

FORTHEM Collective Short-Term Mobility***TOURISM DIGITALIZATION AND SMART TOURISM DESTINATION:******TRANSITION PATHWAY FOR TOURISM***

Organising university: University of València

Location of the event: University of València

Organizers: The Organizing Committee is composed by UV professors Rosa Roig, Carlos Pedrosa, Antoni Seguí, among others, UV staff Carmen Naval. The Academic Committee is composed by UV full professors Enrique Bigné and José M. Pavía, UNIPA professor Stefano de Cantis, among others. Furthermore, other public institutions as *Visit València* or *Turisme València*, as well as big data and tourism companies (TBC) will be involved.

Project description:

Tourism is one of the EU major economic activities with wide-ranging impact on economic growth, employment, and social development. The tourism industry in the EU accounts for 10% of the EU GDP, and around 30 million jobs in 2022.

How can we keep European tourism at the forefront of a global market in a digital world? During one week at the University of Valencia, students with professors and professionals will learn and discuss about the tourism digitalization process in Europe and the [model of smart tourism](#) (click for more information), based on innovation, technology, sustainability, governance and accessibility. The smart destination responds to the new demands and challenges of the digital society, according to the [European smart tourism initiative](#) (click for more information).

This mobility program will introduce students to the **smart tourism destination model** and will provide them international skills and competences for a digital world based on the EU values – such as the respect for the diversity.

The event will gather excellent and motivated students and professors interested on the digital transformation of tourism, coming from different branches due to the transversal nature of tourism activity -economy, social science, data business, etc.- due to its transversal nature: economic, social, environmental, political or ethical, among others.

Would you like to join us next April 2024 in Valencia?

Day by day programme:

Day & date	Morning	Afternoon
Monday, 15th April	Arrival	-17.30h Presentation of STM -18.00h Valencia Smart Destination: European Capital of Smart Tourism in 2022 -19.30h Welcome
Tuesday, 16th April	-10:00 EXTERNAL STAKEHOLDERS(COMPANIES): FORWARD KEYS. <i>New products and services.</i> -11.30h Coffee break	-12:00: ROUND TABLE: <i>Big data as a lever for change in tourism, the smart tourism</i> -13.30: Lunch -14.30h: <i>The digitalization tourist</i> -16.00h: Coffee break -16.30h-18.00h: Towards a future Student Project.
Wed., 17th April	-10:00 <i>A Smart Tourism Destination as a development motor? (socio economic impacts)</i> -11.30 Coffee Break	-12:00: <i>Sustainability of smart tourism. Its 3 dimensions: environmental, social, and economic</i> -13.30 Lunch -15.30: <i>Connecta València: Smart and sustainable tourism territory. A case of public policy for smart tourism destinations.</i>
Thursday, 18th April	-10:00 <i>Culture and Tourism Industry</i> -11:30 Coffee Break	-12:00: <i>Valencia, World Design Capital, and Smart Tourism.</i> -13.30: Lunch -14:30: ROUND TABLE: Governance of a Smart Destination: the key to success
Friday, 19th April	-10:00 <i>Valencia, a Smart Tourism Destination: a model to export</i>	-12:30 Farewell

Eligibility criteria and selection criteria specific to this project:

Study discipline: Bachelor (last year), Master and PhD students of the following study fields: Tourism, Economics, Political Science, Sociology, Statistics, Business Administration and Management, Geography, Management, Marketing, Data Science, Law.

Documentation to be submitted together with the application, which will be evaluated by the Academic Committee:

-One-page CV

-One-page Motivational letter