

29172 - ICT and Data Analysis in the Tourist Company

Syllabus Information

Academic year: 2023/24

Subject: 29172 - ICT and Data Analysis in the Tourist Company

Faculty / School: 177 - Escuela Universitaria de Turismo

Degree: 616 - Degree in Tourism

ECTS: 6.0

Year: 4

Semester: First semester

Subject type: Compulsory

Module:

1. General information

Students will learn about and manage the new digital technologies applied to tourism, delving into those applied in the *front-office* and *back-office* of the tourism company (reservation systems, purchasing, advertising, financial analysis, etc.).

{With an eminently applied profile, the subject will provide students with the necessary skills to select, compile, standardise, manage and consult databases specific to the tourism sector, as well as to start programming and developing web spaces and simple tourism mobile applications.}

These approaches and goals are aligned with the following Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>), so that the acquisition of the subject learning results provides training and competence to contribute to some extent to the achievement of Target 8. 2, 9.4, 9.7, and 9.8 by its support to significantly increase ICT knowledge thereby contributing to the sustainability and economic productivity of the sector.

2. Learning results

- Model a database problem, translate it to a relational model and implement it on the computer
- Solve queries according to the relational model of databases in database management systems and specific software for tourism companies.
- Implement a graphical database interface including menus, queries, reports and forms.
- Obtain basic skills in programming and development of web spaces and simple tourist mobile applications.
- To learn about the latest technological innovations applied to tourism destinations and companies.

3. Syllabus

- Unit 1. ICT and data analysis: digitization and tourism intelligence.
- Unit 2. Information management in tourism environments: Database design and Data Analytics.
- Unit 3. Generation of queries, forms and reports in database management systems.
- Unit 4. Import and processing of data in Reservation Management Systems.
- Unit 5. Initiation to the development of web spaces and tourist applications.
- Unit 6. Avant-garde and technological innovation applied to tourism: From Augmented Reality to Intelligence Artificial (Case Studies).

4. Academic activities

Attendance to theoretical classes: 30 hours

Attendance to practical classes: 30 hours

Attendance to tutorials: 5 hours

Conducting examinations: 10 hours

Autonomous work of students (preparation of theoretical and practical classes): 75 hours

5. Assessment system

Activities	Continuous Assessment	Global assessment
Individual written test	60%	70%
Student participation	10%	

Student Portfolio	30%	30%
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The student must obtain a minimum of 4 (out of 10) on all theoretical or practical tests in order to be able to average (If the student does not achieve a 4 in any of the parts, he/she will never obtain more than a 4 in the final average).

Assessment criteria for continuous and global evaluation: Clarity and order in writing, assimilation of concepts, handling of techniques used in class, participation and ability to issue opinions and conclusions, good presentation and layout of results.

Important: The originality of the contents is required (plagiarism or intellectual non-originality of any test of theoretical or practical evaluation will result in the failure of the subject)