



Universitat de Lleida

DEGREE CURRICULUM  
**NEW TECHNOLOGIES IN  
TOURISM**

Coordination: MARTIN FUENTES, EVA

Academic year 2023-24

## Subject's general information

<b>Subject name</b>	NEW TECHNOLOGIES IN TOURISM			
<b>Code</b>	102624			
<b>Semester</b>	2nd Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	<b>Degree</b>	<b>Course</b>	<b>Character</b>	<b>Modality</b>
	Bachelor's Degree in Tourism	3	COMPULSORY	Attendance-based
	Double bachelor's degree: Degree in Business Administration and Management and Degree in Tourism	3	COMPULSORY	Attendance-based
<b>Course number of credits (ECTS)</b>	6			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA		TEORIA
	<b>Number of credits</b>	2.4		3.6
	<b>Number of groups</b>	1		1
<b>Coordination</b>	MARTIN FUENTES, EVA			
<b>Department</b>	ECONOMICS AND BUSINESS			
<b>Teaching load distribution between lectures and independent student work</b>	40% Lectures 60% Independent student work			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	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 online 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 decision-making process of organizations in the management of 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 decision-making process of organizations in the management of 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
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- 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 decision-making process of organizations in the management of 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

Topic 1. The importance of the innovation in tourism.

1.1 Types of innovation and technological innovation in tourism companies

1.2 QR codes

Topic 2. Presence of the tourist company in the Internet.

2.1 Dominion

2.2 Positioning and statistics

2.3 Blog

2.4 Web

Topic 3. Strategies 2.0 for the promotion of tourism companies.

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

3.2 Online advertising

Topic 4. New trends

## 4.1 Gamification

## 4.2 Artificial Intelligence

## Methodology

The methodology of this subject is eminently practical. The theoretical bases that will be necessary for the student to acquire, will be carried out in master classes using participatory methods, trying to awaken the student's reasoning ability, dealing with current topics of discussion and analysis to promote knowledge by understanding.

The practical classes will also consist of a case study, internship resolution, reading of scientific articles and an expert conference.

## Development plan

Fechas (semanas)	Descripción	Actividad presencial	HTP (2) Horas	Actividad trabajo autónomo	Horas
1	La importancia de la innovación en turismo. Inteligencia artificial	Clase magistral	4	Estudio y caso práctico	4
2	Codis QR	Clase magistral	4	Estudio y caso práctico	4
3	Presencia de la empresa turística en Internet	Clase magistral Prácticas en el aula de informática	4	Estudio y caso práctico	6
4	Presencia de la empresa turística en Internet. La importancia de la innovación en turismo.	Clase magistral Prácticas en el aula	4	Estudio y caso práctico	6
5-6	Presencia de la empresa turística en Internet. Nuevas tendencias en turismo: Gamificación	Clase magistral Prácticas en el aula de informática	8	Estudio y caso práctico	12
7	Presencia de la empresa turística en Internet. Nuevas tendencias en turismo: Gamificación	Clase magistral Prácticas en el aula	4	Caso práctico	6
8	Evaluación	Práctica: Presencia de la empresa turística en Internet	1		
10	Estrategias online para la promoción de empresas turísticas.	Clase magistral Prácticas en el aula de informática	4	Estudio y caso práctico Intervención crítica	6
11	Estrategias 2.0 para la promoción de empresas turísticas. Nuevas tendencias en turismo: Gamificación	Clase magistral Prácticas en el aula de informática	8	Estudio y caso práctico	12

Fechas (semanas)	Descripción	Actividad presencial	HTP (2) Horas	Actividad trabajo autónomo	Horas
12-13	Estrategias online para la promoción de empresas turísticas.	Clase magistral Prácticas en el aula de informática	8	Estudio y caso práctico Intervención crítica	12
14	Nuevas tendencias en turismo	Clase magistral	4	Estudio y caso práctico	
15	Evaluación	Test virtual Práctica 2: Estrategias online para la promoción de empresas turísticas.	4		6

## Evaluation

Goals	Assessment Activities. Criteria	%	Dates	O/V (1)	I/G (2)	Observations
Understand the key elements that organizations need to consider in order to reap the benefits of the Internet environment.	Virtual test	5	Week 5	O	I	
Analyze and use information and communication technologies (ICT) in different areas of the tourism sector. Correct oral and written expression.	Assistance and active participation	10	All semester	O	I	
Understand the key elements that organizations need to consider in order to reap the benefits of the Internet environment.	Practice 1: Develop the presence of a tourism company on the Internet (web, blog, analytics, etc.)	20	Week 8	O	I	
Understand the fundamental features of virtual collaboration through ICT. Understand the decision-making process of organizations in the management of customer relations Correct oral and written expression.	Practice 2: Develop a tourism company's online strategy	20	Week 15	O	I	

Goals	Assessment Activities. Criteria	%	Dates	O/V (1)	I/G (2)	Observations
Understand the fundamental features of virtual collaboration through ICT. Analyze and use information and communication technologies (ICT) in different areas of the tourism sector.	Team work Scape Room in Seu Vella	20	Weeks 5, 7 and 11	O	G	
Analyze and use information and communication technologies (ICT) in different areas of the tourism sector.	Virtual test	5	Week 15	O	I	
Understand the fundamental features of virtual collaboration through ICT. Analyze and use information and communication technologies (ICT) in different areas of the tourism sector.	Practice: Artificial Intelligence	20	Week 15	O	G	

(1)Mandatory (O) / Voluntary (V)      (2)Individual / Grupal

## Plagiarism

Article 9 of the Assessment Regulations states that the student cannot use unauthorized means or fraudulent mechanisms during the assessment activities. The student who uses any fraudulent means related to the test and/or carries unauthorized electronic devices, will be subject to the consequences provided for in these regulations or in any internal regulations of the UdL.

Article 43 of the UdL Coexistence Regulations describes the applicable sanctions, which include, among others and depending on the seriousness of the fault, the loss of the right to be assessed for the subject, the loss of registration of one semester or one year or expulsion for up to three years.

## 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 and the gaming practice (30% 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 (5% 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 20, current year with documentary accreditation and, once done, it can not be modified.

## Bibliography

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

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

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.

Sicilia, M., Palazón, M., López, I., & López, M. (2021). *Marketing en redes sociales*. ESIC Editorial.

Xu, F., Weber, J., & Buhalis, D. (2013). Gamification in tourism. In *Information and Communication Technologies in Tourism 2014: Proceedings of the International Conference in Dublin, Ireland, January 21-24, 2014* (pp. 525-537). Springer International Publishing.

Durant el quadrimestre es facilitaran altres lectures.