

## 61938 - Advanced Information Management Techniques

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 61938 - Advanced Information Management Techniques

**Faculty / School:** 228 - Facultad de Empresa y Gestión Pública

**Degree:** 471 - Master's in Tourism Management and Planning

**ECTS:** 9.0

**Year:** 1

**Semester:** First semester

**Subject type:** Compulsory

**Module:**

### 1. General information

This subject has a fundamental objective: to help students develop a series of skills for the search and collection of information, the use of the necessary computer tools and the handling of the main techniques of social research in order to support the decision-making processes that will be essential for them in their profession. In addition, the same skills are very useful for the training of students since they will enable them to search for and gather information for their academic development when carrying out individual work (such as their master's final project) or group work.

### 2. Learning results

These approaches and objectives are aligned with some of the Sustainable Development Goals, SDGs, of the 2030 Agenda (<https://www.un.org/sustainabledevelopment/es/>) and certain specific targets, contributing to some extent to their achievement. Specifically:

*Goal 4: Ensure Inclusive, Equitable, and Quality Education and Promote Lifelong Learning Opportunities for All*

- Objective 4.7. By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.

*Goal 8: Promote Inclusive and Sustainable Economic Growth, Employment and Decent Work for All*

- Goal 8.2. Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors.
- Goal 8.4. Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-Year Framework of Programmes on Sustainable Consumption and Production, with developed countries taking the lead.
- Target 8.9. By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.

### 3. Syllabus

Regarding the part related to information sources and assigned to the Library and Information Science Area:

- 1- Sources of information and decision making.
- 2- Documentary supports and new information technologies.
- 3- Internet information search tools.
- 4- Knowledge and use of information sources and databases related to personal and institutional information.
- 5- Knowledge and use of information sources and databases related to scientific-technical information.
- 6- Knowledge and use of information sources and databases related to statistical information.
- 7- Knowledge and use of information sources and databases related to legal information.

Regarding the part related to social research techniques and assigned to the Sociology Area:

1. Introduction to social research: phases and stages of research  
Social research in the field of tourism: research and experiences
2. Qualitative techniques for data collection
  - 2.1. The focus groups

Regarding the part related to new digital trends and social networks in the tourism sector:

1. Introduction to information management in social media

- 1.1. Social networks in the tourism sector
  - 1.2. The social traveller
  - 2. Transfer of information between consumers in social networks: Electronic word-of-mouth.
    - 2.1. Importance of e-WOM
    - 2.2. Influence of e-WOM
- New digital trends in the tourism sector

#### 4. Academic activities

Regarding the part related to information sources and assigned to the Library and Information Science Area:

1. Exposition of the theoretical contents including the full topics available in the ADD (Anillo Digital Docente).
2. Vision and analysis of the characteristics of the information sources that appear in the theoretical contents in a practical way in the computer classroom. The teacher will explain the characteristics and search processes for each of the sources of information that will be covered in the subject.
3. Production of works that involve information search in each of the sources of information that are progressively taught as a way of exemplifying.

Regarding the part related to social research techniques and assigned to the Sociology Area:

1. Participative lectures that will provide the necessary theoretical knowledge.
2. Talks and expositions by professionals and researchers related to the tourism sector and to social research.
3. Practices related to the contents explained in class. Focus group technique.

Regarding the part related to new digital trends and social networks in the tourism sector:

1. Participative lectures that will provide the necessary theoretical knowledge, including practical examples that help to understand and apply the concepts studied.
2. Solving and presentation of problems and case studies, preparation and presentation of papers, discussion of current issues, commentary on readings and interactive activities. These activities can be carried out both inside and outside the classroom, as well as individually and/or in groups.
3. Tutorial activities: students' work can be supervised and/or doubts about the theoretical and practical content of the course can be clarified.
4. Independent work: includes activities such as studying theoretical and practical content, solving group tasks, finding and analysing information, etc.
5. Assessment activities are already described above.

#### 5. Assessment system

##### 5. Assessment system

The student must demonstrate achievement of the intended learning results through the following assessment activities:

Continuous assessment option(only in first call):

1. In relation to the part related to sources of information, class participation and the completion of some practical exercises will be taken into account. On a voluntary basis and with the aim of obtaining a higher grade, students may carry out a documentary compilation on a specific topic, for which they will have to search the databases mentioned in the syllabus. This documentary work should be carried out as if the student were looking for information to write a Master's thesis: the scientific-technical bibliographical information (books and scientific journal articles) available on the chosen topic, the statistical information (if there is statistical information on the topic) and the legal information on the topic. The teacher will upload a Moodle file with the Instructions for the completion of this documentary information gathering work. This documentary compilation work must be handed in on the last day of class with the teacher Mikelarena (33% of the final grade of the subject).
2. In relation to the part of social research techniques, participation in the classes and in the sessions held by the professionals invited will be taken into account. Some practical exercises related to the focus group technique will be carried out. The work will be written in the face-to-face and non-face-to-face classes by the student with the advice of the teaching staff throughout the teaching period of the subject. 33% of the grade.
3. Regarding the part related to new digital trends and social networks in the tourism sector, students must solve in class and in groups a series of assignments and case studies proposed by the teacher, as well as take an individual exam (which may combine open-ended questions and multiple-choice questions) on all the theoretical and practical content covered in the subject. 33% of the grade.

Each of the parts will be graded out of 10. In order to pass the subject, it is necessary to obtain a minimum of 5 points out of 10 in each of the 3 parts of the subject. Students who reach this minimum grade only in some of the parts by the continuous assessment method, will not be required to answer the questions about them in the comprehensive exam, either in the first and second call (for those students who do not pass the subject in the first call).

Global assessment option:

In the first call, students who do not opt for continuous assessment, do not pass the subject through continuous assessment or who wish to improve their grade are entitled to take the global test consisting of a written test to be held on the dates indicated

in the calendar approved by the centre. The test will deal with the contents of the subject, both theoretical and practical. 100% of the grade. In the second call, all students who have not passed the subject previously must follow this assessment method.

In any case, for those students who do NOT pass all parts of the subject, the final grade will be the grade of the part or parts still to be passed.

NOTE: it is foreseen for these tests to be carried out in person. However, if health circumstances so require, they may be carried out on a blended or online basis. In the case of online assessment, it is important to note that, for any test, the student may be recorded, being able to exercise their rights through the procedure shown on:

[https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia\\_reducida.pdf](https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia_reducida.pdf)

The necessary software will be used to check the originality of the activities carried out. The detection of plagiarism or copying in an activity will result in a grade of 0 points for that activity.