

Información del Plan Docente

Academic Year	2017/18
Faculty / School	228 - Facultad de Empresa y Gestión Pública
Degree	471 - Master's in Tourism Management and Planning
ECTS	9.0
Year	1
Semester	Half-yearly
Subject Type	Compulsory
Module	---

1.General information**1.1.Introduction****1.2.Recommendations to take this course****1.3.Context and importance of this course in the degree****1.4.Activities and key dates****2.Learning goals****2.1.Learning goals****2.2.Importance of learning goals****3.Aims of the course and competences****3.1.Aims of the course****3.2.Competences****4.Assessment (1st and 2nd call)****4.1.Assessment tasks (description of tasks, marking system and assessment criteria)****5.Methodology, learning tasks, syllabus and resources****5.1.Methodological overview**

Since this course has a practical nature and aims at developing practical competences and skills, most of the learning tasks, in the same way, are practical.

Classroom materials will be available via Moodle. These include a repository of the lecture notes used in class, the course syllabus, as well as other course-specific learning materials.

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5.2.Learning tasks

The course includes the following learning tasks, which are organized into:

Section 1. Information sources assigned to the area of Library and Information:

1. Lectures: contents will be available on Moodle (ADD).
2. In the computer room, students will apply the theoretical contents seen in the course through the vision and analysis of the information sources' characteristics. The teacher will give oral explanations of the features and searching-processes in each of the information sources that will be analyzed.
3. As an exemplification, execution of information searches on each of the sources of information that gradually become known.

Section 2. New digital trends and social networks in the tourism sector assigned to the area of Marketing and Market Research:

1. Theory and participatory sessions will provide the necessary theoretical knowledge, accompanied by practical examples to facilitate the understanding and application of the explained concepts.
2. Solving and presentation of problems and case studies, preparation and presentation of papers, discussion topics, readings' commentary and interactive activities. These activities will be conducted both inside and outside the classroom. Individual and/or group activities will be implemented too.
3. Tutorials: students' work could be supervised, and questions about the theoretical and practical contents of the course could be answered.
4. Autonomous work: includes the study of both theoretical and practical contents, solving of practical activities, performing individual and/or group work, information search and analysis, among others.
5. Assessment is already described.

Section 3. Techniques in social research assigned to the area of Sociology:

1. Theory and participatory classes will provide the necessary theoretical knowledge.
2. Practical activities related to the theoretical contents.
3. Elaboration of a research proposal.

5.3.Syllabus

The course will address the following topics:

Section 1. Information sources assigned to the area of Library and Information:

1. Information sources and Decision Making
2. Documental support and new information technologies
3. Internet searching tools
4. Knowledge and use of information sources and databases on personal and corporate information
5. Knowledge and use of information sources and databases on scientific and technical information
6. Knowledge and use of information sources and databases statistical information related to personal and institutional information
7. Knowledge and use of information sources and databases related to legal information

Section 2. New digital trends and social networks in the tourism sector assigned to the area of Marketing and Market Research:

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1. Introduction to social networks

1.1. Social networks in the travel sector

1.2. The social traveller

2. Electronic Word-of-Mouth (e-WOM)

2.1. The relevance of e-WOM

2.2. The influence of e-WOM

3. Introduction to Viral Marketing

3.1. Viral marketing campaigns

3.2. Recommendations

3.3. Application to the travel sector

Section 3. Techniques in social research assigned to the area of Sociology:

1. Introduction to social research: stages of the research

2. Qualitative techniques of data collection

2.1. In-depth interviews

2.2. Focus groups

3. Elaboration of reports and scientific papers on tourism research

5.4. Course planning and calendar

Taking into account that each part of the course consists of 4 sessions (5 hours each session), a provisional schedule of the section concerning information sources assigned to the area of Library and Information is the following:

- Information sources and Decision Making, Documental supports and new information technologies and Internet searching tools: 1 session.
- Knowledge and use of information sources and databases on personal and corporate information: 0.5 sessions.
- Knowledge and use of information sources and databases on scientific and technical information: 1.5 sessions.
- Knowledge and use of information sources and databases statistical information related to personal and institutional information: 0.5 sessions.
- Knowledge and use of information sources and databases related to legal information: 0.5 sessions.

A provisional schedule of the section concerning the new digital trends and social networks in the tourism sector assigned to the area of Marketing and Market Research:

- Introduction to social networks, the social traveller and social networks in the travel sector: 1 session.

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- E-WOM, relevance and influence in the travel sector: 1.5 sessions.
- Viral marketing, campaigns, recommendations and application to the travel sector: 1.5 sessions.

A provisional schedule of the section concerning techniques in social research assigned to the area of Sociology is the following:

- Introduction to social research: 1 session.
- Qualitative techniques of data collection: 2 sessions.
- Elaboration of reports and scientific papers on tourism research: 1 session.

5.5. Bibliography and recommended resources

There is no recommended readings for this course.