

# The Future of **Tourism** is **Data-Driven**

Discover one of our programs that are redefining  
the future of tourism and hospitality.

EXECUTIVE EDUCATION PROGRAM

# SMART DESTINATIONS MANAGEMENT

Designed for those who aim to evolve from a traditional destination management approach to data driven, innovative and sustainable leadership, capable of generating long lasting economic, cultural and territorial value.

**Turn data into experiences.**

PARTNERSHIP:



SUPPORT:



KNOW MORE



POWERED BY:

**NOVA Cidade – Urban Analytics Lab**

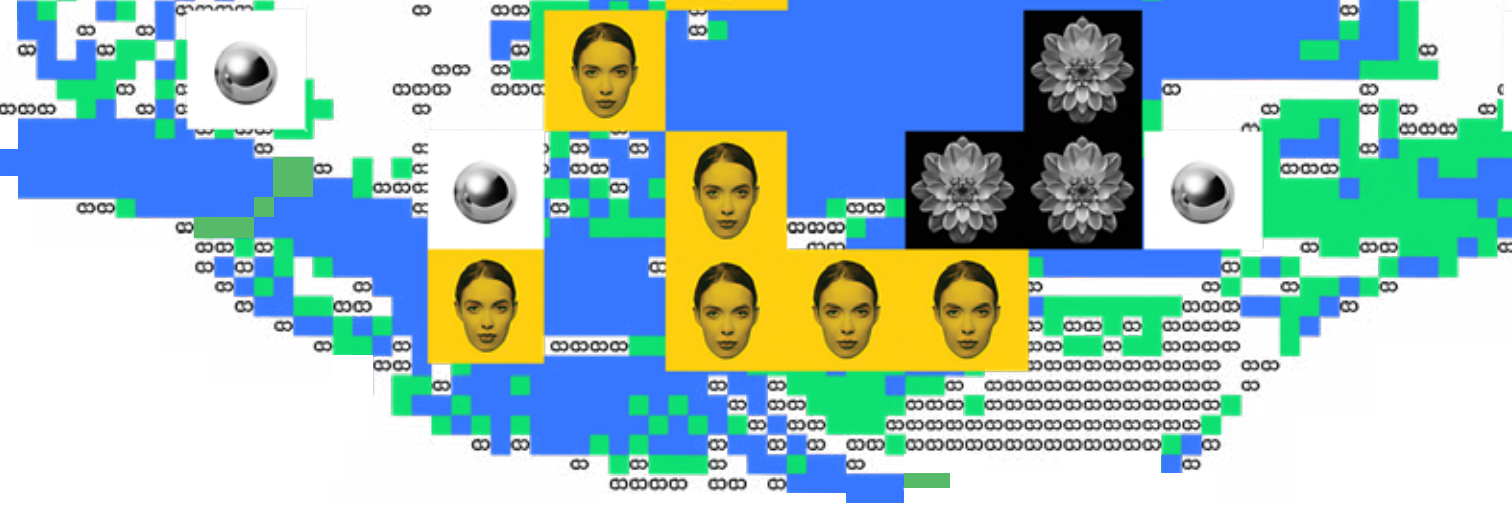
“

Smart destinations are built on intelligence. With this program we empower local tourism authorities with digital transformation and advanced analytics skills to create a new generation of data-driven destinations governance.”

**Miguel de Castro Neto**

Dean of NOVA IMS,  
Founder of NOVA Cidade Urban Analytics Lab,  
Program Coordinator





## Why choose this Program

### **Develop a new way of designing and managing tourist destinations.**

The future of tourism will be led by those who can integrate data, technology, and strategic vision into destination management.

Based on a real case study - Parques de Sintra Monte da Lua (PSML) - this program allows you to develop skills in business intelligence, artificial intelligence, and digital transformation, with direct application to improving the visitor experience, sustainable management, and value creation.

More than just acquiring knowledge, you will learn how to apply it in real-world contexts.

## Impact on your Career

### **Get ready to take an active role in the transformation of tourism and heritage management.**

Develop skills to design and implement smart destination management strategies, support data-driven decisions, and lead innovation initiatives, positioning yourself as a professional capable of transforming destinations based on technology and strategic vision.

The destinations of the future will be managed based on data. This program prepares you to lead that transformation.



# Parques de Sintra

Parques de Sintra has the responsibility to manage the most important natural and cultural values located in the area of the Cultural Landscape of Sintra and in Queluz: the Park and Palace of Pena, the Gardens and the Palace of Monserrate, the Moorish Castle, the Convent of the Capuchos, the Garden and Chalet of the Countess of Edla and, since 2012, the National Palaces of Sintra and Queluz and the Portuguese School of Equestrian Art based at the Gardens of Queluz, with performances and training sessions open to the general public at the Henrique Calado Riding Ring in Belém.



# SMART DESTINATIONS MANAGEMENT

The Executive Program in Smart Destination Management was designed to equip professionals and decision makers from public entities and organizations in the tourism, culture, and heritage sectors to develop and implement intelligent destination management strategies. These strategies are supported by data, technology, and advanced analytical capabilities, enabling the creation of a new paradigm of data driven governance.

Based on a case study recognized nationally and internationally – Parque de Sintra Monte da Lua (PSML) – the program combines real world immersion with advanced thematic modules and a final applied challenge focused on concrete destination management problems. This approach ensures a direct connection between academic knowledge, technological innovation, and practical implementation for participants.

The program offers an integrated view of the main critical areas for planning and intelligently managing tourism and heritage destinations:

- **Smart Governance and Destination Management;**
- **Customer Experience in Tourism Destinations;**
- **Digital Transformation of the Visitor Experience;**
- **Business Intelligence and Artificial Intelligence for Tourism and Heritage.**

The program is structured into three complementary phases: strategic immersion at PSML, specialized thematic modules, and the development of a final applied project with real implementation potential. Throughout the program, these phases are enriched by strategic vision sessions led by industry leaders, promoting skill consolidation, executive networking, and a strong connection between academic knowledge and territorial management practices.

## Take advantage of this opportunity

**30 scholarships covering 50%  
of the total investment.**

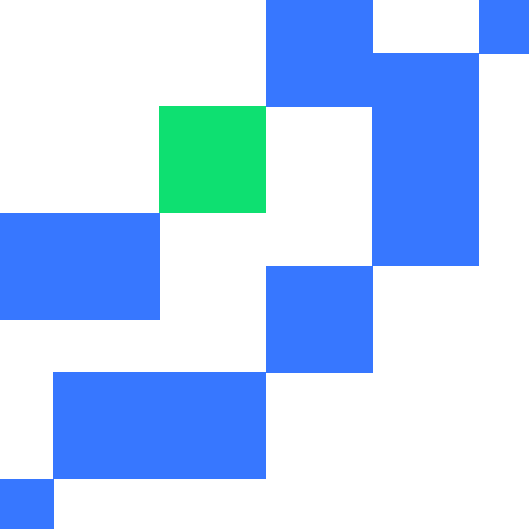
(see conditions on the course page  
on the NOVA IMS website)

Apoio:



Cofinanciado por:





## Target Audience

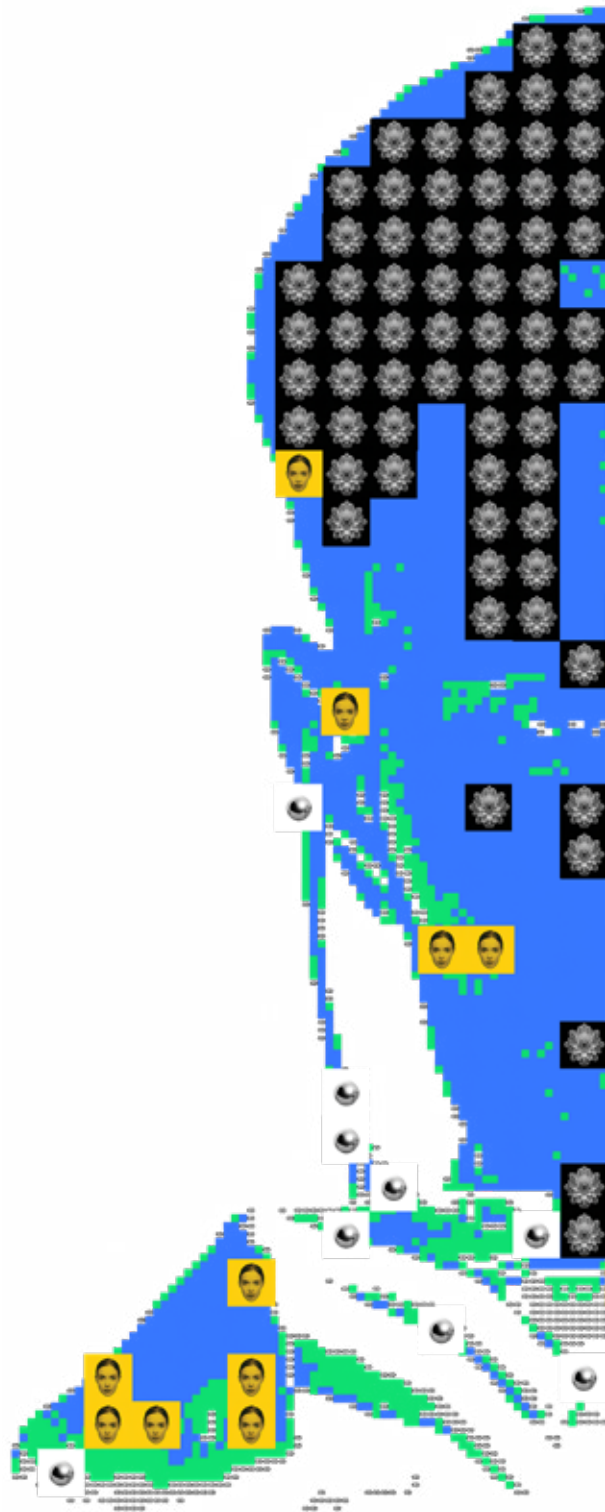
- ⦿ Professionals in tourism, culture, and heritage;
- ⦿ Municipalities and regional entities;
- ⦿ Managers of parks and heritage sites;
- ⦿ Consultants in innovation and sustainability.

## Objective

Enable participants to create, manage, and digitally transform destinations through data, technology, and AI.

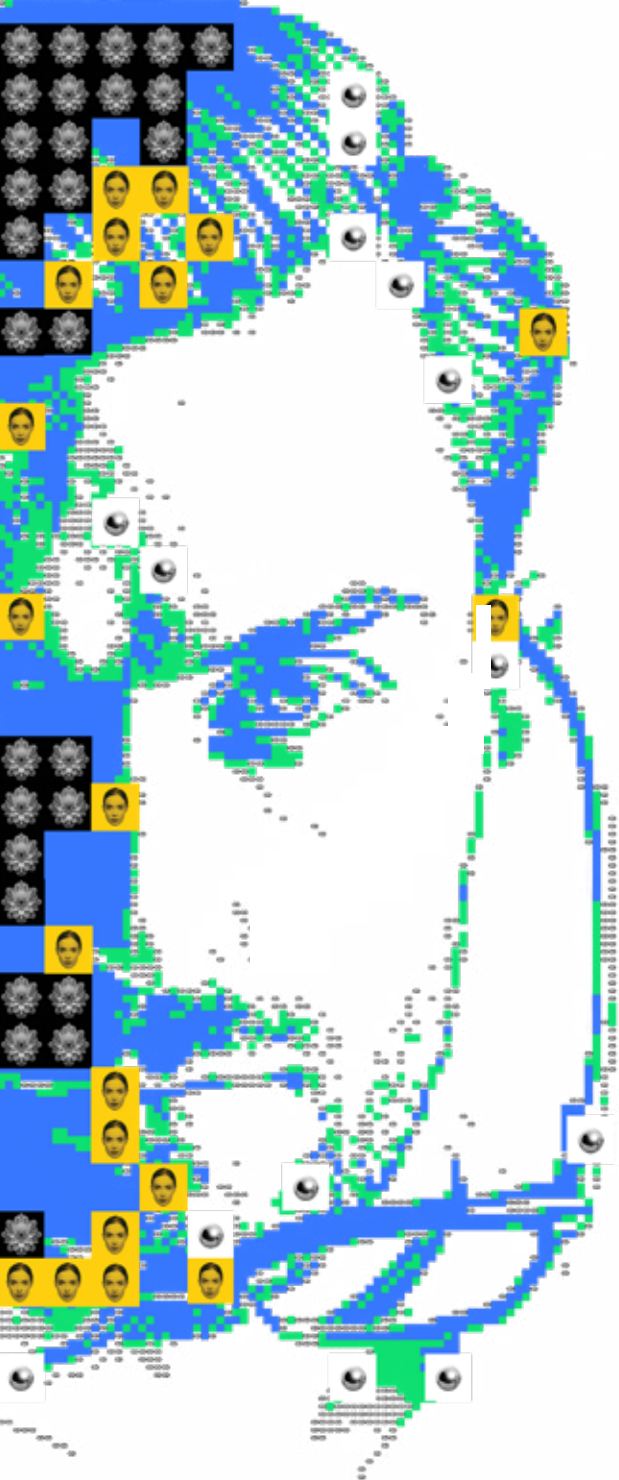
## Structure and Learning Model

- ⦿ **Start in the May 8<sup>th</sup>;**
- ⦿ **Two immersive days at PSML;**
- ⦿ **Specialized modules and applied project,** in a modular format distributed over 6 weeks;
- ⦿ **Flexible learning model using the NOVA IMS Bridge Room,** a unique space in Portugal that provides an equivalent experience for participants attending in person or remotely, depending on their convenience.





LEARN MORE



**NOVAIMS** INFORMATION  
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SCHOOL

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