

Updated On	2024/02/19										
Curricular Year / Period	2023/24 / S1										
Course	Tourism										
Curricular Unit	Technologies Applied to Tourism										
Language(s) of Instruction	Português										
ECTS/tempo de trabalho (horas)	ECTS	Total	Horas de contacto semestral								
	6	150	T	TP	PL	S	TC	E	O	OT	EC
			0	60	15	0	0	0	0	15	0
T - Theoretical; TP - Theoretical and practical; LP - Laboratory Practice; S - Seminar; TG - Tutorial guidance; FW - Fieldwork; T - Training; ; EC - Clinical teaching; O* - Other hours typified as Clinical Training under the Directive 77/453/EEC of June 27, adapted by Directive 2005/36/EC.											
Teacher in charge (GDPR consent) <small>[complete name, email]</small>	Maria Gorete Ferreira Dinis / gdinis@ipportalegre.pt										
Other teachers (GDPR consent) <small>[complete name, email]</small>	João Pedro Vaz Pinheiro Estevão / joao.estevao@ipportalegre.pt										
Prerequisites <small>[Curricular Units that must precede and specific entry competences]</small>											
Learning outcomes <small>[Description of the overall and specific objectives] [Knowledge, skills and competences to be developed by students]</small>	<ul style="list-style-type: none"> - Know the importance and impact of information and communication technologies (ICT) in the tourism sector. - Develop students' knowledge of ICT that can be used in tourism. - Know the new intermediaries in the online tourist distribution. - Understand the use of social networks by tourist organizations and the relevance of user generated content in tourism - Contribute to clarifying internet security issues. - Acquisition of a set of knowledge that allows the student to apply geographic information data in order to support the dissemination and management of tourism resources. 										
Sustainable Development Goals											
Syllabus	<ol style="list-style-type: none"> 1. Impact and use of information and communication technologies (ICT) by consumers and tourism agents. 2. ICT in Tourism <ol style="list-style-type: none"> 2.1. Internet and Tourism 2.2. Global Distribution Systems (GDS) 2.3. E-Tourism as a transformer of destinations <ol style="list-style-type: none"> 2.4.1 Interpretation of attractions: virtual and augmented reality 2.4.2 Planning tourist experiences: TIG applied to tourism and Destination Management Systems 2.4.3 Sustainability: Tourism Flow and Hotel Energy Predictors 2.4.4 Visitor guidance: Mobile applications for tourist destinations, interactive signage and innovative concepts for tourist information points 2.4.5 Proximity marketing for companies and destinations: NFC tags and QR codes to access information about attractions 2.5. Communication networks and mobile applications 2.6. Online commerce (e-commerce and m-commerce) 2.7. Augmented and virtual reality 2.8 Geographic Information Technologies (TIG) <ol style="list-style-type: none"> 2.8.1. GPS, GIS and Web-GIS 										

	<p>2.8.2. Desktop Mapping Digital Cartography Systems 2.8.3 Mapping and geolocation tools 2.8.4. Practical application of TIG in Tourism 2.9. Other digital technologies relevant to the sector 3. Online tourism distribution platforms 3.1. Online booking centers 3.2. Virtual travel agencies 3.3 Tourism search aggregators 3.4 Destination Management Systems (DMS) 4. Social networks and user-generated content 5. Artificial intelligence, robotics and future challenges for human resources in tourism 6. Technologies to support the internal management of smart tourist destinations</p>
<p>Teaching methodologies (including assessment)</p> <p>[Specify the types of assessment and the weights and evaluation criteria]</p>	<p>1 - Teaching methodologies</p> <p>The curricular unit is structured into theoretical-practical classes (60 hours), laboratory practices (15) and tutorial guidance (15 hours). In theoretical-practical classes and laboratory practice, active non-directive methods are preferred, leading to progressive learning. To this end, fundamental knowledge is presented, case studies and good practices are analyzed. Students will be offered practical exercises on the application of technologies to tourism, the design of informative content for digital platforms, and direct contact with the use of technologies through study visits. Field trips will also be carried out to collect information to be published on digital platforms. The tutorial classes focus on clarifying doubts, encouraging dialogue, group dynamics and the application of the knowledge acquired when carrying out practical work.</p> <p>2 - Period assessment</p> <p>Approval in the curricular unit by continuous assessment results from: - 1 Individual knowledge assessment test - 50%; - Group works - 45%; - Participation, commitment and attendance in class-5%.</p> <p>3 - Examination assessment</p> <p>Assessment by exam (100%)</p>
<p>Bibliography</p>	<p>1 - Main Bibliography</p> <p>1. Bibliografia Principal</p> <p>Baggio, R., & Fuchs, M. (2018). Network Science and E-tourism. Springer.</p> <p>Bahaire T., Elliot-White M. (1999) The application of Geographical Information Systems (GIS) in sustainable tourism planning. A review. Journal of Sustainable Tourism, 7(2): 159-174.</p> <p>Benckendorff, P. J., Xiang, Z., & Sheldon, P. J. (2019). Tourism Information Technology. Cabi.</p> <p>Burrough, P.A., McDonnell, R.A. (1998). Principles of Geographical Information Systems. Oxford University Press. Oxford.</p> <p>Buhalis D. (2003). eTourism, information technology for strategic tourism management. Prentice Hall.</p> <p>Estêvão, J. V., Teixeira, L., & Carneiro, M. J. (2022). The relevance of destination management systems functionalities: A model based on stakeholders view. Journal of Organizational Computing and Electronic Commerce, 32(1), 21-44.</p> <p>Estêvão, J. V., Carneiro, M. J., & Teixeira L. (2020). Destination Management Systems: Key distinctive functionalities aimed at visitors and destination suppliers. Journal of Global Information Technology Management, 23(4), 292-325.</p> <p>Estêvão, J. V., Carneiro, M. J., & Teixeira, L. (2020). Destination management systems adoption and management model: Proposal of a framework. Journal of Organizational Computing and Electronic Commerce, 30(2), 89-110.</p>

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Wörndl, W., Koo, C., & Stienmetz, J. L. (Eds.). (2021). Information and Communication Technologies in Tourism 2021: Proceedings of the ENTER 2021 eTourism Conference, January 1922, 2021. Springer Nature.

Xiang, Z., & Fesenmaier, D. R. (2017). Analytics in Smart Tourism Design: Concepts and Methods. Springer International Publishing.

2 - Complementary Bibliography

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Revista Marcas y Turismo - Artículos y Noticias de Marketing y Tecnología para la industria de Turismo
Revista Publituris
Tecnohotel (<https://www.tecnohotelnews.com>)

Special Situations

[Students with special status]

1 - Period assessment - Students with special status

2 - Examination assesement - Students with special status