

Luottamuksellinen -
Confidential (3Y)

Trainer's Guide

MODULE 5 Emerging Technologies and Smart Tourism

Session 2: Smart Tourism



1. INTRODUCTION TO THE TOPIC

What is Smart Tourism?

Smart tourism responds to new challenges and demands in a fast-changing sector, including the evolution of digital tools, products and services; equal opportunity and access for all visitors; sustainable development of the local area; and support to creative industries, local talent and heritage. (European Commission). The EU Smart Tourism Capitals initiative includes four components:

- Accessibility
- Sustainability
- Digitalisation
- Cultural Heritage and Creativity.

A **smart destination** is one with a strategy for technology, innovation, sustainability, accessibility and inclusivity along the entire tourism cycle: before, during and after the trip. A smart destination is also one with residents as well as tourists in mind, factoring multilingualism, cultural idiosyncrasies and seasonality into tourism planning. (UN Tourism, formerly UNWTO).

A **smart tourism destination** facilitates access to tourism and hospitality products, services, spaces, and experiences through ICT-based innovative solutions, making tourism sustainable and accessible, and fully leveraging their cultural heritage and creativity (EU Smart Tourism Destinations initiative).

There are smart tourism concepts and tools available for tourism businesses.

Learn the basics of smart tourism and smart destinations.

Key concepts:

Smart tourism, Smart destinations.

2. LEARNING OUTCOMES

LEARNING OUTCOMES	
	Participant
1	understands the concepts of smart tourism and smart destinations
2	analyses the principles and processes of smart tourism from SME perspective

3	understands smart tourism as a holistic approach in both strategic and operational levels
4	applies the smart tourism framework, process and tools in tourism business

3. INTRODUCTION TO THE MODULE

a. Sessions

This module consists of two sessions as follows:

- 1) Smart Tourism and Smart Destinations. This session increases understanding of the smart tourism components and available tools for SMEs.

b. Content

This module consists of the following contents:

- 1) Two sets of lecture slides, one per session, on the key points with best practice examples
- 2) Examples and best practices
- 3) A list of videos and online reading materials

c. Activities

This module contains the following activities:

- 1) Discussion task
- 2) Discussion task on external forces in the global operating environment. It is important to identify the external forces that can change the operating environment. This helps SMEs to better foresee the possible future changes.

d. Additional reading material and other sources

Additional reading:

https://smart-tourism-capital.ec.europa.eu/index_en

<https://smartrtourismdestinations.eu/>

<https://www.untourism.int/search?keys=smart+destinations>

<https://www.untourism.int/digital-transformation>

e. Other remarks

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