# 29116 - IT for Tourism

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| **Academic Year** | 2016/17 |
| **Academic center** | 177 - Escuela Universitaria de Turismo |
| **Degree** | 445 - Degree in Tourism |
| **ECTS** | 6.0 |
| **Course** | 2 |
| **Period** | First semester |
| **Subject Type** | Compulsory |
| **Module** | --- |

# 1.Basic info

## 1.1.Recommendations to take this course

## 1.2.Activities and key dates for the course

# 2.Initiation

## 2.1.Learning outcomes that define the subject

## 2.2.Introduction

# 3.Context and competences

## 3.1.Goals

## 3.2.Context and meaning of the subject in the degree

## 3.3.Competences

## 3.4.Importance of learning outcomes

# 4.Evaluation

# 5.Activities and resources

## 5.1.General methodological presentation

**Methodology**

Theoretical classes

Lectures by the teacher (theoretical support of the subject) and participatory by students.
Practical classes

Professor solves problems or case studies for illustrative purposes.
Individual activities and / or group.


Practicals and projects, either individually or in groups.
Tutorials


Visits to sites which are related to tourism and new technologies interest.
Expert talks


Exhibits on a particular topic related to the course. Given either by the teacher or invited professional sector.
Individual work


Exam


Written test and presentation of projects and practices.

## 5.2.Learning activities

The program that the student is offered to help you achieve the expected results includes the following activities ...


**Face generic activities**


Theoretical classes


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


Problems and case studies to complement the theoretical concepts studied will be made.
Expert talks


Focused on the introduction and / or deepening of certain items included in the planning of the course.


**Not face generic activities**


Study and assimilation of the theory presented in the theoretical and master classes.
Understanding and assimilation of problems and solved in practical classes practical cases.
Preparation of problems, solving proposed problems, etc.
Preparation of group practices, development of scripts and reports.
Preparation of the written tests of continuous assessment and final examinations.


**Tutored autonomous activities**

Seminars and tutorials
Reinforcement activities

## 5.3.Program

**Part I. Tools online**

Free Software and Open Source
Introduction to intellectual property and data privacy
Google. Tools and searches
Management tools and presentations

**Part II. web technology**

Concepts and terminology web
Introduction to Web servers
WordPress:
Content Management Systems: the CMS WordPress
File and directory structure
themes
Plugins and widgets
Introduction to SEO and search engine optimization
Online marketing tools: Google Analytics and Google Adwords
Social networks applied to the tourism sector:
Professional profiles on Facebook, Twitter and Pinterest
LinkedIn personal profile as professional

**Part III. Relational Databases**

Introduction to databases
The relational model

## 5.4.Planning and scheduling

The calendar is set by the teacher who shall inform students in good time both in classes and in the moodle platform.

## 5.5.Bibliography and recomended resources

Bibliography: http://psfunizar7.unizar.es/br13/egAsignaturas.php?codigo=29116&Identificador=13323