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<th>Module: SMART Tourism: Research &amp; Application Trends</th>
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<tr>
<td>Acronym: SMARTT</td>
<td>Semester: 2nd semester/ once a year in Summer semester</td>
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<td>EMMA Code: SMARTT</td>
<td>Module coordinator: Prof. Dr. Claudia Brözel</td>
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<td>Sub-modules: Keine Kurse</td>
<td>Examination prerequisite(s):</td>
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<td>Weekly hours per semester: 4</td>
<td>ECTS: 6</td>
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Comment: the course is like a seminar. The participants submit a protocol for one session and prepare a paper. Their work will be presented and discussed by the course. Protocol (20%) Paper+discussion (80%)

Workload (h):
- presence education: 56,25 h
- self-study: 120 h
- exam: 4,5 h

Teaching form(s): lecture, seminar, discussion

Language: english

Course prerequisites: PM TdTE; PM SMC

Recommended connections: Usability in other curricula:

Content:
The aim of the module is to create an understanding of the current research in tourism and information technology to understand the tourism industry and the influence of information and communication technologies on the development of the industry. Key Questions could be: What is eCommerce? What impact does the Internet economy or the eCommerce have on companies in tourism industry? What influence do internet and ICT have on the structure of the tourism industry? What does a tourism company of the future look like? What challenges do destinations and the management of destinations have to face in connection with Internet development? What is the travel sales and marketing of the future? Are there different developments in different subsectors of the tourism industry? What influence recommender systems have on decision making? Are service robots the better service staff? What are the influences of the sharing economy? How are tourist experiences designed? What are the role plays the digital community in value creation for the travel experience? The students will learn to understand the links between the development of ICT, the Internet and the influences and changes in the tourism industry and to discuss them. The input for the discussions is based on research papers from various journals. The IFITT (International Federation of Travel and Technology), the leading community of research in tourism and technology, which presents a conference volume of current research developments at the annual conference (ENTER) will be an important source.

Following this module, students have a comprehensive and reflective understanding of the importance of ICT and Internet development for the tourism industry. Students will have a deep understanding of the current research topics in the eTourism field and can discuss different research approaches and are familiar with the most well-known researchers in the field. Students are able to work in the eCommerce context of the tourism industry.
This module handles with content that could be brought into a line with the following **sustainable development goals (SDG)**:

- 4. Quality education
- 5. Gender equality
- 8. Decent work and economic growth
- 9. Industry, Innovation, and Infrastructure
- 10. Reduced Inequalities

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<th>Goals:</th>
<th>percentage</th>
<th>indexing DQR</th>
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<td><strong>Professional skills</strong></td>
<td>Students are able to understand and explain English-language research results (journals) and to apply them to current developments in the tourism industry (newsletter)</td>
<td>25</td>
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<td><strong>skills</strong></td>
<td>The students work methodically and with regards to content on research articles. They can assess the content of the articles and present them.</td>
<td>25</td>
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<td><strong>Social competence</strong></td>
<td>As part of the team, the students develop a work-sharing result in the form of a discussion paper on a topic that is discussed in the whole course led by the respective group.</td>
<td>20</td>
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<tr>
<td><strong>autonomous working</strong></td>
<td>The students work on content on their own and reflect on the research papers as well as up-to-date industry information, which is reflected in a context</td>
<td>30</td>
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**Literature:**

The Online Tourism Industry is very fast developing, therefore here are some basic literature advices. For the course it will be updated on the present stage. Also we use many daily online sources to follow the latest development and discuss that.

- Journals:
  - „Information Technology & Tourism“ https://www.cognizantcommunication.com/journals-previously-published/information-technology-a-tourism
  - ENTER conference proceedings ; ENTER 2005 – today , Information and Communication Technologies in Tourism*
  - Höpken, W., Gretzel, U., Law, R., (Eds.), 2009, Information and Communication Technologies in Tourism 2009, Proceedings of


Marcussen, Carl H. 1999, Internet Distribution of European Travel and Tourism Services, Research Centre of Bornholm, Denmark, http://www.crt.dk/media/Internet_distribution_CHM.pdf

Marcussen, Carl H. 2006, Internet and Distribution of European Travel Updates, Centre for Regional and Tourism Research, Denmark http://www.crt.dk/UK/Staff/chem/Chem.P/www.htm


All the ENTER Publications are relevant:


Last update of the Module Description: Prof. Dr. Claudia Brözel (12.4.2019)