Teaching guide 2018/2019

Technologies applied to tourism

Master's in Innovation and Tourism Marketing

On campus method

Index

Technologies applied to tourism

Module: **Technologies applied to the tourism sector**

Subject**: Technologies applied to tourism.**

Nature: **On campus**

Number of academic credits: **6**

Time unit: **2nd Term**.

Lecturers: Rosa Sánchez and Andrés Muñoz, PhD.

Email: rsanchezmolla@yahoo.co.uk, amunoz@ucam.edu

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.

Previous requirements

Not needed.

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.

- **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

Metholology	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

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.

Andrés Muñoz - Tlf: (+34) 968 27 88 00 - amunoz@ucam.edu

Program of practice training

Visit to Thinkers (cool innovation).

Relation to other disciplines of the study program

- Pubblic 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

Students must obtain 5 points in each part of the course in order to pass. Two calls are available during the academic year: June and September. Course(s) that are not pass either in June or in September will be considered failed. Students will have to register again and pay the tuition fees for the courses failed in order to be assessed in the following academic year.

The grade system will be as follows:

FAIL

PASS

GOOD

MERIT

The grade "merit with distinction" might be awarded to students who obtain a grade higher than 9. These awards are limited to 5% of students registered in the course with the exception of courses with less than 20 students In this case, one distinction can be awarded.

Bibliography and Sources of information

Bibliography

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- 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/
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Web references

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✓ 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://thinkdigital.travel/
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- ✓ http://digitalbinocularstation.com/
- ✓ https://www.oculus.com/en-us/
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Study recommendations

Not needed.

Instructional materials

Not needed.

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