

Academic Year/course: 2020/21

29152 - ICT applied to Tourism

Syllabus Information

Academic Year: 2020/21

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

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 Information and Communication Technology (ICT) and Computer Science applied to tourism is conceived as a unique set of contents, worked 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

Lecture

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

Practice session

The teacher solves problems or case studies for illustrative purposes.

Individual and/or group activities.

Implementation of practices and projects, either individually or in groups.

Tutorials

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

Guided work or work that requires a very high level of advice from the teacher.

Resolution of students' doubts during the semester.

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

Autonomous work

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

Assessment

Presentation of projects and internships.

4.2. Learning tasks

The program offered to the student to help him/her achieve the expected results includes the following activities:

Generic face-to-face activities

Theory session

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

Practice session

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 exposed in the theoretical and master classes.

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

Preparation of problem classes, solving of proposed problems, etc.

Preparation of group practices, preparation of the corresponding scripts and reports.

Preparation of written tests for continuous assessment and final examinations.

Autonomous tutored work.

Although they will have more of a face-to-face character, they have been taken into account partly because of their idiosyncrasy

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 directed to reinforce the basic contents of the subject. These activities may be personalized or not, and their execution will be controlled through the portal.

4.3. Syllabus

Part I. Online tools

Access to the university's software and communication systems

Moodle

Microsoft Software

Google Software

Other complementary tools

Part II. >ICTs in business management

Examples of ICT use in tourism

Hotel PMS. The management in accommodations.

Reservation and control systems in a hotel.

Part III. Web technology

Web concepts and terminology

Introduction to web servers

WordPress:

Content Management Systems: the WordPress CMS

File and directory structure

Topics

Plugins and widgets

Introduction to SEO and Search Engine Optimization

Online marketing tools: Google Analytics and Google Adwords

4.4. Course planning and calendar

4.5. Bibliography and recommended resources