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Smart Tourism Skills Initiative / SMARTOUR
2021- 1 - SK01 - KA220 – ADU – 000033555

Curriculum and Educational Methodologies Design

I. Curriculum

1. Accessibility

Author: Univerzitet u Novom Sadu, Serbia

Tourists represent one of the most diverse types of consumers, including a large group of people with disabilities. Many of them frequently face physical, sensory, cognitive, or cultural barriers in service provision and delivery. These barriers may occur in any of the typical tourist experience phases - inspiration seeking, planning, booking, experiencing, and sharing, and they are not limited to any specific type of travel or to a tourism setting. On the other hand, tourism as a technology-dependent industry relies heavily on information technology, and that trend has been even more pronounced with the recent use of smart technologies and approaches, such as the Internet of Things (IoT), Big Data Analytics, Artificial Intelligence (AI), Blockchain, Location-based Services or Virtual and Augmented Reality Systems. This could potentially further hamper the co-creation of tourist experiences for people with disabilities (and others), despite smart tourism aiming to provide more sophisticated electronic accessibility (e-Accessibility). At the same time, smart tourism technologies have the innate qualities to mitigate many accessibility issues and turn them into possibilities by relying on tourists bringing their own devices and by promoting advanced approaches in system design and use.

1.1. Accessibility Market and Stakeholder

1.1.1. Market size for Accessibility

1.1.2. Relevant Stakeholders

1.2. Accessibility management in tourism destination

1.2.1. Physical accessibility as a new normal



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- 1.2.2. Addressing visitors with disabilities
- 1.2.3. Barrier free digital accessibility of the cities/sites offers
- 1.2.4. Enabling young people to fulfil their potential in the tourism industry
- 1.2.5. Transport for all
- 1.2.6. Cultural institutions and their accessibility
- 1.2.7. Accessibility and Nature-based tourism
- 1.2.8. Accessibility and heritage interpretation
- 1.2.9. Smart city cards

- 1.3. Web Accessibility

- 1.4. Accessibility of information
 - 1.4.1. Personal city helpers
 - 1.4.2. Lowering barriers for communication with tourists
 - 1.4.3. A collaborate platform for sharing information on accessibility in tourist destinations
 - 1.4.4. Using innovative signage in historic sites
 - 1.4.5. Accessibility guides

- 1.5. Safety in tourism
 - 1.5.1. Safety and hygiene in post-corona times

- 1.6. Positive case studies (Barselona-Transport for all; Chester: an accessible historic city; Bluetooth audio cues; Sydney, Australia: Inclusive tourism for all; Amsterdam; Copenhagen; Singapore; Oslo; Tokyo; Rio De Janeiro)



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2.Sustainability

Author: European Wilderness Society, Austria

2.1. Sustainability in tourism

- Definition of sustainable tourism
- Integrating Sustainable Development Goals
- Sustainable tourism policies and practices

2.2. Combating and adapting to climate change

- Carbon neutrality and reduction initiative
- Sustainable tourism tax
- Sustainable transport
- Smart city lighting

2.3. Preserving and enhancing the natural environment

- Green spaces, green corridors and green roofs
- Water supply and recycling. Transformation of water-ways
- Smart waste management
- Environmentally friendly labels
- Dark sky initiatives
- Economic benefits of listed activities

2.4. Visitor management

- Tourism flow management
- Reduction of tourism seasonality
- Showcasing new areas

2.5. Revitalization and use of post-industrial areas

2.6. Effective promotion of sustainable tourism to visitors (*promoting smart destination, which includes sustainability element, and encouragement*)

2.7. Case studies of sustainable tourism practices



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3. Digitalization

Author: Instytut Sportu i Edukacji, Poland

3.1. Introduction

- What is industry 4.0 and the Fourth Industrial Revolution?
- Implementation of Industry 4.0 concept in tourism industry – different scales and examples
- The role of digitization in “smart city”, “smart village” and “smart tourism” concept and its impact on tourism destinations, tourism businesses and visitors

3.2. Digitalization strategy

- Place of digitalization in selected strategies of National Tourism Organizations (Poland, Slovakia, Slovenia, Serbia, Bulgaria, Austria)
- Examples of implementing technological solutions in Poland, Slovakia, Slovenia, Serbia, Bulgaria, Austria NTO's

3.3. Case studies of implementing digitalisation in tourism sector – different approaches

- Use of technologies in tourism activity to enhance experiences
- Mobile payments
- Digital tools for understanding Visitors 'motivations and behaviour
- Virtual reality and augmented reality to enhance visitor experience
- Gamification as a Tool for Smart Tourism
- Digital travel itineraries
- Artificial Intelligence in tourism
- Blockchain technologies
- Smart traffic control for tourists and locals
- Digitalization as a tool to enhance sales in tourism

3.4 Conclusions, future perspectives



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4. Cultural heritage & creativity

Author: Zavod Novi turizem, Slovenia

4.1 Experiential Tourism

Integration of cultural heritage into tourism products in an interactive and inclusive way to enhance the understanding of local culture.

- Definition of experiential tourism.
- Gastronomy as part of experiential tourism products (basics of local gastronomy, product examples).
- Smart and digital cultural tourism experiences (examples). // cross reference to Use of technologies in tourism activities to enhance experiences, module Digitalization

4.2 Quality Evaluation of Culture

Preservation and promotion of cultural heritage through quality evaluation and quality control.

- Importance of quality assurance and quality branding in tourism.
- Collective branding in tourism: examples and added value.

4.3 Reviving traditions and cultural heritage sustainably

A sustainable approach towards cultural heritage to preserve, protect and revive the local culture, and to generate value for the local environment and benefit the local community.

- Culture as an element of sustainability principles and international sustainability standards for tourism (for destinations and for businesses).
- Examples of successful and creative revival and valorisation of cultural heritage (local festivals and events, local culture and tradition, local handcrafts, architecture).
- Cultural and creative tourism as a generator of economic value.



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5.Cooperation & Marketing

Author: Regional Development Agency with Business Support Centre for
Small and Medium-sized Enterprises, Bulgaria

1. Cooperation

- 1.1. Stakeholders in tourism. Stakeholder Quadruple Helix.
- 1.2. Types of cooperation and management (cross-sectional collaboration, cooperation of entrepreneurs for the benefits of tourism growth, cooperation of municipalities, networking in tourism, etc).

2. Marketing

- 2.1. Marketing a destination. Territorial marketing.
- 2.2. Principles of successful tourism marketing. Smart tourism as a tool to increase competitiveness of a destination
- 2.3. Marketing communication (like the IMC, brand management, reputation, image, storytelling)
- 2.4. Principles of online marketing, use of networking
- 2.5. Social media (Facebook, LinkedIn, etc.) and apps in tourism marketing

3. Case studies



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II. Educational Methodologies Design

The SMARTOUR project focuses on developing user-friendly educational materials to train adults in smart tourism development approaches, either through direct trainings or offering online learning possibilities.

The educational materials will be available in two formats: downloadable PDF brochures and an online Moodle-based course, ensuring accessibility and user-friendly format.

The project follows a structured methodology, starting with a needs assessment to refine the curriculum, followed by designing both offline and e-learning content and distributing responsibilities among partners.

Course materials will be initially developed in English and later translated into the partnership languages, incorporating relevant case studies to enhance contextual learning.

The final outcome will be a fully functional e-learning course and offline educational materials available in multiple languages, facilitating international accessibility and knowledge dissemination.

Course materials will be developed, using agreed template and will contain such chapters:

- title of the module
- introduction to the module
- theoretical framework
- estimated time on the module
- structure of the module
- expected learning outcomes
- actual learning content
- learning activities
- case studies
- additional resources
- references
- self-testing opportunities
- practical exercises.

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<https://smartourism.solutions/>

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