

## 61938 - Advanced Information Management Techniques

### Syllabus Information

**Academic year:** 2024/25

**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 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

At the end of the course, students will be able to:

- Identify and select sources of information relevant to the tourism sector.
- Apply advanced information search and retrieval techniques.
- Analyse quantitative and qualitative data using statistical tools and specialised software.
- Interpret the results of social research and apply them to decision-making in the tourism sector.
- Understand new digital trends and their impact on the tourism sector.
- Use social networks as tourism marketing and communication tools.
- Develop digital marketing strategies for tourism destinations, products, and services.

### 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.

Concerning the part relating to social research techniques and assigned to the Sociology Area:

1. Introduction to social research: phases and stages of research.
2. Social research in the field of tourism: research and experiences
3. The qualitative method of research applied to tourism
  1. Qualitative techniques of information collection
  2. Qualitative analysis of the results from the application of qualitative techniques
  3. Qualitative research models

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

1. Introduction to information management in social media
  1. Social networks in the tourism sector
  2. The social traveller
2. Transfer of information between consumers in social networks: Electronic word-of-mouth.

1. Importance of e-WOM
2. Influence of e-WOM
3. New digital trends in the tourism sector

#### 4. Academic activities

Part related to information sources (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.

Part related to social research techniques (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 social research.
3. Practices related to the contents explained in class. Focus group technique.

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 presenting 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.

All the activities described above are complemented with tutoring activities (to supervise the work done by students and/or clarify doubts about the theoretical and practical contents of the course), independent work (study activities, group work resolution, search and analysis of information, among others) and the evaluation activities described in section 5.

#### 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, the practical exercises proposed in the classes and the interaction with the professionals attending the classes will be taken into account. Three theoretical-practical exercises related to qualitative research techniques will be carried out. Theoretical-practical exercises will be developed in face-to-face and non-face classes by the students with the advice of the teaching staff throughout the period in which the subject is taught. This part accounts for 33% of the evaluation.
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. 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 or 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.

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.

## 6. Sustainable Development Goals

- 4 - Quality Education
- 8 - Decent Work and Economic Growth
- 11 - Sustainable Cities and Communities