



COURSE DATA

DATA SUBJECT

Code: 35126
Name: ICT in tourism
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Facultat d'Economia	2	First quarter
1926 - Double Degree Program Tourism and BMA	Facultat d'Economia	2	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1317 - Degree in Tourism	ICT for tourism	COMPULSORY
1926 - Double Degree Program Tourism and BMA	Asignaturas de segundo curso	COMPULSORY

COORDINATION

AVILA BALTUILLE MARIA DEL CARMEN

GARCIA MESANAT GREGORIO

SILVESTRE VICENT JOSE LUIS

SUMMARY

This subject, like the subject to which it refers, intends to introduce us to the extraordinary possibilities offered by Information and Communication Technologies (ICT) applied to Tourism.

It is, on the one hand, to introduce the student to the use of the office tool of the Spreadsheet © Microsoft Excel and, on the other hand, to approach the characteristics of the main and new means of distribution and information applied to tourism, such as promotion through websites, booking systems, Social Media, etc. and, on the other hand, to study the effects of the implementation of these new technologies in the sector.

In this sense, the subject is structured in three blocks. The first block, of a theoretical nature, seeks for the student to know what ICT are being used in different areas of tourism. The second block focuses on establishing the fundamental elements of the design of a tourist website, as well as the analysis of Social



Media, developing in practical classes. Finally, the third block seeks to familiarize the student with the use of the office tool of the Spreadsheet, and also develops in practical classes.

This subject has links, on the one hand, with **Tourist Marketing**, located in the second semester of the second year, in that the use of new technologies is a very important instrument for the promotion and commercialization of tourist services and, on the other hand, with **Analysis of the Tourist Situation**, located in the first semester of the third course in that it will help the management of the office tool.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

No prerequisite is necessary, but computer and office automation knowledge at the user level is recommended (operating systems, office suites, etc.)

COMPETENCES / LEARNING OUTCOMES

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Show creativity.

Use and analyse information and communication technology (ICT) in the different areas of the tourism sector.

DESCRIPTION OF CONTENTS

1. Use of Information and Communication Technologies and Electronic Commerce in T

- 1.- ICT: Internet, Electronic Market and Tourism
- 2.- The Electronic Distribution in the Tourism Sector.
- 3.- The Tourism Promotion in Web 2.0.
- 4.- The Competitive Intelligence in Tourism

2. Web tools applied to Tourism

- 1- Design of a website applied to the promotion of tourist destinations and companies.
- 2- The visibility of companies and destinations on the Internet. Calculation of engagement in Social Media.



3. Use of the Excel Spreadsheet applied to Tourism

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	15,00
Computer classroom practice	45,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	60,00
Independent study and work	10,00
Preparation of lessons	10,00
Preparation for assessment activities	10,00
Resolution of case studies	0,00
Total hours	90,00

TEACHING METHODOLOGY

In the development of the subject there will be **two types of classes, theoretical, for Block 1 and practices, for Blocks 2 and 3**, the latter in computer classroom.

The practical classes in Block 2, which complement the theoretical classes in Block 1, are intended for students to visualize on the Internet the new possibilities of tourism promotion.

The practical classes of Block 3 are designed to familiarize students with the Spreadsheet and its application in tourism.

An important element for teacher-student communication will be the use of the **virtual classroom**, where the teacher will include resources, news, announcements, etc.

EVALUATION

Block 1 (Theory) will account for **30%** of the final grade. In the first exam session, the grade will consist of **30% non-recoverable continuous assessment**, based on tasks or multiple-choice tests carried out throughout the course, and **70% based on a final group continuous assessment task with a presentation**, which is recoverable.



In the second exam session, the non-recoverable continuous assessment grade (30%) will be maintained, and the student will have to complete the final task **individually** (70%).

Block 2 (Web) will account for **30%** of the final grade. In the first exam session, the grade will consist of **30% non-recoverable continuous assessment**, based on tasks carried out throughout the course in the Virtual Classroom, and **70% based on a final recoverable group continuous assessment task**.

In the second exam session, the non-recoverable continuous assessment grade (30%) will be maintained, and the **recoverable continuous assessment task (70%) will be completed**.

REFERENCES

- Turitec (varios años): Congreso Nacional. Turismo y Tecnologías de la Información y las Comunicaciones. Escuela Universitaria de Turismo. Málaga
- Observatorio Nacional de Tecnología y Sociedad (2022): Uso de tecnologías digitales por empresas en España. 2022. Madrid. Ministerio de Asuntos Económicos y Transformación Digital.
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- Instituto Tecnológico Hotelero (2015): Factores clave de la distribución hotelera. ITH. Madrid
- INVAT.TUR (2015): Big Data. Retos y oportunidades para el turismo. Agència Valenciana del Turisme.
- INVAT.TUR (2015): Manual Operativo para la configuración de Destinos Turísticos Inteligentes. Agència Valenciana del Turisme.
- INVAT.TUR (2019): Guía de herramientas y metodologías para la transformación digital del sector turístico de la Comunitat Valenciana. Agència Valenciana del Turisme.
- INVAT.TUR (2022): Guía para la transformación digital de la empresa turística. Agència Valenciana del Turisme.