



Universitat de Lleida

DEGREE CURRICULUM
**NEW TECHNOLOGIES IN
TOURISM**

Coordination: MARTIN FUENTES, EVA

Academic year 2020-21

Subject's general information

Subject name	NEW TECHNOLOGIES IN TOURISM			
Code	102624			
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Tourism	3	COMPULSORY	Attendance-based
	Double bachelor's degree: Degree in Business Administration and Management and Degree in Tourism (ADETUR)	3	COMPULSORY	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA		TEORIA
	Number of credits	2.4		3.6
	Number of groups	1		1
Coordination	MARTIN FUENTES, EVA			
Department	BUSINESS ADMINISTRATION			
Teaching load distribution between lectures and independent student work	40% Lectures 60% Independent student work			
Important information on data processing	Consult this link for more information.			
Language	Catalan teaching 100% Teaching materials in Spanish 100%			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
MARTIN FUENTES, EVA	eva.martin@udl.cat	6	

Subject's extra information

Suggestions

It is advisable to attend class because most of the course will be hands-on lab. Throughout the strategy will be the subject of a tourism enterprise 2.0 invented. In the event that a student wishes to make the strategy a real tourist industry, it is essential and inescapable present an authorization signed original of the head of the company.

Learning objectives

See competences

Competences

University of Lleida strategic competences

- Correctness in oral and written language.

Goals

- Establish the right strategy in relation to the positioning of the company on social networks.
- Know how to present in both written and oral reports and TIC strategies for tourism companies.

- Master Information and Communication Technologies.

Goals

- Understand the main features of virtual collaboration through TIC
- Analyze and utilize information technology and communications (ICT) in various fields of tourism.

Degree-specific competences

- Create and direct a tourist service business which attends and responds to the surroundings in which it operates.

Goals

- Establish the right strategy in relation to the positioning of the company on social networks.
- Understand the importance of CRM to gather information of interest to the organization in order to manage customer relationships.
- Analyze and utilize information technology and communications (TIC) in various fields of tourism.
- Understand the main features of virtual collaboration through TIC

- Undertake the functions tied to the different functional areas of a touristic business and institutions.

Goals

- Understand the importance of CRM to gather information of interest to the organization in order to manage customer relationships.
 - To establish the right strategy in relation to the positioning of the company on social networks.
 - Understand the main features of virtual collaboration through TIC
- Apply instrumental techniques in the analysis and resolution of business problems and the making of decisions.

Goals

- Analyze and utilize information technology and communications (TIC) in various fields of tourism.
- Understand the importance of CRM to gather information of interest to the organization in order to manage customer relationships.

Degree-transversal competences

- Ability to organise and plan.
- Team work and leadership.
- Be able to work and learn in an autonomous way and at the same time adequately interact with others through cooperation and collaboration.

Subject contents

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UNIT 1. The importance of technology in tourist innovation

1.1 Types of innovation

1.2 Provide value to the customer

1.3 Technological innovation in empreseturísticas

UNIT 2. Presence of the tourist industry on the Internet.

2.1 Domains

2.2 Positioning and statistics

2.3 Web

2.4 Blog

UNIT 3. 2.0 Strategies for the promotion of tourism enterprises.

3.1 Social networks (facebook, twitter, linkedin, instagram, tik tok, tourism 2.0, etc.)

3.2 Advertising 2.0

UNIT 4. The future of technology in tourism: Augmented Reality, gamification etc..

4.1 Augmented Reality

4.2 Gamification

4.3 Artificial Intelligence

4.4 Internet of Things

Methodology

La metodologia d'aquesta assignatura és eminentment pràctica. Les bases teòriques que seran necessàries que l'estudiant adquireixi, es realitzaran en classes magistrals utilitzant mètodes participatius, intentant despertar la capacitat de raonament de l'estudiant, tractant temes actuals de discussió i d'anàlisi per promoure el coneixement per comprensió.

Les classes pràctiques constaran també d'estudi de cas, resolució de pràctiques, lectura d'articles científics i conferència d'experts.

Development plan

Dates (setmanes)	Descripció	Activitat presencial	HTP (2) Hores	Activitat treball autònom	
1	La importància de la tecnologia en la innovació turística.	Classe magistral	4	Estudi i cas pràctic	4
2-3-4-5-6	Presència de l'empresa turística a Internet.	Classe magistral Pràctiques a l'aula d'informàtica	20	Estudi Cas pràctic	30
7	Estratègies 2.0 per a la promoció d'empreses turístiques.	Classe magistral Pràctiques a l'aula d'informàtica	4		6
8	Avaluació	Pràctica: estratègia presència empresa a Internet	1		
9-10-11-12-13	Estratègies 2.0 per a la promoció d'empreses turístiques.	Classe magistral Pràctiques a l'aula d'informàtica	20	Estudi Cas pràctic Intervenció crítica	30
14-15	El futur tecnològic en turisme	Classe magistral Exercicis a l'aula d'informàtica i visita	4		6
16-17	Avaluació	Presentació treballs	5		

Evaluation

Objectius	Activitats d'Avaluació criteris	%	Dates	O/V (1)	I/G (2)	Observacions
Entendre els elements fonamentals que han de tenir en compte les organitzacions per aprofitar els avantatges de l'entorn d'Internet.	Test virtual	10	Setmana 5	O	I	
Analitzar i utilitzar les tecnologies de la informació i les comunicacions (TIC) en els diferents àmbits del sector turístic. Correcta expressió oral i escrita.	Assistència i participació activa	20	Durant tot el semestre	O	I	
Entendre els elements fonamentals que han de tenir en compte les organitzacions per aprofitar els avantatges de l'entorn d'Internet.	Pràctica 1: Elaborar la presència d'una empresa turística a Internet (web, blog, analítics, etc.)	25	Setmana 8	O	I	
Conèixer els trets fonamentals de la col·laboració virtual a través de les TIC.	Pràctica 2: Elaborar l'estratègia 2.0 d'una empresa turística	25	Setmana 14	O	I	
Analitzar i utilitzar les tecnologies de la informació i les comunicacions (TIC) en els diferents àmbits del sector turístic.	Test virtual	10	Setmana 15	O	I	
Saber establir l'estratègia adequada en relació amb el posicionament de l'empresa en les xarxes socials. Correcta expressió oral i escrita.	Presentació treball	10	Setmana 16 i 17	O	I	

(1)Obligatòria / Voluntària (2)Individual / Grupal

Clarifications

The student will be able to answer all the tests in Catalan, Spanish or English.

In the event that a student documents documentally their inability to attend scheduled activities in the continuous assessment (for paid work, second or subsequent tuition of the subject, conciliation of work and family life and mobility stays) You may opt for one or more tests of validation of competences and knowledge that are detailed in the teaching guide. This subject will consist of the presentation of Practices 1 and 2 (50% each) that must be delivered on the same dates as the rest of the students of the subject, they will be able to recover these practices with their delivery one week after obtaining the evaluation mark. In addition, students who take advantage of this modality must take the two virtual tests (15% each) on the same day as the rest of the students, but they can do it remotely.

As indicated by the legal adviser of the UdL, this test is subject to the regulations for the evaluation of recovery effects (tests equal to or greater than 30%) and review.

On the website of the Faculty there is the document that must fill the students and deliver to the professor responsible for the subject:

<http://www.fdet.udl.cat/export/sites/Fdet/ca/.galleries/Documents/Secretaria-documents/Sollicitud-davaluaci3n-alternativa.pdf>

The application for this assessment modality must be made before March 1, 2020 with documentary accreditation and, once done, it can not be modified.

In accordance with art. 3.1 of the UdL assessment regulations, the student can not use, in any case, during the conduct of the evaluation tests, means not allowed or fraudulent mechanisms. The student who uses any fraudulent means related to the test and / or carries electronic devices not allowed, will have to abandon the test or the test, and will be subject to the consequences provided in these regulations or any other regulations of internal regime of the UdL.

Bibliography

Recommended bibliography

Aguayo Camacho, M. & Guevara Plaza. A., *Informática Aplicada alTurismo*.

Cavanillas Múgica, S. y otros: *Turismo y comercio electrónico: la promoción y contratación on line de servicios turísticos*

Rincón Córcoles, A. & Plágaro Repollés, J.M. *Turismo virtual : cómo reservar tus vuelos y transportes, conseguir el mejor alojamiento,documentar tus viajes, conocer la opinión de otros viajeros... sin salir de internet*

Benckendorff, P. J., Xiang, Z., & Sheldon, P. J. (2019). *Tourism information technology*. Cabi.

During the semester other readings will be provided.