Universitat de Lleida

DEGREE CURRICULUM
NEW TRENDS IN TOURISM

Coordination: MARTIN FUENTES, EVA

Academic year 2023-24

Subject's general information

Subject name	NEW TRENDS IN TOURISM
Code	14287
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION

Typology	Degree	Course	Character	Modality
	Master's Degree in Social Media Marketing	1	OPTIONAL	Virtual learning

Course number of credits (ECTS)	6

Type of activity, credits, and groups	Activity type	PRAULA	TEORIA
	Number of credits	3.5	2.5
	Number of groups	1	1

Coordination	MARTIN FUENTES, EVA
Department	ECONOMICS AND BUSINESS
Teaching load distribution between lectures and independent student work	10% Lectures (15 hours) 90% Independent student work (135 hours)
Important information on data processing	Consult this link for more information.
Language	90% Spanish 10% English
Distribution of credits	Eva Martin Fuentes 4,5 Fabián González 1,5

NEW TRENDS IN TOURISM 2023-24

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
GONZÁLEZ CHECA, FABIÁN	fabian.gonzalez.checa@gmail.com	1,5	
MARTIN FUENTES, EVA	eva.martin@udl.cat	4,5	

Subject's extra information

The subject of New trends in tourism is framed in the optional module of electronic Tourism, along with the subjects of "Communication strategies and online promotion in tourism" and "Advanced tourist information systems"

This subject will affect new trends and technological developments applied to tourism, and especially in the smart management of destinations (Smart tourism and smart destinations), as well as in the identification and knowledge of current research topics in electronic tourism and marketing of social media in tourism.

Classes will be taught by Mr Fabián González.

Learning objectives

- Knowing the current life cycle of travel, and how the user behaves in each of them, is essential to consider any marketing strategy.
- If we know where we come from, we can predict where we are going and what technologies will have a significant impact on our sector.
- Being up to date with what is coming, or may be coming, makes us more prepared when it comes to proposing medium-term strategies.
- The mobile as a device and as a channel has a great influence on most travel processes. Knowing its potential and applications will be the basis of strategies in the immediate future.
- Understand and know how to apply the latest destination management techniques
- Be able to conceptualize and develop smart tourist destinations.

Competences

COMPETENCES

Basics

CB1 Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context
CB2 Know how to apply the knowledge acquired and have the ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study
CB3 Being able to integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments
CB4 Know how to communicate their conclusions –and the knowledge and ultimate reasons that support them– to specialized and non-specialized audiences in a clear and unambiguous way
 CB5 Possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous

General

CG1 Analyze and synthesize ideas, data and content
CG2 Organize and plan resources and people
CG3 Teamwork and lead
CG4 Reasoning and evaluating critically
CG5 Ensure quality
CG6 Work and learn independently
CG7 Apply knowledge to practice
CG8 Make strategic decisions that take into account specific economic, cultural, social and political conditions.
CG9 Express oneself correctly orally and in writing
CG10 Mastering a foreign language
CG11 Mastering ICT
CG12 Respect fundamental rights

Specific

CE2 Optimize products, services, management, and marketing carried out by companies and organizations through social media.
CE6 Identify and evaluate customer needs and demands to make social media marketing decisions.

Subject contents

1. The journey cycle: from inspiration to transaction

2. The current traveler.

3. The mobile at the center of the processes

4. The fourth digital revolution in tourism

5. Trends in tourism.

6. Latest developments and destination management techniques (smart tourism destinations).

Methodology

The theoretical lectures will be combined with the practical classes to work all the content in a complete way.

In addition, different activities are proposed to develop the student's autonomous work applying everything explained in class and worked outside the classroom (both individually and in groups).

Evaluation

Evaluation systems	%
Project 1	29%
Project 2	29%
Project 3	29%
Oral presentation of the project 3	13%

Bibliography

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

More bibliography will be given during the academic year