Digital Transformation and Smart Tourism Technologies Training Course

28 Dec 2026 - 01 Jan 2027

Rome

5800 € (Per Person)

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Course Introduction / Overview:

The global tourism landscape is undergoing a profound revolution, driven by the relentless pace of digital transformation. This shift is redefining how destinations are managed, how travel services are delivered, and how tourists experience the world. This intensive training course is designed to equip participants with a comprehensive understanding of the smart tourism ecosystem, moving beyond theoretical concepts to practical implementation strategies. We will explore the core pillars of this new era, including the Internet of Things (IoT), Artificial Intelligence (AI), Big Data analytics, and immersive technologies like AR and VR. Drawing on the foundational work of leading academics like Dr. Dimitrios Buhalis, a pioneer in the field, and insights from seminal texts such as "eTourism: Strategic Information Technology for Tourism," this program provides a strategic framework for leveraging technology to create seamless, personalized, and sustainable travel experiences. At BIG BEN Training Center, we are committed to empowering professionals to not only adapt to these changes but to become architects of the future of travel, capable of making data-driven decisions that enhance operational efficiency and create unparalleled value for the modern tourist. This course is your guide to navigating and leading the digital future of the tourism and hospitality industry.

Target Audience / This training course is suitable for:

- Tourism and Hospitality Industry Professionals.
- Hotel and Resort Managers.
- Travel Agency Owners and Managers.
- Destination Marketing Organization (DMO) staff.
- Tourism Policy Makers and Government Officials.
- Technology and Innovation Managers in the travel sector.
- Marketing and Sales Professionals in tourism.
- Entrepreneurs and Start-up Founders in the travel tech space.
- Customer Experience Managers.
- Operations Managers in hospitality and travel.

Target Sectors and Industries:

- Hospitality and Accommodation Sector (Hotels, Resorts, Vacation Rentals).
- Aviation and Transportation Industry.
- Travel Agencies and Tour Operators.
- Cruise Lines and Maritime Travel.
- Food and Beverage Services.
- Entertainment and Attractions (Theme Parks, Museums, Heritage Sites).
- Governmental and Non-Governmental Tourism Boards and Authorities.
- Event Management and MICE (Meetings, Incentives, Conferences, and Exhibitions).
- Retail and Commercial Services catering to tourists.
- Technology companies developing solutions for the travel industry.

Target Organizations Departments:

- Marketing and Communications.
- Operations and Guest Services.
- Information Technology (IT) and Digital Strategy.
- Strategic Planning and Business Development.
- Revenue Management and Sales.
- Customer Relationship Management (CRM).
- Human Resources and Training.
- Innovation and Research & Development (R&D).
- Public Relations and Corporate Affairs.

Course Offerings:

By the end of this course, the participants will have able to:

- Analyze the core components and strategic importance of digital transformation in the tourism industry.
- Evaluate the role of key technologies such as AI, IoT, and Big Data in creating smart tourism ecosystems.
- Develop strategies for implementing smart technologies to enhance the digital guest journey.
- Design personalized marketing campaigns using data analytics and customer segmentation.
- Assess the impact of virtual and augmented reality on destination marketing and visitor experiences.
- Formulate a plan for managing a smart destination, balancing technology with sustainability.
- Identify and mitigate cybersecurity risks associated with digital tourism platforms.
- Utilize data-driven insights to improve operational efficiency and revenue management.
- Create a strategic roadmap for digital transformation within their organization.
- Lead innovation initiatives to future-proof their tourism business models.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning in a real-world context. We move beyond traditional lecture-based formats to a blended learning approach that combines expert-led presentations with dynamic group discussions, collaborative workshops, and hands-on exercises. A cornerstone of this course is the extensive use of contemporary case studies from leading global tourism and hospitality brands, allowing participants to analyze successful digital transformation strategies and learn from their challenges. Team-based projects will require participants to develop a smart tourism initiative for a chosen destination or business, fostering critical thinking and problem-solving skills. Interactive sessions, including Q&A panels and brainstorming activities, encourage the sharing of diverse perspectives and experiences. Continuous feedback is provided by the instructor and peers throughout the course, creating a supportive and constructive learning environment. This immersive methodology ensures a deep and lasting understanding of how to strategically implement smart tourism technologies for competitive advantage.

Course Agenda (Course Units):

Unit One: Foundations of Digital Transformation in Tourism

- Introduction to the Digital Tourism Ecosystem.
- Understanding the Concept of Tourism 4.0.
- Key Drivers and Barriers to Digital Transformation.
- The Evolution from E-Tourism to Smart Tourism.
- Analyzing the Digital Tourist's Behavior and Expectations.
- Strategic Frameworks for Digitalization in Hospitality.
- Global Trends and the Future of Travel Technology.

Unit Two: Core Technologies Shaping Smart Tourism

- The Internet of Things (IoT) in Hotels, Airports, and Destinations.
- Artificial Intelligence (AI) and Machine Learning for Personalization.
- Big Data Analytics for Demand Forecasting and Trend Analysis.
- Augmented Reality (AR) and Virtual Reality (VR) in Destination Marketing.
- Blockchain Technology for Secure Transactions and Loyalty Programs.
- The Role of Cloud Computing and 5G in Connected Travel.
- Introduction to Robotics and Automation in Guest Services.

Unit Three: The Smart Destination and Guest Experience

- Components of a Smart Tourism Destination.
- Strategies for Developing a Smart City Tourism Model.
- Creating a Seamless and Connected Digital Guest Journey.
- Leveraging Mobile Applications and Geolocation Services.
- Implementing Contactless Technologies for Health and Safety.
- Using Technology to Enhance Cultural Heritage Experiences.
- Gamification Techniques to Increase Tourist Engagement.

Unit Four: Strategic Management and Digital Operations

- Data-Driven Decision Making for Tourism Managers.
- Digital Marketing and Social Media Analytics Strategies.
- Online Reputation Management and Customer Feedback Analysis.
- Cybersecurity Challenges in the Digital Tourism Landscape.
- Smart Revenue Management and Dynamic Pricing Models.
- Sustainable Tourism Practices through Technology.
- Building and Managing Digital Partnerships and Alliances.

Unit Five: Implementing a Digital Transformation Roadmap

- Conducting a Digital Maturity Assessment for Your Organization.
- Developing a Vision and Strategy for Digital Transformation.
- Building a Business Case and Securing Stakeholder Buy-in.
- Managing Change and Fostering a Culture of Innovation.
- Key Performance Indicators (KPIs) for Measuring Success.
- Ethical Considerations in a Data-Driven Tourism Industry.
- Capstone Project: Designing a Digital Transformation Plan.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As smart tourism technologies become ubiquitous, how can destinations maintain their authentic cultural identity while enhancing the visitor experience?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a strategic, holistic perspective on digital transformation rather than focusing solely on the technical aspects of individual technologies. While many programs explain what AI or IoT are, our curriculum is meticulously designed to teach participants how to integrate these tools into a cohesive strategy that drives business value, enhances the guest experience, and promotes sustainable growth. We emphasize the "why" and "how" over just the "what," using a framework grounded in established academic principles and proven industry practices. The content moves beyond buzzwords to explore the complex interplay between technology, operations, marketing, and human capital. Through in-depth case studies and a capstone project, participants learn to diagnose organizational needs, formulate a robust digital roadmap, and manage the critical process of change. This program is not about becoming a technologist; it is about becoming a strategic leader who can harness the power of technology to architect the future of tourism in a thoughtful, ethical, and impactful manner.