

## 29152 - ICT applied to Tourism

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 29152 - ICT applied to Tourism

**Faculty / School:** 177 - Escuela Universitaria de Turismo

**Degree:** 616 - Degree in Tourism

**ECTS:** 6.0

**Year:** 1

**Semester:** First semester

**Subject type:** Compulsory

**Module:**

### 1. General information

To provide the student with the necessary knowledge to use the usual computer tools

Handle software commonly used in tourist establishments.

To introduce the student to the creation of tourism websites.

To initiate the student in the realization of e-commerce web sites.

Carry out individual or team projects for the creation of new technology projects applied to tourism.

These approaches and goals are aligned with the following Sustainable Development Goals (SDGs): Goal 5: Gender equality

Goal 8: Decent Work and Economic Growth

Goal 9: Innovation

Goal 16: Peace, Justice and Strong Institutions

### 2. Learning results

- Know the principles and potential of Information and Communication Technologies (ICT) and their application in tourism destinations and companies.

- User-level ICT applied to tourism promotion and marketing (main commercial web portals and reservation management systems).

- Obtain skills in the main office automation and graphic design tools oriented to their use in the tourism field.

- Enhance skills in layout and design of digital documents and commercial products.

- Implement a simple professional or commercial website with data management.

- They will also learn about the disadvantages of new technologies in terms of social, labor and environmental impact.

### 3. Syllabus

#### Part I. Online tools

1. Access to university software and communication systems
2. Moodle
3. Microsoft Software
4. Academic work.
5. Other complementary tools

#### Part II. >ICTs in business management

1. Examples of the use of ICTs in tourism
2. PMS Hotel. Management in lodging.
3. Hotel reservation and control systems.

#### Part III. Web technology

1. Web concepts and terminology

2. Introduction to web servers
3. WordPress:
  - Content Management Systems: the WordPress CMS
  - Topics
  - Plugins and widgets
4. Introduction to SEO and search engine optimization
5. eCommerce: Online Store

## 4. Academic activities

### Generic face-to-face activities

#### Theoretical classes

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

#### Practical classes

Problems and case studies will be carried out as a complement to the theoretical concepts studied.

### Generic non face-to-face activities

- Study and assimilation of the theory presented.
- Understanding and assimilation of solved problems and case studies.
- Preparation of internships, preparation of the corresponding scripts and reports.

### Tutored autonomous activities

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

## 5. Assessment system

### First call

#### Continuous Assessment

Active student participation is required.

The student will carry out in the term indicated by the professor the practices that are indicated. All of them will appear in Moodle, but should be done in the computer classroom, at least for the most part if possible.

Each practical is assessed from 1 to 10 and the final grade is the average of all of them, although the weighting of each practical in the grade may be different depending on its difficulty or the work required.

#### Global Assessment

The student must opt for this modality when, for justified reasons, he/she cannot adapt to the pace of work required in the continuous evaluation system, has failed or would like to raise his/her grade after having participated in this methodology assessment.

As in the previous assessment methodology, the overall final assessment test must aim to check whether the learning results have been achieved, as well as to contribute to the acquisition of the different competences, and must be carried out by means of more objective activities if possible.

At least one internship will be carried out by the students during the semester. 40% of the grade.

A complete web project of tourist interest similar to the one carried out during the semester will be developed. 60% of the grade.

### Second call

It can only be passed by means of a Global Assessment, with the same criteria as in the first call.