

Information systems for tourism

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Obiettivi formativi

The course, through a data driven approach, provides an overview on the impact of new information technology on the tourism, their impact on development of sector and how the main stakeholders work with it. The course presents theoretical content, case study and application experience.

Contenuti

Concepts and data driven approach

Knowing and classifying information system and their used for tourism

Understanding principles and internet communication protocols

Introducing Geographical information Systems and tourism application

Introducing concept, technology and case study on monitoring, bigdata and artificial intelligence applications on tourism

Introducing case studies on tourism experience services

Modalità d'esame

Written

Bibliografia

A. Seravalli A., GIS Teorie e Applicazioni, La Mandragora, 2011

B. Web-references and other documentation provided during the course