VIDZEMES AUGSTSKOLA

# FACULTY OF SOCIETY AND SCIENCE
# STUDY COURSE DESCRIPTION

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|---|---|---|---|---|---|---|
| **Course Title**: | **SMART TOURISM: FOUNDATIONS AND PRACTICES** | | | | | |
| **Course code (LAIS):** | | | | | | |
| **Study programme:** | **Strategic Tourism Management** | | | | | |
| **Level of Study programme:** | ☐ | 1st level professional higher education | | | | |
| | ☐ | Professional Bachelor | | | | |
| | ☒ | Professional Master | | | | |
| | ☐ | Academic Master | | | | |
| | ☐ | PhD level | | | | |
| **Type of Study programme:** | ☐ | Compulsory course (Part A) | | | | |
| | ☐ | Professional specialization courses (Part B, compulsory) | | | | |
| | ☒ | Professional specialization optional courses (Part B, optional) | | | | |
| | ☐ | Elective courses (Part C) | | | | |
| **Course Workload:** | **Credits** | | **ECTS** | **Academic hours** | **Contact hours** | **Independent work hours** |
| | 2 | | 3 | 80 | 24 | 56 |
| **Course Author/ Tutor:** | Guest lecturer Ilona Beliatskaya, MSc, MA | | | | | |
| | ilona.beliatskaya@va.lv | | | | | |
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| | Consultation: according to the schedule for each semester | | | | | |
| **Study Form:** | Full-time studies | | | | | |
| **Study year, semester:** | Year 1, Semester 2 | | | | | |
| **Language:** | English | | | | | |
| **Prerequisites for the Course:** | None | | | | | |
| **Course Summary:** | The course aims to develop students' understanding of the principles of smart tourism and the reasons for its development. Students will gain advanced knowledge of how to critically evaluate the concept of smart tourism and use it with real-world examples. During this course, students will be introduced the concepts of smart tourism, smart tourism destination and its development, smart tourism systems, tourism analytics, and the sustainable future of smart tourism.<br><br>The course includes interactive lectures complemented by group discussions and followed by hands-on seminars. Students are expected to complete the required readings before attending the actual classes, thus being able to contribute to the sessions. Theoretical concepts will be illustrated by real-world examples to deepen the students' understanding. Students will be highly encouraged to contribute with examples that they have observed personally. | | | | | |
| **Assessment:** | Individual written assignment and group project presentation. | | | | | |
| **Requirements for Credits:** | The final grade will be determined by:<br><br>**Individual written assignment (report): 50%**<br>Each student will be required to write a report critically evaluating a smart tourism destination concept with a real-world example. The written assignment should cover the stages of smart destination development and tourism analytics covered during the course. The detailed requirements for the written assignment will be presented during the introductory lecture.<br><br>**Group project presentation: 45%**<br>Students will be asked to form groups and present the concept of the smart tourism destination of the future based on sustainable principles in front of the class. The group project presentation should cover all the principles of smart destination development. | | | | | |

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<tr><td></td><td colspan="2">Participation and contribution to discussions: 5%<br>Students are expected to contribute to the lectures by coming prepared with the assigned reading materials and by actively participating in the discussion on the topic of the session and the exercises. Student participation will be judged based on the quantity and quality of the input in class.<br><br>All assignments must be completed and submitted by the mentioned deadline. The late submissions will be accepted but with the substantial deduction of points. The assignments must be prepared in line with the academic standards and instructions provided by the instructors. Also, the rules of the course attendance will be highly observed.</td></tr>
<tr><td>Abiding by the Academic Ethics</td><td colspan="2">Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:<br>– study papers must be independently developed;<br>– the study work should reference all statements, ideas and data used that have been authored by someone else;<br>– appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified;<br>– the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise.<br>In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is extramarital.</td></tr>
<tr><td rowspan="11">Learning Outcomes; the evaluation methods and criteria</td><td>Learning Outcomes</td><td>The evaluation methods and criteria</td></tr>
<tr><td colspan="2">Knowledge</td></tr>
<tr><td>Critical understanding of the concept of smart tourism and key principles of smart destination development.</td><td>Lectures, case studies, individual assignment, group project work</td></tr>
<tr><td>Advanced knowledge about smart technologies applied in the tourism and hospitality domains.</td><td>Lectures, case studies, individual assignment, group project work</td></tr>
<tr><td>Know how to develop a smart destination strategy based on global sustainable goals.</td><td>Lectures, case studies, individual assignment, group project work</td></tr>
<tr><td colspan="2">Skills</td></tr>
<tr><td>Ability to evaluate smart tourism concepts and develop a smart destination strategy.</td><td>Lectures, case studies, individual assignment, group project work</td></tr>
<tr><td colspan="2">Competency</td></tr>
<tr><td>Competence to apply appropriate smart tourism technologies in the tourism and hospitality domains.</td><td>Lectures, case studies, individual assignment, group project work</td></tr>
<tr><td>Competence to develop, plan, and adjust smart destination strategies based on real-world examples.</td><td>Lectures, case studies, individual assignment, group project work</td></tr>
<tr><td>Competence to fruitfully interact with technology experts and manage available ICT assets (people, technologies, and other sources) most effectively.</td><td>Lectures, case studies, individual assignment, group project work</td></tr>
<tr><td>Course Compulsory literature:</td><td colspan="2">Reading materials:<br><br>1. Buhalis (2014). Smart Tourism Destinations. Z. Xiang and I. Tussyadiah (eds.), Information and Communication Technologies in Tourism 2014, Springer International Publishing Switzerland 2013.</td></tr>
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| | 2.<br>3. Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). Smart tourism: foundations and developments.*Electronic Markets*,*25*(3), 179-188.<br>4. Buhalis, D. (2019). Technology in tourism-from information communication technologies to eTourism and smart tourism towards ambient intelligence tourism: a perspective article. *Tourism Review*.<br>5. Gretzel, U., Werthner, H., Koo, C., & Lamsfus, C. (2015). Conceptual foundations for understanding smart tourism ecosystems.*Computers in Human Behavior*,*50*, 558-563.<br>6. Buhalis, D., & Amaranggana, A. (2013). Smart tourism destinations. In *Information and communication technologies in tourism 2014* (pp. 553-564). Springer, Cham.<br>7. Boes, K., Buhalis, D., & Inversini, A. (2015). Conceptualising smart tourism destination dimensions. In *Information and communication technologies in tourism 2015* (pp. 391-403). Springer, Cham.<br>8. Neuhofer, B., Buhalis, D., & Ladkin, A. (2015). Smart technologies for personalized experiences: a case study in the hospitality domain. *Electronic Markets*, *25*(3), 243-254.<br>9. Buhalis, D., & Amaranggana, A. (2015). Smart tourism destinations enhancing tourism experience through personalisation of services. In *Information and communication technologies in tourism 2015* (pp. 377-389). Springer, Cham. |
| **Course additional literature:** | **Extra reading materials**:<br>1. Gretzel, U., Reino, S., Kopera, S., & Koo, C. (2015). Smart tourism challenges. *Journal of Tourism*, *16*(1), 41-47.<br>2. Garcia, A., Linaza, M. T., Gutierrez, A., & Garcia, E. (2019). Gamified mobile experiences: smart technologies for tourism destinations. *Tourism Review*.<br>3. Shafiee, S., Ghatari, A. R., Hasanzadeh, A., & Jahanyan, S. (2019). Developing a model for sustainable smart tourism destinations: A systematic review.TourismManagement Perspectives,31, 287-300.<br>4. Lamsfus, C., Martín, D., Alzua-Sorzabal, A., & Torres-Manzanera, E. (2015). Smart tourism destinations: An extended conception of smart cities focusing on human mobility. In *Information and communication technologies in tourism 2015* (pp. 363-375). Springer, Cham.<br>5. Gretzel, U., Zhong, L., & Koo, C. (2016). Application of smart tourism to cities. *International Journal of Tourism Cities*.<br>6. European Capital of Smart Tourism https://smarttourismcapital.eu/<br>7. Compendium of best practices of smart destinations in 2019-2020 |
| **Course confirmation date:** | 06.10.2020. |
| **Date of course description update:** | |

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## Study Course Plan:

| Date | Theme | Academic hours | | Study Form/ Organization of independent work of students and task description |
|---|---|---|---|---|
| | | **Contact hours** | **Independent work hours** | |
| *The date is specified before the implementation of the course* | **Session 1:**<br>Course introduction. Discussion of the course policy and syllabus.<br><br>What is smart tourism?<br>Components and layers of smart tourism. | **4** | **6** | Introductory lecture, case studies, individual work |
| | **Session 2**:<br>Smart technology in tourism and hospitality domains. | **4** | **10** | Lecture, case studies, individual work |
| | **Session 3:**<br>DMOs & smart tourism. Smart tourism destinations development. | **4** | **10** | Lecture, case studies, individual work |
| | **Session 4**:<br>Smart tourism systems and tourism analytics. | **4** | **10** | Lecture, case studies, individual work |
| | **Session 5:**<br>Sustainable future of tourism and smart destinations. | **4** | **8** | Lecture, case studies, individual work |
| | **Group project presentations** | **4** | **12** | In-class group project presentations |
| | ***Hours total:*** | ***24*** | ***56*** | |