Code - Subject	54 0040 – Territorial and tourist intelligence		
Type	Elective	Credits	3 ECTS
Subject	Cultural tourism		
Subject Manager			
In person	21 hours	Addressed	29 hours	Autonomous	25 hours

BRIEF DESCRIPTION

Territorial and tourist intelligence is understood as the integration of tourists, residents, companies and destinations in efficient management systems through technology, innovation and knowledge with the aim of achieving more sustainable, accessible and quality tourism. In this sense, this concept is understood as the progression of traditional tourism models towards innovative management systems in which the promotion of sustainability through the use of technology takes priority. Improving tourist experiences is one of the objectives of so-called Smart Tourism, as well as the efficient and competitive management of the territory's resources.

This course aims to introduce students to the main characteristics that currently define the Smart concept applied to the tourism sector from a territorial point of view. In this sense, the differences between the different smart dimensions will be broken down and all the elements necessary to transform a traditional tourist destination into a Smart Destination will be explored in depth. Among the main aspects that must be taken into account are sustainability, innovation, technology, governance, and management. All of this while understanding the importance of establishing an optimal system of territorial tourist indicators for better decision-making, as well as the application of load control calculations for the regulation of certain tourist spaces.

LEARNING OUTCOMES

The learning process designed for this subject allows the achievement of the following Subject Learning Outcomes:

M06C2- Recognize the impact of technological advances on the determining elements of tourism management.

M06C3- Examine tourism as a global phenomenon that encompasses different types of settings and territories.

They also contribute to the achievement of the following Degree Learning Outcomes: *TC01, TC04, TH02, TH03, TH04, TH08, TS01, TS02, TS06, TS07.* All of them can be consulted at the following link .

THEMATIC CONTENTS

1. Smart tourist destinations and territorial intelligence
   - o Conceptual and defining bases
   - o Norms, guidelines and standards
   - o Smart Tourism Destination Networks
2. Paradigm of new cities: Smart Cities and urban reality
3. Methods and models for the application of Smart in destinations
   - o Load capacity and flow regulation
4. Indicator system for tourism sustainability
   - o Economic indicators
   - o Socio-cultural indicators
   - o Environmental indicators

LEARNING METHODOLOGIES

The course will be based on face-to-face work sessions, of a theoretical-practical nature, in which the various previously defined contents are dealt with. Case studies are carried out that contribute to contextualizing the concepts covered in each topic. Student participation will be essential for following the course.

The course is taught by a team of professors and professionals who are experts in the creation and management of the development process of sustainable and quality tourism services and products. The methodology used has the main function of dynamizing the training process, guaranteeing optimal monitoring and use of the course for future applications.

Additionally, trips outside the CETT are planned as part of field work and reinforcement of learning.

EVALUATION SYSTEM

The evaluation system measures the student's learning process taking into account the learning outcomes and the content of each subject.

Students can choose between continuous assessment or single assessment:

Continuous Assessment : The teaching-learning process is assessed through continuous monitoring of the activities carried out by students during the semester and a final individual assessment. Students must attend at least 80% of classes to be assessed through continuous assessment.

Single Assessment : Students who cannot attend class regularly may choose to be assessed through the single assessment. The teaching-learning process is evaluated through the evaluation of all activities and a final individual test.

To take advantage of this modality, you must apply through the evaluation section of the Virtual Campus within the first 15 days from the start of the course.

The planning of the assessment activities will be public for students from the start date of the course.

Activities	Type	Continued	Unique	Delivery week[1]
Activity 1 (individual): Analyze the aspects of a smart tourist destination model	Individual	60%	40%	2nd week
Activity 2 (group): Select a system of indicators for a Smart destination and evaluate the results obtained.	Group	40%	60%	4th week

In order to pass the course, it is essential to have obtained a minimum final grade of "5", provided that the student has completed the individual test/s or assignment/s established in the course. This test/s or final assignment/s must be graded with a minimum of "4" in order to calculate the average of all the assessment activities carried out during the course.

Review and Reassessment of the Subject

The student has the right to review all assessment evidence that has been designed to evaluate his or her learning.

If the student fails to achieve the learning objectives of the subject, in order to be eligible for a re-evaluation of the subject, it is essential to have obtained a final grade for the subject between "4-4.9", and to have taken the individual final test/s or work/s of the course.

The re-evaluation process will only involve modification of the final grade record if the new assessment test is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the rest of the grades from the assessment activities that the student has completed during the corresponding academic period, taking into account the percentages established in each subject, configuring the final grade for the subject.

COPYING AND PLAGIARISM

Without prejudice to any other matters that may be considered appropriate and in accordance with the current academic discipline regulations, any irregularities committed

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[1]The delivery week is an estimate that is subject to changes that may arise as a result of possible modifications in the planning or circumstances of the study plan.

by a student that may give rise to a change in the grade will be assessed with a grade of zero (0). Assessment activities classified in this way and by this procedure will not be recoverable.

These irregularities include, among others:
- The total or partial copy of a practice, report or any other assessment activity.
- Allowing others to copy the exam/assignment.
- Presenting group work that has not been completely completed by the group members.
- Present as your own those materials prepared by a third party, even if they are translations or adaptations, and in general, works with elements that are not original and exclusive to the student.**
- Have communication devices (such as mobile phones, smart watches, etc.) accessible during individual theoretical-practical assessment tests (exams).

    ** Artificial intelligence is considered a third-party creation

SOURCES OF INFORMATION

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