

## 29116 - IT for Tourism

### Syllabus Information

**Academic Year:** 2019/20

**Subject:** 29116 - IT for Tourism

**Faculty / School:** 177 -

**Degree:** 445 - Degree in Tourism

**ECTS:** 6.0

**Year:** 2

**Semester:** First semester

**Subject Type:** Compulsory

**Module:** ---

#### 1.General information

##### 1.1.Aims of the course

##### 1.2.Context and importance of this course in the degree

##### 1.3.Recommendations to take this course

#### 2.Learning goals

##### 2.1.Competences

##### 2.2.Learning goals

##### 2.3.Importance of learning goals

#### 3.Assessment (1st and 2nd call)

##### 3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

#### 4.Methodology, learning tasks, syllabus and resources

##### 4.1.Methodological overview

The learning process that has been designed for this subject is based on the following:

The present subject of Computer science applied to tourism is conceived as a unique set of contents, worked out under three fundamental and complementary forms: the theoretical concepts of each didactic unit, the resolution of problems or questions and the practices, supported in turn by another series of activities.

#### **Methodology**

##### **Theoretical classes**

Exhibitive classes by the teacher (theoretical supports of the subject) and participative classes by the students.

##### **Practical classes**

The teacher solves problems or practical cases for illustrative purposes.

Individual and/or group activities.

Realization of internships and projects, either individually or in groups.

##### **Tutorials**

Monitoring of learning in which the teacher meets individually or in groups with the students to guide their autonomous work.

Protection of directed work or work that requires a very high degree of advice from the teacher.

Resolution of students' doubts during the semester.

Such tutorials may be face-to-face or virtual.

### **Individual work**

Individual dedication of the student to the study of the subject and preparation of internships and projects.

### **Exam**

Presentation of projects and practices.

## **4.2.Learning tasks**

The program that the student is offered to help you achieve the expected results includes the following activities ...

### **Face generic activities**

#### Theoretical classes

The theoretical concepts of the subject will be explained and illustrative practical examples will be developed to support the theory when it seems necessary.

#### Practical classes

Problems and case studies to complement the theoretical concepts studied will be made.

Focused on the introduction and / or deepening of certain items included in the planning of the course.

### **Not face generic activities**

Study and assimilation of the theory presented in the theoretical and master classes.

Understanding and assimilation of problems and solved in practical classes practical cases.

Preparation of problems, solving proposed problems, etc.

Preparation of group practices, development of scripts and reports.

Preparation of the written tests of continuous assessment and final examinations.

### **Tutored autonomous activities**

Seminars and tutorials

Reinforcement activities

## **4.3.Syllabus**

### **Part I. Tools online**

Free Software and Open Source

Introduction to intellectual property and data privacy

Google. Tools and searches

Management tools and presentations

### **Part II. web technology**

Concepts and terminology web

Introduction to Web servers

WordPress:

Content Management Systems: the CMS WordPress

File and directory structure

themes

Plugins and widgets

Introduction to SEO and search engine optimization

Online marketing tools: Google Analytics and Google Adwords

Social networks applied to the tourism sector:

Professional profiles on Facebook, Twitter and Pinterest

LinkedIn personal profile as professional

### **Part III. Relational Databases**

Introduction to databases

The relational model

## **4.4.Course planning and calendar**

The calendar will be established by the teacher who will inform the students in advance both in the classroom and on the Moodle platform.

## Activities

In order to achieve the learning outcomes, the following activities will be developed:

### Generic presential activities

#### Theoretical classes

The theoretical concepts of the subject will be explained and illustrative practical examples will be developed to support the theory when necessary.

#### Practical classes

Problems and practical cases will be carried out as a complement to the theoretical concepts studied.

### Generic non-presential activities

- Study and assimilation of the theory presented in the master classes.
- Understanding and assimilation of problems and practical cases solved in practical classes.
- Preparation of seminars, resolution of proposed problems, etc.
- Preparation of laboratory practices, scripts and reports.
- Preparation for the written tests of continuous evaluation and final exams.

### Tutored autonomous activities

Although they will have a face-to-face character, they have been taken into account due to their idiosyncrasy, and will be mainly focused on seminars and tutorials under the supervision of the teacher.

### Reinforcement activities

Of a markedly non-presential nature, through a virtual teaching portal (Moodle), various activities will be conducted to reinforce the basic contents of the subject. These activities may or may not be personalised, and their performance may be monitored through the programme.

### Key dates of the course

The weekly schedule of the course will be the one established at the beginning of the academic year by the sub-directorate of academic order and will be published on the centre's website.

Similarly, exam dates will be published at the beginning of the course on the centre's website.

## 4.5. Bibliography and recommended resources