Hochschule München University of Applied Sciences

Department	14 Tourism
Course Title	**Smart Tourism & Smart Mobility in Touirsm**
Hours per week (SWS)	2
Number of ECTS Credits	3
Learning Outcomes	
Prerequisites	
Recommended Reading	
Teaching Methods	seminar style
Assessment Methods	
Language of instruction	English
Name of lecturer	Sara Dos Santos-Zeiler
E-Mail	tba
Link	
Course Content	To identify current digital trends, associated challenges, and potential for smart tourism and smart mobility in tourism. Ability to interrelate information and communication technologies (ICT) and develop a critical awareness of the structure and function of smart applications in tourist destinations. To understand the implications of personalized data in connection with individual experiences and assess connections between Big Data, gamification, and product development.
	Smart tourism and smart mobility in tourism: key factors of competitiveness Selected success models of smart tourism and smart mobility in tourism.
	Conceptualization of the smart tourist.
	Models and theories of smart tourism and smart mobility in tourism.
	Principles and application areas of Big Data.
	Information and communication technologies (ICT) and the Internet of Things (IoT).
	Experience design and co-creation.
	Possible measures for the implementation of smartness (destination/mobility).
	Case study examples, excursion to selected destinations and/ or innovation sites.
Remarks	