



UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA

20 años
de educación,
amor y servicio

Teaching Guide 2017/2018

Technologies applied to tourism

Master's in Innovation and Tourism Marketing

On campus method



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Technologies applied to tourism

Technologies applied to tourism

Module: Technologies applied to the tourism sector

Subject: Technologies applied to tourism.

Nature: On campus

Mode: Mandatory

Number of academic credits: 6 ECTS.

Time unit: 2nd Term.

Lecturers: Rosa Sánchez and Andrés Muñoz, PhD.

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Module Coordinator: Margarita Capdepón Frías, PhD.

Brief Description

This course aims to provide students with the necessary skills to allow them to have a close view of how innovation and innovative processes could be applied into tourism. Through case studies students will be introduced to: Internet of Things, technology applied to the tourism industry, mobile technology and new visual techniques (augmented reality) that allow you to move forward in tourism promotion.

Objectives

1. Get knowledge and learn how to develop skills to manage a tourist organization and its environment efficiently.
2. Understand the innovation and technological development as tools to achieve an optimal management of tourist environment.

Competences

General competences

- **G1:** To know how to implement the acquired knowledge and have the resolution capacity of those problems related to innovation and marketing within the touristic field.
- **G2:** To be able to draw up reflections about the ethical and social possibilities that take part in within the touristic field by integrating knowledge and information.
- **G3:** To acquire abilities by means of the teaching-learning process that allows them to go on with self-training within to innovation and marketing.

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- **G4:** To acquire and consolidate the initiative and the entrepreneurial spirit to start projects related to innovation and marketing within the touristic field.
- **G5:** To be able to look for and organize information from different sources and interpret the results obtained in order to elaborate reports.

Specific competences

- **CEM9:** To know the new digital trends in the touristic management and business models, particularly those related to geomarketing, smart cities, internet of things and distribution and customization of touristic products on line.
- **CEM10:** To know the concepts of a culture, attitudes and behaviors directed to innovation and marketing in the touristic field.
- **CEM11:** To know how to apply searching tools, such as big data and digital sources to store and manage touristic information.
- **CEM12:** To know the current technologies liable to be applied to mobile devices in the near future in the touristic sector.

Methodology

Methodology	Hours	Hours of face to face work	Hours of non face to face work
Theoretical exposition	27	45 hours (30 %)	
Discussion groups, Seminars	9		
Assessment	9		
Personal study	47,25		105 hours (60 %)
Task preparation and exposition	31,5		
Scientific Article analysis y Bibliographic search	26,25		
TOTAL	150	45	105

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Syllabus

Unit 1.

Internet of things
Big data / Open data

Unit 2.

Technologies applied to smart cities and smart destinations.

Unit 3.

The mobile apps.

Unit 4.

Visual techniques and systems. Augmented reality.

Program of practice training

Visit to Thinkers (cool innovation).

Relation to other disciplines of the study program

- Public support to the development of technology in tourism.
- Innovation and tourism's marketing management.
- Final master project.

Assessment system

February/June Call:

- **Individual work:** 70% of total grade
- **Group presentation / Attendance and participation:** 30% of total grade

September Call:

- **Individual work:** 70% of total grade
- **Group presentation / Attendance and participation:** 30% of total grade

Bibliography and Sources of information

Bibliography

Crampton, Jeremy W., et al. "Beyond the geotag: situating 'big data' and leveraging the potential of the geoweb." *Cartography and geographic information science* 40.2 (2013): 130-139.

Del Fresno Garcia, Miguel (2011): "Netnografía. Investigación, Análisis e Intervención Social online" Editorial UOC. Barcelona-España. ISBN 978-8497883856.

Fuchs, M., Höpken, W., & Lexhagen, M. (2014). Big data analytics for knowledge generation in tourism destinations—A case from Sweden. *Journal of Destination Marketing & Management*, 3(4), 198-209.

Kim, W.Chan and Mauborgne, Renée (2013): "Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant". Harvard Business Review. ISBN 1-59139-619-0 978-1-62527-449-6. W. Chan Kim and Renée Mauborgne <http://digitalvisitor.com/case-studies/>

Kitchin, R. (2014). *The data revolution: Big data, open data, data infrastructures and their consequences*. Sage.

Mayer-Schönberger, V., & Cukier, K. (2013). *Big data: A revolution that will transform how we live, work, and think*. Houghton Mifflin Harcourt.

Zikopoulos, P, and C. Eaton. *Understanding big data: Analytics for enterprise class hadoop and streaming data*. McGraw-Hill Osborne Media, 2011.

https://www.ibm.com/developerworks/vn/library/contest/dw-freebooks/Tim_Hieu_Big_Data/Understanding_BigData.PDF

Web references

- ✓ Big Data: The management revolution. <https://hbr.org/2012/10/big-data-the-management-revolution/ar>
- ✓ BBVA innovation centre <http://www.centrodeinnovacionbbva.com/innovachallenge/inicio>
- ✓ Ebook on visualization <http://www.bbvaopen4u.com/es/actualidad/ebook-herramientas-de-visualizacion-de-datos>
- ✓ Amazon web services: <https://aws.amazon.com/en/>
- ✓ IBM Bluemix: <https://console.ng.bluemix.net/>
- ✓ Azure: <https://azure.microsoft.com/en-us/>

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- ✓ <http://www.tecnalia.com/>
- ✓ <http://deltainformatica.es/en/products/delta-id-passport-scanner>
- ✓ <http://www.hosteltur.com/>
- ✓ <https://www.thyssenkrupp.com/en/publikationen/thyssenkrupp-techforum.html>
- ✓ <https://www.microsoft.com/en-us/server-cloud/internet-of-things/overview.aspx>
- ✓ <http://www.internet-of-things-research.eu/>
- ✓ <http://thinkdigital.travel/>
- ✓ <http://www.visuartech.com/>
- ✓ <http://digitalbinocularstation.com/>
- ✓ <https://www.oculus.com/en-us/>
- ✓ <https://www.google.com/glass/start/>

Study recommendations

Not needed.

Instructional materials

Not needed.