list of the project. If you use artificial intelligence, you take full responsibility for the text it generates, including any potential plagiarism or other unfair practices NOTES: Students should achieve a pass mark in both assessments (exam and individual report) in order to pass the course. The individual report is valid for 1 academic year and cannot be carried over beyond that time-frame. Submission Deadline of Individual Report: no later than two (2) weeks prior to the exam date.
Criteri di valutazione	Evaluation criteria of course assessment: - Critical thinking and analytical capabilities of students to identify and apply appropriate knowledge acquired during the course for answering the exam and project questions - Students‘ ability to critically reflect, synthesise and debate appropriate theories to discuss the topics and issues in the written exam and individual project

	- Students creativity to identify, discuss and propose relevant applications and solutions for managing the implications of digital technologies on the tourism, hospitality and events industry, humans (employees, tourists, residents) and sociaety overall. Further instructions on how to get ready and prepare for the exam will be provided during the online class Further instructions about the writing and developing of the individual report as well as the grading matrix of the project will be provided during the course
Bibliografia obbligatoria	**Required Text:** Xiang, Z., Fuchs, M., Gretzel, U., & Höpken, W. (Eds.). (2022). *Handbook of e-Tourism*. Switzerland: Springer
Bibliografia facoltativa	**Recommended Readings:** The detailed list of recommended course reading and learning material will be announced at the beginning of the course.
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Buona salute, Buona occupazione e crescita economica, Innovazione e infrastrutture, Partnership per gli obiettivi, Città e comunità sostenibili, Utilizzo responsabile delle risorse, Lotta contro il cambiamento climatico, Ridurre le disuguaglianze