VNIVERSITAT Ĝ ID VALÈNCIA

COURSE DATA

Data Subject

Code	35126
Name	ICT in tourism
Cycle	Grade
ECTS Credits	6.0
Academic year	2022 - 2023

Study (s)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Faculty of Economics	2	First term
1926 - Double Degree Program Tourism and BMA	Faculty of Economics	2	First term

Subject-matter

Degree	Subject-matter	Character
1317 - Degree in Tourism	21 - ICT for tourism	Obligatory
1926 - Double Degree Program Tourism and BMA	3 - Asignaturas de segundo curso	Obligatory

Coordination

Name	Department
AVILA BALTUILLE, MARIA DEL CARMEN	10 - Economic Analysis
CALVO RAMON, EMILIO	10 - Economic Analysis
GARCIA MESANAT, GREGORIO	10 - Economic Analysis

SUMMARY

This subject, like the subject to which it refers, intends to introduce us to the extraordinary possibilities offered by Information and Communication Technologies (ICT) applied to Tourism.

It is, on the one hand, to introduce the student to the use of the office tool of the Spreadsheet © Microsoft Excel and, on the other hand, to approach the characteristics of the main and new means of distribution and information applied to tourism, such as promotion through websites, booking systems, Social Media, etc. and, on the other hand, to study the effects of the implementation of these new technologies in the sector.

In this sense, the subject is structured in three blocks. The first block, of a theoretical nature, seeks for the student to know what ICT are being used in different areas of tourism. The second block focuses on establishing the fundamental elements of the design of a tourist website, as well as the analysis of Social Media, developing in practical classes. Finally, the third block seeks to familiarize the student with the use of the office tool of the Spreadsheet, and also develops in practical classes.

This subject has links, on the one hand, with **Tourist Marketing**, located in the second semester of the second year, in that the use of new technologies is a very important instrument for the promotion and commercialization of tourist services and, on the other hand, with **Analysis of the Tourist Situation**, located in the first semester of the third course in that it will help the management of the office tool.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

No prerequisite is necessary, but computer and office automation knowledge at the user level is recommended (operating systems, office suites, etc.)

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

1317 - Degree in Tourism

- Use and analyse information and communication technology (ICT) in the different areas of the tourism sector.

- Show creativity.

LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)

1) Knowledge of the fundamentals of Telematic Networks and the Internet.

2) Knowledge of the foundations of the Electronic Markets.

3) Knowledge of the importance of ICTs in the different areas of Tourism.

4) Knowledge of the operation of the CRS-GDS.

5) Knowledge of the technologies applied to tourism promotion and marketing.

6)   Use of the Internet and its different services.

7)   Design and promotion of tourist websites.

DESCRIPTION OF CONTENTS

1. Use of Information and Communication Technologies and Electronic Commerce in T

1.- ICT: Networks, Internet, Electronic Market and
Tourism
2.- The Electronic Distribution in the Tourism Sector.
3.- The Tourism Promotion in Web 2.0.
4.- The Competitive Intelligence in Tourism

2. Web tools applied to Tourism

1- Design of a website applied to the promotion of tourist destinations and companies.
2- The visibility of companies and destinations on the Internet. Calculation of engagement in Social Media.

3. Use of the Excel Spreadsheet applied to Tourism

WORKLOAD

ACTIVITY	Hours	% To be attended
Computer classroom practice	45,00	100
Theory classes	15,00	100
Development of individual work	60,00	0
Study and independent work	10,00	0
Preparation of evaluation activities	10,00	0
Preparation of practical classes and problem	10,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

In the development of the subject there will be **two types of classes, theoretical, for Block 1 and practices, for Blocks 2 and 3**, the latter in computer classroom.

The practical classes in Block 2, which complement the theoretical classes in Block 1, are intended for students to visualize on the Internet the new possibilities of tourism promotion.

The practical classes of Block 3 are designed to familiarize students with the Spreadsheet and its application in tourism.

An important element for teacher-student communication will be the use of the **virtual classroom**, where the teacher will include resources, news, announcements, etc.

EVALUATION

Block 1 (Theory) will have a weight in the final grade of 30%.

In the first call, their grade will consist of a 20% non-recoverable continuous assessment by completing tasks throughout the course in the Virtual Classroom, and 80% with the completion of a final recoverable continuous assessment task.

In the second call, the grade of the non-recoverable continuous evaluation will be maintained (20%) and a new task of continuous recoverable evaluation will be carried out (80%).

Block 2 (Web) will have a weight in the final grade of 30%

In the first call, their grade will consist of a 20% non-recoverable continuous assessment by completing tasks throughout the course in the Virtual Classroom, and 80% with the completion of a final recoverable continuous assessment task.

In the second call, the grade of the non-recoverable continuous evaluation will be maintained (20%) and a new task of continuous recoverable evaluation will be carried out (80%).

Block 3 (Excel) will have a weight in the final grade of 40%.

This block will be evaluated in first and second call by a final test (100%).

REFERENCES

Basic

- Guevara, A. et Al (2009): Sistemas informáticos aplicados al turismo. Ed. Pirámide. Madrid

- Invat-.tur (2014): "Manual Operativo de Redes Sociales para Destinos Turísticos". Disponible en http://www.slideshare.net/invattur/manual-operativo-de-redes-sociales-para-destinos-turisticos-invattur?

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- Invat.tur (2015): Big data: retos y oportunidades para el turismo". Disponible en http://www.slideshare.net/invattur/estudio-big-data-retos-y-oportunidades-para-el-turismo?

- Invat.tur (2015): "Destinos Turísticos Inteligentes". Disponible en http://www.slideshare.net/invattur/manual-operativo-para-la-configuracin-de-destinos-inteligentes?

-Charte, F. (2010): Microsoft Excel 2010 (guía práctica). Ed. Anaya Multimedia. Madrid

Additional

- Turitec (varios años): Congreso Nacional. Turismo y Tecnologías de la Información y las Comunicaciones. Escuela Universitaria de Turismo. Málaga