Revolutionizing Tourism: Technology and Innovation in Practice Training Course.

16 - 20 Nov 2026

Madrid

5900 € (Per Person)

Ref: #TOU7347_72758

Course Introduction / Overview:

The tourism and hospitality industry are being fundamentally reshaped by technology, from digital platforms to data-driven insights. This shift requires professionals who can not only adapt to new tools but also strategically integrate them to create enhanced, personalized, and sustainable tourist experiences. This is the primary objective of the Revolutionizing Tourism: Technology and Innovation in Practice Training Course offered by BIG BEN Training Center. This immersive program explores the foundational concepts of smart tourism, a new paradigm where technology serves as a core infrastructure for value creation. Drawing on seminal works such as "Handbook of Research on Smart Technology Applications in the Tourism Industry" edited by Evrim Çeltek, this course provides a comprehensive overview of how technologies like artificial intelligence (AI), the Internet of Things (IoT), and big data are transforming destination management and service delivery. Participants will learn how to leverage these innovations to optimize operations, personalize the customer journey, and address modern challenges like sustainability and privacy. The curriculum highlights the importance of creating a seamless, interconnected ecosystem that benefits tourists, businesses, and host communities. BIG BEN Training Center is committed to empowering participants with the knowledge and practical skills to lead the digital transformation of the tourism sector.

Target Audience / This training course is suitable for:

- Tourism and hospitality managers.
- Destination marketing and management professionals.
- Hotel and resort operations staff.
- IT and digital strategy specialists in tourism.
- Government officials in tourism and economic development.
- Entrepreneurs in the travel technology sector.

Target Sectors and Industries:

- Tourism and hospitality.
- Travel technology.
- Government and public sector.
- Hotel and resort management.
- Airlines and transportation.
- Destination marketing organizations.

Target Organizations Departments:

- Marketing and Communications.
- Operations.
- Information Technology.
- Business Development.
- Strategic Planning.
- Visitor Services.

Course Offerings:

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

- Formulate a strategic plan for integrating smart technologies into tourism operations.
- Utilize big data and AI for personalized visitor experiences and service delivery.
- Implement IoT and smart infrastructure for efficient destination management.
- Develop digital marketing and communication strategies for the modern tourist.
- Assess and mitigate data privacy and cybersecurity risks.
- Evaluate the impact of technology on tourism sustainability and governance.
- Lead digital transformation initiatives within their organizations.

Course Methodology:

This training course employs a highly interactive and practical methodology designed to foster deep learning and skill application. The approach is centered on real-world scenarios and hands-on activities, ensuring that participants can immediately apply the concepts learned to their professional environments. The training incorporates a mix of engaging methods, including collaborative group work and in-depth case studies of successful and unsuccessful technology implementations to highlight best practices and common pitfalls. Participants will engage in dynamic brainstorming sessions and role-playing exercises to simulate complex decision-making scenarios related to technology adoption. Course content is delivered through a combination of expert-led discussions, interactive workshops, and peer-to-peer feedback sessions. This comprehensive training approach, which includes practical exercises and reflection, is a hallmark of BIG BEN Training Center. The methodology is structured to cover essential topics such as smart destination management, digital marketing, and the Internet of Things in a way that is both effective and forward-thinking. By using a variety of teaching tools, the course ensures that participants are not just passive recipients of information but active participants in their own learning journey, capable of implementing sophisticated tourism technology strategies.

Course Agenda (Course Units):

Unit One: Foundations of Smart Tourism

- Defining smart tourism and the digital tourism ecosystem.
- The role of big data, AI, and the Internet of Things (IoT).
- Understanding the smart tourist and the modern customer journey.
- Technological trends are shaping the future of travel.
- The concept of smart destinations and governance.
- Innovation in tourism business models.
- Ethical considerations in technology adoption.

Unit Two: Technology for Personalized Experiences

- Using AI and machine learning for personalized recommendations.
- Leveraging mobile apps and augmented reality (AR) for visitor engagement.
- Implementing wearable technology and beacons.
- Data collection and analytics for understanding tourist behavior.
- Creating seamless and contactless experiences.
- Smart payment systems and blockchain.
- Case studies in personalized travel technology.

Unit Three: Smart Operations and Destination Management

- Integrating IoT for intelligent infrastructure and resource management.
- Digital platforms for visitor flow management and crowd control.
- E-tourism and online booking systems.
- Supply chain management in the digital age.
- Crisis and risk management with technology.
- Smart hotel operations and automation.
- Geospatial data and location-based services.

Unit Four: Digital Marketing and Communication

- Developing a digital marketing strategy for smart tourism.
- Content creation for a technology-driven audience.
- Leveraging social media and online reviews.
- Search engine marketing and online presence management.
- Building brand loyalty through digital channels.
- Chatbots and conversational AI for customer service.
- Measuring the effectiveness of digital campaigns.

Unit Five: The Future of Tourism: Sustainability and Innovation

- The role of technology in sustainable tourism.
- Smart solutions for environmental management.
- Data privacy, cybersecurity, and regulatory compliance.
- Future trends: virtual reality (VR) and the metaverse.
- The impact of technology on tourism jobs and skills.
- Collaborative platforms for public-private partnerships.
- Designing for a resilient and innovative tourism future.

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 technology enables increasingly personalized and data-driven travel, what is the balance between enhancing the visitor experience and respecting individual privacy and data sovereignty?

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

This course provides a distinct and specialized focus on the practical application of technology to revolutionize the tourism sector. Unlike other programs that may offer a broad overview of digital tools, this training course delves deeply into the strategic integration of innovations like AI, big data, and IoT into daily operations and long-term planning. The curriculum is specifically designed to bridge the gap between technological theory and real-world implementation, providing a holistic framework for creating smart, sustainable, and profitable tourism ecosystems. It emphasizes not just the tools themselves, but the strategic mindset required to lead digital transformation, addressing critical modern challenges such as data privacy and ethical governance. By combining expert instruction with a focus on practical application and case studies, BIG BEN Training Center ensures that professionals are equipped to be leaders in the new era of tourism, capable of leveraging technology to create superior experiences and competitive advantages.