IT systems in the tourism sector

Academic Year: (2023 / 2024)

Review date: 22-05-2023

Department assigned to the subject: Computer Science and Engineering Department

Coordinating teacher: PATRICIO GUISADO, MIGUEL ANGEL

Type: Compulsory **ECTS Credits :** 6.0

Year : 3 Semester : 1

OBJECTIVES

The main objective of this subject is to introduce students to the possibilities of new technologies in the tourism sector. To analyse improvements in business management through the use of computer tools. To study the possibilities and advantages offered by Internet services in the tourism sector. Use applications for the development and promotion of tourism on the Internet. To learn about the most innovative applications of information technologies in the tourism sector.

Through this course, the student acquires the following competences:

KNOWLEDGE:

* To know the possibilities of Management Computing and Office Automation in organisations dedicated to tourism.
* Acquire the concept of information systems software.
* Acquire the fundamental concepts and structures of the marketing of tourism products through new technologies.

COMPREHENSION:

* Understand the general structure of computer hardware.
* To understand the possibilities of spreadsheets for the management of tourism operations.
* Understand the possibilities of the Internet and social networks for the marketing of tourism products.

APPLICATION AND ANALYSIS:

* Correctly document the solution of a computer system for use in a company in the tourism sector.
* Develop a spreadsheet solution for the management of tourism operations.
* Recognise and classify the different groups and types of computer applications.
* Sufficient training to enable the learner to obtain the necessary advice to identify and select computer applications.
* Design a marketing campaign for tourism products using the Internet and social networks.

SUMMARY:

* Combine and extrapolate the knowledge acquired for the possible computer automation of any tourism company.

CRITIQUE OR ASSESSMENT

* Assess the economic performance of a computer application for tourism company management.
* Critical capacity and assessment of the documentation included in the solution of a computer problem for the creation of a website for the marketing of tourism products. In addition, the student must be able to: Develop their teamwork skills.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Internet and Social Networks (RRSS).
2. Basic concepts of Computer Science.
3. Electronic commerce (e-commerce)
4. New technologies in the tourism sector
5. Global Distribution Systems (GDS)
6. Property Management Systems (PMS)

LEARNING ACTIVITIES AND METHODOLOGY

The course consists of a weekly theory session and a practical session. During the practical session, students will work with the knowledge acquired in the theory session. The practical sessions will include the following sections:

1) Promotion of tourism services and products on social networks.
2) Design of an application for the promotion of tourism services and products.
3) Web promotion of a tourism product/service.
4) Internship with a Hotel Management System.

The internship groups are composed of two students.

Assessment will be continuous and will be based on the following criteria:

* Final exam (evaluation of theoretical and practical knowledge): 25%. The minimum grade of the exam (ordinary/extraordinary) to be considered in the final grade of the course is 3.0.
* Practical work: 75%. It consists of the following practicals:
1) Promotion of tourism services and products in social networks 15%.
2) Design of an application for the promotion of tourism services and products 10%.
3) Web promotion of a tourism product/service 25%.
4) Internship with a Property Management System 25%.

% end-of-term-examination: 25

% of continuous assessment (assigments, laboratory, practicals…):   75

BASIC BIBLIOGRAPHY

 - Guevara Plaza, Antonio ; Caro Herrero, José Luis ; Gómez Gallego, Iván ; Leiva Olivencia, José Luis Sistemas Informáticos Aplicados al Turismo, Pirámide, 2015