

STUDY GUIDE

SMART TOURISM MARKETING LAB: CONSUMER BEHAVIOUR, AI TOOLS AND SUSTAINABLE DESTINATION STRATEGIES

Organised by

Universidad de Cantabria UC

1. IDENTIFYING DATA.		
• Course Name.	Consumer Behaviour, AI Tools and Sustainable Destination Strategies	
• Coordinating University.	Universidad de Cantabria (UC), Spain	
• Partners Involved.	Escola Superior de Tecnologia e Gestão de Viseu, IPV Invited industry guests: • Sulzer AI (Dubai) (Data strategy, AI governance and data-driven decision-making) • Tourism professionals (Tourism marketing, rural tourism and digital promotion), Cantabria Spain	
• Course Field(s).	Marketing and Tourism Management	
• Related Study Programme.	N/A	
• ISCED Code.	0414 – Marketing and Advertising 1015 – Travel, Tourism and Leisure	
• SDG.	SDG 8 – Decent Work and Economic Growth; SDG 11 – Sustainable Cities and Communities; SDG 12 – Responsible Consumption and Production	
• Study Level.	N/A	
• EUNICE Key Competencies	Problem solving Teamworking Communication Self-management Cognitive flexibility Digital competence Technical competence Global intercultural competence	GREEN GREEN GREEN ORANGE GREEN GREEN ORANGE ORANGE

• Number of ECTS credits allocated.	1 ECTS Credit
• Mode of Delivery.	Online live
• Language of Instruction.	English
• Course Dates.	30 November 2026 – 28 December 2027
• Precise Schedule of the Lectures.	20 hours of synchronous online teaching, provisionally organised as 2-hour live sessions per day. Scheduled for Mondays and Thursdays.

• Key Words.	Smart tourism; tourism marketing; consumer behaviour; sustainable tourism; destination management; artificial intelligence; digital marketing; data-driven decision-making; visitor experience.
• Catchy Phrase.	Learn to turn tourism challenges into smarter, more sustainable visitor strategies with marketing, data and AI.
• Main Targeted Audience.	Bachelor's, Master's and Doctoral students in Tourism, Marketing, Business/Management and related fields; early-career researchers; and tourism professionals, including destination management, tourism marketing and hospitality professionals seeking to strengthen their skills in sustainable tourism, consumer behaviour, AI-assisted marketing and data-driven decision-making.

• Prerequisites and co-requisites.	-No specific prior course is required. -The microcredential is open to Bachelor's, Master's and Doctoral students and to professionals with an interest in tourism, marketing, business or related fields. -Participants should have sufficient English proficiency to follow lectures, participate in discussions and collaborative activities, and prepare an oral presentation. -Basic digital literacy is expected; no advanced programming or AI expertise is required.
• Number of students that can attend the course.	120

2. CONTACT DETAILS.

• Department.	Business Administration
• Name of Lecturer.	Inna Alexeeva-Alexeev
• E-mail.	inna.alexeeva@unican.es
• Other Lecturers.	Jesús Collado Agudo (UC) Patricia Martínez García de Leaniz (UC) José Luís Mendes Loureiro Abrantes (IPV) Bruno Emanuel Morgado Ferreira (IPV)

3. COURSE CONTENT.

The course explores how marketing, consumer behaviour, digital technologies and data-driven approaches can support smarter and more sustainable tourism destination management. It introduces key challenges affecting contemporary destinations, including overtourism, seasonality, environmental pressures and resident–visitor tensions, and examines how visitor motivations,

attitudes and decision-making can inform more responsible tourism strategies. Participants are introduced to the practical use of generative AI, digital platforms and data-based tools for tourism marketing, communication, destination intelligence and decision-making, while considering the ethical, social and governance implications of their use.

The course also incorporates professional perspectives on AI, data and sustainable visitor experiences. Throughout the microcredential, participants apply the concepts and tools introduced to a real or simulated destination challenge, culminating in the development of a Smart Tourism Action Pack.

4. LEARNING OUTCOMES.

- A fully operational 20-hour synchronous online microcredential, delivered in the first semester of 2026–2027.
- A reusable set of recorded sessions and learning materials for subsequent editions.
- Applied project outputs (Smart Tourism Action Packs) generating tangible, portfolio-worthy work for participants.
- Strengthened UC–IPV academic collaboration in tourism marketing.
- Documented industry engagement through the guest session, opening the door to future company partnerships.

5. OBJECTIVES.

Smart Tourism Marketing Lab is a 20-hour online microcredential delivered in English through synchronous live sessions (all sessions recorded and made available for asynchronous review). It is designed to equip students and professionals with the knowledge, analytical tools and practical skills needed to apply marketing thinking, consumer behaviour frameworks and AI-powered digital tools to the management of sustainable tourism destinations.

6. COURSE ORGANISATION.

UNITS/MODULES

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| 1. | Smart Tourism Destinations: Concepts, Challenges and Stakeholders. |
| 2. | Consumer Behaviour and the Sustainable Tourist. |
| 3. | AI & Digital Tools for Tourism: From Theory to Practice. |
| 4. | Data-Driven Marketing for Sustainable Tourism. |
| 5. | Designing Responsible Visitor Experiences (with industry guests). |
| 6. | Applied Project: Smart Tourism Action Pack. |

LEARNING RESOURCES AND TOOLS

- EUNICE Moodle platform for access to course materials.
- Microsoft Teams for synchronous online sessions.
- Selected academic readings.
- Generative AI tools and selected digital platforms relevant to tourism marketing.
- Data-based exercises and examples.
- Materials and guidance for the development of the final assignment.

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS

Interactive online lectures and guided discussions.
Case-based learning.
Practical activities using generative AI and selected digital tools.
Collaborative group work.
Independent learning activities.

7. ASSESSMENT METHODS, CRITERIA AND PERIOD.

- Applied activities and participation – 30%
- Individual assignment – 20%
- Collaborative group assignment – 50%

OBSERVATIONS.

-Depending on the final number of participants, the format of the collaborative group assignment may be adjusted to ensure its feasibility and alignment with the intended learning outcomes.
-All synchronous sessions will be recorded and made available to enrolled participants for review. However, active participation in the live sessions is strongly encouraged due to the interactive, collaborative and project-based nature of the course.
-Where possible, project teams will include participants from different academic, professional and/or institutional backgrounds in order to foster interdisciplinary and intercultural collaboration. Participation of invited industry professionals is subject to final confirmation.

8. BIBLIOGRAPHY AND TEACHING MATERIALS.

Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). Smart tourism: foundations and developments: U. Gretzel et al. *Electronic markets*, 25(3), 179-188. doi: 10.1007/s12525-015-0196-8.
Koo, C., Shin, S., Gretzel, U., & Xiang, Z. (2025). AI-powered smart tourism 2.0: A 10-year retrospective and updated model. *Electronic Markets*, 35(1), 108. doi: 10.1007/s12525-025-00847-y.
MacInnes, S., Grün, B., & Dolnicar, S. (2022). Habit drives sustainable tourist behaviour. *Annals of Tourism Research*, 92, 103329. doi: 10.1016/j.annals.2021.103329.
Mihalic, T., & Kuščer, K. (2022). Can overtourism be managed? Destination management factors affecting residents' irritation and quality of life. *Tourism Review*, 77(1), 16-34. doi: 10.1108/TR-04-2020-0186.

OECD. (2024). Artificial Intelligence and Tourism: G7/OECD Policy Paper. OECD Tourism Papers, No. 2024/02. OECD Publishing. doi: 10.1787/3f9a4d8d-en.
Zhang, Y., & Prebensen, N. K. (2024). Co-creating with ChatGPT for tourism marketing materials. *Annals of Tourism Research Empirical Insights*, 5(1), 100124. doi: 10.1016/j.annale.2024.100124.

9. OTHER COMMENTS (IF ANY).

Given the rapid evolution of generative AI and digital tourism technologies, the specific tools and practical examples used in the course may be updated before and during each edition in order to ensure relevance and applicability.