

Information & Communication Technologies for Sustainable Tourism Development

ITB 2022 Project

Module Description & Programme

Name of module	Information & Communication Technologies for Sustainable Tourism Development			
Acronym	Semester	Type of module		
ICT4STD	4 th semester	Special elective (Spez. WPM)		
Frequency	Responsible	Lecturers		
One-time	Prof. Dr. Wolfgang Strasdas	UITM (Rzeszów, PL), USI (Lugano, CH), UNS (Novi Sad, SR)		
Sub-modules	Exam. prerequisite	Examination type	SWS (contact hours)	ECTS
-	-	Presentation	2 (= 30 hours)	2
Workload		Teaching types	Language	
30 contact hours + 30h self study & exam preparation		Preparatory online course, lectures, seminar, project, field trip	English	
Prerequisites		Recommended combinations	Other curricula	
ICT4STD e-learning course Participation in ITB Convention 2022		SMART Tourism: Research, Technology & Application Trends (HNEE)	see partner universities	
Content				
<p>This course is part of the Erasmus-funded ICT4STD project, elaborated in cooperation with partner universities in Rzeszów (Poland), Lugano (Switzerland) and Novi Sad (Serbia). Teaching material includes an e-learning course which covers the use of ICTs and digitalization in general (social media, big data, etc.) in various (sustainable) tourism contexts, notably the use of cultural & natural heritage, visitor management, augmented reality, marketing, and the development of innovative and responsible business models. An e-learning course on these topics has been developed that will serve as a preparation for this module.</p> <p>The purpose of this module is to bring together multinational teams of students from the four partner universities in order to study and analyse the most recent trends of digitalization and sustainability in international tourism (and more specifically the use of ICTs in this context) as these are being presented at ITB Berlin, the biggest tourism fair in the world. However, since ITB 2022 will only take place as an online event, students will virtually attend presentations, panel discussions, etc. at the ITB Convention. Depending on the exact topics presented at the Convention (a programme has not been published yet) the student teams may select one of the following themes for their group work:</p> <ul style="list-style-type: none"> • Use of ICTs for sanitary anti-Covid measures in tourism • Use of ICTs for visitor management • Facilitating the measurement of sustainability in tourism through digital tools • Digitally supported market research, consume trends • Use of ICTs for marketing • Use of ICTs for the design of innovative tourism products (self-guided tours, digital nomads, etc.) • Augmented reality and virtual tourism <p>Students may also propose other topics, or modify suggested topics, as long as these are related to the overall themes of digitalization and sustainability and are being sufficiently covered at the Convention. Additional literature research may be necessary to support and contextualize the findings gained at ITB Convention.</p> <p>If the Covid situation allows, the module will take place in Eberswalde/Berlin and include an introductory classroom session at HNEE and a field trip in Berlin. The classroom session will include group formation, an introduction to methodology (qualitative methods, content analysis) by HNEE, UITM, UNS and USI lecturers, and the joint development of a work plan by each group. The field trip will be organised in cooperation with Visit Berlin and include aspects of self-guided tours and offers for digital nomads, among others.</p>				

Expected learnings			Proportion (in %)	DQR category
Technical competences	Knowledge	Gain knowledge about the most prominent trends regarding digitalization, sustainable development and resilience of tourism	20	6
	Capabilities	Apply qualitative research methods, especially content analysis and critically discuss the results	20	6
Personal competences	Social competences	Working together in an multinational team, including structured discussions, constructive feedback and motivating each other	40	6
	Independent working	Develop a research question, methodology and structure (incl. time planning) as well as additional literature research and analysis	20	6

Tentative programme (as of January 8, 2022)

Day	Times	Content
Sunday, March 6	Evening	Arrival of int'l students & lecturers; hotel/hostel in Berlin, student residence in EW or couch surfing
Monday, March 7	10:00 – 16:00	Welcome & seminar at HNEE
Tuesday, March 8	10:00 – 16:00	Field trip in Berlin
Wednesday, March 9	tbd	ITB Convention
Thursday, March 10	tbd	ITB Convention
Friday, March 11	tbd	ITB Convention
Saturday, March 12	Morning	Return home
Friday, March 18	All day	Examinations (online)

Please note: All participants must bring their own laptop computer with a good internet connectivity and online meeting software. Workplaces with good internet connection can be offered at Eberswalde University. Alternatively, students and lecturers must make sure that their hotel or hostel room has a good internet connection.

Be prepared that Covid-19 regulations may change at short notice. Having a valid vaccination certificate may be required to enter Germany, the university and many other facilities, such as restaurants. In any case, being vaccinated would be helpful.