



Smart Tourism Destination as a sustainable tool of promotion

(Resource ID: 258)

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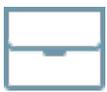
This teaching resource is allocated to following University:

AUT - Agricultural University of Tirana

Institution:

Agricultural University of Tirana

<http://www.sustainicum.at/en/modules/view/258.Smart-Tourism-Destination-as-a-sustainable-tool-of-promotion>



Group work
Plenum



11 to 30
students



Up to 3 lecture
units



English, Shqip

Students will be introduced and involved in discussions about the concept of Smart Tourism Destination. Additionally, students will be engaged through a case study with suitable stakeholders, about the promotion of the tourism destination through a technological platform which will affect the effectiveness and sustainability management of tourism resources of a destination at both the micro and macro level.

Smart tourism destination (STD) came as a need to handle the dynamic development and high competitive environment of the tourism sector through a sustainable approach of promotion. At the core of the STD concept, is the use of Information and Communication Technology (ICT), wherein different stakeholders (Local community, Local businesses, Local government, ICT organizations, Environmental consultants and Tourists) are interconnecting through a technological platform within which information related to the

destination's activities and resources are permanently exchanged. This integrated platform will have multiple touch points that may be accessed through a variety of end-user devices (such as smart phones etc.). This, integrated platform will be managed by local government.

Promoting the destination through STD will bring several advantages such as: Technology embedded environments; Responsive processes at micro and macro levels; End-user devices in multiple touch-points; and engagement of stakeholders that use the platform dynamically as a neutral system.

STD provides an effective and sustainable method of promotion and managing the destinations' resource. For this, the need for smart ideas to promote a destination, in order to increase their competitiveness, must be considered and discussed.

As a starting phase, during the first day a lecture should take place. Through the lecture, students will be introduced to the theoretical aspects, related to the topic.

A world cafe teaching method will take place, through which brainstorming ideas and exchanging creative ideas about the STD establishment, advantages and disadvantages, will be discussed

After defining the geographical area or a district, as a case study, students will contact all involved stakeholders such as Local community, Local businesses, Local government, ICT organizations, Environmental consultants and a reasonable number of Tourists. A focus group technique is suggested to have discussions with the target groups.

Through this draft students will gain skills about how to promote a destination considering all the stakeholders needs. Students will contact stakeholders directly; the Local community, Local businesses, Local government, ICT organizations, Environmental consultants and Tourists, in order to hear their real requests and needs. Furthermore, students will gain knowledge over important techniques and concepts about tourism destination promotion, such as ICT, Smart tourism, resources of a destination etc., which will make them and other stakeholders involved, more aware of the importance of the resources that are attractions.

Teaching Tools & Methods



Excursion



Mini-project



Written material



Computer program

Integration of Social Stakeholders

Students along with the local community, local businesses, local government and other ICT organizations are involved.

Students start by considering a local area as a case study.

The Local community, local businesses, local government and other ICT organizations are invited to discuss the creation of the smart tourism destination.

Suggested Suitable Stakeholders:

- Students
- Local community
- Local businesses
- Local government
- ICT organizations
- Environmental consultants
- Tourists

Strength

Strength of the teaching resource:

Inter- and multidisciplinary approach

Students learn about the advantages of a smart and sustainable format of promoting a tourism destination

Students gain knowledge and experiences from other stakeholders involved

Students propose solutions for real problems of stakeholders involved

Local businesses express their need to be promoted through the STD

Local government benefit from STD to promote their destination

Tourists may express their opinion about what they need to be informed of destinations that they visit, and their complaints

Local community benefit from the promotion through STD, and furthermore will be more aware of STD

about environmental, cultural heritage, handcrafts and history of their area

Weakness

- Students need some basic knowledge in advance
- Too many stakeholders involved who need to be contacted in advance
- Stakeholders may have a personal agenda

Learning Outcomes

- To understand the importance of the STD as a multi-stakeholder inclusive platform for promotion and the development of a local area.

–Students are encouraged to start and complete their project presentation using the STD concept

Relevance for Sustainability

–Promotion of the destination through a technological platform (STD) which

will affect the effectiveness and sustainability management of tourism resources of a destination at both the micro and macro level.

–Concentrating all information and being informing all stakeholders about their destination attractions, increasing stakeholders' awareness of the heritage and history of their travel destinations

Related Teaching Resources

– Basic knowledge of tourism destination and ICT concepts

Preparation Efforts

High

Preparation Efforts Description

Preparation efforts required in advance to work with the teaching resource: –Preparation for the lecturer, 5 hours. –Identification of the geographical area (case study) and suitable stakeholders. –Preparing the timetable of the all tasks that students and their groups will have to address.

Access

Free

Assessment

Students may be assessed through multiple assignments, such as presentations, project reports, or contributions to discussions.

Following questions will be of relevance:

- Have students understood the case challenges?
- Are students able to apply their learning?
- Are students actively engaged in team work and can they successfully contribute to the decision-making?

- Etc

Credit/Certification Description

NO

Sources and Links

Sources and Links:

Important: You are leaving the ConSus platform. The author is not responsible for any contents outside the ConSus platform:

<http://www.cyberstrat.net/ENTER14SmartTourismDestinations-libre.pdf>

<http://www.smarttourism.org/>

<http://www.smart-tourism.co.uk/>

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