

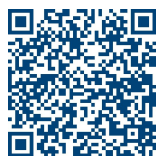


UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA

SHORT COURSE IN INTELLIGENT MANAGEMENT FOR THE TOURISM INDUSTRY



More info:



MODALITY

On Campus
and Online



CAMPUS

Murcia



DURATION

3 weeks



CREDITS

6 ECTS



MINIMUM

10 students

Objectives

- To know how to apply the acquired knowledge and to develop problem-solving skills in the fields of tourism marketing and innovation.
- Acquire initiative and entrepreneurial spirit to launch projects related to innovation and marketing in the tourism sector.
- Acquire skills through the teaching-learning process that allow students to continue their self-training in the fields of innovation and marketing.

Additional Information

- **Place:** On Campus (Murcia)
- **Hours:** 60 hours
- **Schedule:** Monday to Friday. 09:00-14:00 or 16:00-21:00

Schedule

MODULE I. New reality for the Tourism Industry

SESSION 1

| | |
|-------|---|
| 09:00 | Tour in UCAM + Introduction to tourism system |
| 11:30 | BREAK |
| 12:00 | Basic tourism principles. Tourism supply, products & destinations |
| 11:30 | Energy efficiency, renewable energy and sustainable urbanism |
| 13:30 | LUNCH |
| 17:00 | - |
| 20:00 | Murcia: Cultural Tour |

SESSION 2

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|-------|----------------------------|
| 09:00 | Launching your start-up |
| 11:30 | BREAK |
| 12:00 | Developing the opportunity |
| 13:30 | LUNCH |

SESSION 3

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|-------|--|
| 09:00 | International tourism scenario |
| 11:30 | BREAK |
| 12:00 | Current tourism overview. Why is tourism so important? Study case & discussion |
| 13:30 | LUNCH |

SESSION 4

| | |
|-------|--|
| 09:00 | Tomorrow's tourism: Perspectives and tourism towards 2030. International tourism trends; ICTs, demographic changes, increased mobility |
| 11:30 | BREAK |
| 12:00 | Global tourism risks and challenges: climate change and sustainability, safety, new economic order. Study case and discussion |
| 13:30 | LUNCH |

SESSION 5

| | |
|-------|-----------------|
| 09:00 | - |
| 14:00 | Company Visit I |

MODULE II. Innovation management in the Tourism Sector

SESSION 1

| | |
|-------|--|
| 09:00 | Introduction to innovation: Innovation. Concept and types. Innovation management |
| 11:30 | BREAK |
| 12:00 | Current trends of innovation in Tourism. Case study & discussion |
| 14:00 | LUNCH |

SESSION 2

| | |
|-------|--|
| 09:00 | Innovation applied to tourism business models introduction. Innovation within a tourism company: Generating business models in tourism. Creating value propositions in tourism companies |
| 11:30 | BREAK |
| 12:00 | Tourism services based on IT innovation and shared economy. Developing new value propositions based on apps, gaming and VR. Sustainable tourism and green innovation. Introducing smart destinations. Case study and discussions |
| 14:00 | LUNCH |

SESSION 3

| | |
|-------|---|
| 09:00 | Innovation and creativity applied the generation of values: creative process creative solutions |
| 11:00 | BREAK |
| 12:00 | Stage/phases of creative solution: system & interpretation of heritage Tourism and creative industries. Case study and discussion |
| 14:00 | LUNCH |

SESSION 4

| | |
|-------|---|
| 09:00 | Big Data applied to tourism & marketing. What is Big Data? Datification The Value data of Big Data examples and success stories |
|-------|---|

| | |
|------------------|---|
| 11:00 | BREAK |
| 12:00 | Big Data Visualization, Big Data changes, Big Data & marketing: trends & opportunities. Big Data & tourism: a case of study |
| 14:00 | LUNCH |
| SESSION 5 | |
| 09:00 | - |
| 14:00 | Company Visit I |

MODULE III. Positioning, Branding and Marketing strategies for the Tourism Industry

SESSION 1

| | |
|-------|---|
| 09:00 | Characteristics of tourism marketing: Introduction to marketing in the tourism industry. Understanding the marketplace and the customer needs |
| 11:00 | BREAK |
| 11:30 | Characteristics of tourism marketing: Introduction to marketing in the tourism industry. Understanding the marketplace and the customer needs |
| 14:00 | LUNCH |

SESSION 2

| | |
|-------|--|
| 09:00 | Strategic marketing planning: Key aspects of strategic planning. The role of marketing in the strategic planning |
| 11:00 | BREAK |
| 11:30 | Strategic planning challenge in the tourism industry. Case study & discussion |
| 13:30 | LUNCH |

SESSION 3

| | |
|-------|--|
| 09:00 | Positioning and Branding in the tourism industry: Tourism destination image |
| 11:00 | BREAK |
| 11:30 | Positioning & branding in the age of social media. Branding of destination and tourism products. Case study & discussion |
| 13:30 | LUNCH |

SESSION 4

| | |
|-------|---|
| 09:00 | Managing tourism marketing: Steps in developing an effective tourism marketing strategy. Marketing mix for the tourism industry |
| 11:00 | BREAK |
| 11:30 | Online marketing: new approaches to build customer relationships. Case study & discussion |
| 14:00 | LUNCH |

SESSION 5

| | |
|-------|-------------------------------------|
| 09:00 | - |
| 14:00 | Graduation Ceremony, Farewell Event |

Services Included

- Accommodation
- Breakfast and lunch (excluding weekends)
- Transport Card (Murcia city)
- Teaching materials
- UCAM welcome pack
- Murcia city guided tour
- UCAM Course Completion Certificate
- 1 company visit per week

Airport transfer to Murcia or Pick up services are not included.