1. BASIC INFORMATION

Course	Technology and innovation in the tourism market
Degree program	Tourism and Leisure Management
School	Faculty of social sciences
Year	4º
ECTS	6
Credit type	Basic
Language(s)	English
Delivery mode	On-site class
Semester	1st
Academic year	2024/2025
Coordinating professor	Dr. José Tomás Arnau Domínguez
Professor	Dr. José Tomás Arnau Domínguez

2. PRESENTATION

Technology has generated a disruption in all economic sectors throughout the 21st century and tourism is no exception. However, the face-to-face nature of tourist services makes innovation essential to maintain competitiveness and tourist demand. In this case, the incorporation of technology in the tourism sector is carried out in a more inclusive way, seeking to improve the general experience and business management, but always allowing the participation of the consumer, since this is the cornerstone of the tourist market.

The incorporation of new technologies is undoubtedly the most important vector of development in the sector for the coming decades, since it is through this path that it is possible to improve sustainability, reduce impacts and increase measurements of human activity on the territories that, ultimately, increases the quality of life of residents and the tourist experience.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

CB3 – Students must have the ability to gather and interpret relevant data (normally within their area of study) to make judgments that include a reflection on relevant issues of a social, scientific or ethical nature.

CB4 – Students should be able to transmit information, ideas, problems and solutions to both a specialized and non-specialized audience.

CB5 – Students must have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

Cross-curricular competencies

CT05 - Analysis and problem solving: Being able to critically evaluate information, break down complex situations into their constituent parts, recognize patterns, and consider other alternatives, approaches, and perspectives to find optimal solutions and efficient negotiations.

CT06 - Adaptation to change: Being able to accept, assess and integrate different positions, adapting one's own approach as the situation requires, as well as working effectively in ambiguous situations.

CT07 - Leadership: Being able to guide, motivate and guide other people, recognizing their abilities and skills to effectively manage their development and common interests.

CT08 - Entrepreneurial spirit: Ability to assume and carry out activities that generate new opportunities, anticipate problems or imply improvements.

CT09 - Global Mentality: Being able to show interest and understand other standards and cultures, recognize one's own predispositions and work effectively in a global community.

Specific competencies

CE07 - Ability to use information and communication technologies (ICT) in the different areas of the tourism and leisure sector.

CE26 - Ability to understand the basic concepts of marketing in tourism and its application in the commercial planning of tourist and leisure destinations both nationally and internationally.

CE27 - Ability to undertake and be creative in the field of tourism.

CE29 - Ability to use quality certification standards in tourism planning.

Learning outcomes:

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
CB3, CB4, CB5	• Students will be able to gather and interpret relevant data within their field of study. • They will be equipped to make informed judgments based on the data they interpret, incorporating reflections on social, scientific, and ethical issues. • Students will demonstrate proficiency in transmitting varied types of information, including ideas, problems, and solutions. • They will be adept at communicating to both specialized and non-specialized audiences, ensuring clarity and understanding. • Students will possess the learning skills essential for their academic pursuits, preparing them for further studies. • They will exhibit a high degree of autonomy in their academic endeavors, showcasing independence and self-driven learning.
CT05, CT06, CT07, CT08, CT09	• Students will hone their ability to critically assess and evaluate information, ensuring a comprehensive understanding of varied sources. • They will develop skills to dissect intricate scenarios, understanding and analyzing their individual components. • Through their analyses, students will recognize patterns, drawing connections to make informed decisions. • They will be open to exploring diverse alternatives, methodologies, and viewpoints, aiming for the most effective solutions and engaging in efficient negotiations. • Cultivating an openness to diverse perspectives, students will seamlessly accept, incorporate, and adapt to varying viewpoints and scenarios. • Their adaptability will extend to uncertain or ambiguous circumstances, demonstrating resilience and a flexible approach. • As emerging leaders, students will inspire and guide others, recognizing the strengths within their teams and promoting collective objectives. • They will champion the personal and professional development of their peers, nurturing growth and fostering a collaborative environment. • With an entrepreneurial mindset, students will demonstrate initiative in seeking new opportunities, anticipating challenges, and driving enhancements in existing processes. • Embracing risks and innovation, students will be prepared to navigate the complexities of entrepreneurial ventures, aiming for transformative results.
CE07, CE26 CE27. CE29	• Students will master the use of information and communication technologies, tailoring their application to the specific needs of

the tourism and leisure sector. They will grasp the foundational concepts of tourism marketing, equipping them to plan commercially successful tourist and leisure destinations on both national and international scales. An innovative mindset will be nurtured, enabling students to introduce creative solutions and unique offerings in the tourism sector. Furthermore, they will be well-versed in quality certification standards, integrating them into tourism planning to uphold and elevate industry benchmarks.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
CB2, CB4, CT6	L01
CT3, CT5, CE30	L02-L03-L04
CE9, CE19, CE20, CB5	L01 -L05-L06-L04

4. CONTENT

Module 1: Introduction to innovation and technology: definitions, concepts, and principles

Module 2: Networks, Internet, Electronic Market and Tourism

Module 3: ICT applied to Tourism

Module 4: Design and development of tourist web and app

Module 5: Competitive Intelligence in Tourism

Module 6: Innovation culture

Module 7: Design Thinking

Module 8: Tourism start-ups

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:
- Lectures

- Practical exercises

- Case Studies

- Debates

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
Lectures	40h
Autonomous work	40h
Oral presentations	15h

Case analysis and problem solving	10h
Participatory group activities	20h
Projects and exercises	10h
Tests	5h
Advisory sessions	10h
Total	150h

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
Evaluation assesment	20%
Exercises	25%
Project	35%
Participation	20%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The European University of Valencia establishes continuous assessment as the evaluation system for the knowledge, skills, and basic, general, transversal, and specific competencies of the degree program, in accordance with the provisions of the Degree Program Assessment Regulations. In this regard, and for the purpose of using examination attempts, the student should be aware that if any evaluation system specified in the Learning Guide is used, in the ordinary examination, the student will receive an overall grade for the subject, thus consuming an examination attempt.

According to the aforementioned Regulations, students enrolled in on-site degree programs are required to justify at least 50% of their class attendance as a necessary part of the evaluation

process. In the case of theoretical or practical classes specified as mandatory by the teacher in the subject schedules, the student must record a 90% attendance, whether the absence is justified or not. Failure to provide documentation through the means proposed by the University will empower the teacher to grade the subject as failed in the ordinary examination, following the grading system.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

The European University of Valencia establishes continuous assessment as the evaluation system for the knowledge, skills, and basic, general, transversal, and specific competencies of the degree program, in accordance with the provisions of the Degree Program Assessment Regulations. In this regard, and for the purpose of using examination attempts, the student should be aware that in the extraordinary examination, the Objective Knowledge Test (POC) will determine whether an examination attempt is used or not. In the exceptional case where the student only needs to pass evaluation systems other than the POC, they will be considered "NP" if they do not present them and will receive a numerical grade if they present at least one of them.

According to the aforementioned Regulations, students enrolled in on-site degree programs are required to justify at least 50% of their class attendance as a necessary part of the evaluation process. In the case of theoretical or practical classes specified as mandatory by the teacher in the subject schedules, the student must record a 90% attendance, whether the absence is justified or not. Students who, due to non-compliance with this requirement, must take the extraordinary examination, must complete whatever activities the teacher determines to recover this part.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Verbal problem solving	Week 4

In class debate	Week 8
Chatbot project	Week 12
Final presentation	Week 14
Final assessment	Week 15

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAFÍA

The main reference work for this subject is:

Buhalis, D., & Crotts, J. (2002). Tourism and Innovation. London: Routledge.

O'Connor, P. (2008). eTourism Information Systems. Oxford: Elsevier Butterworth-Heinemann.

Sigala, M., Mich, L., & Murphy, J. (2017). Information and Communication Technologies in Tourism. Wien: Springer.

Poon, A. (1993). Tourism, Technology, and Competitive Strategies. Wallingford: CABI Publishing.

Morrison, A. M. (2013). Hospitality and Travel Marketing. Clifton Park, NY: Delmar Cengage Learning.

Inversini, A., & Schegg, R. (2016). Information and Communication Technologies in Tourism 2016. Wien: Springer.

Mistilis, N., & Gretzel, U. (2019). eDestination Marketing: Concepts and Strategies for the Modern Tourism Industry. Hershey, PA: IGI Global.

Xiang, Z., & Tussyadiah, I. (2015). Information and Communication Technologies in Tourism 2015. Wien: Springer.

Werthner, H., & Klein, S. (1999). Information Technology and Tourism: A Challenging Relationship. Wien: Springer.

Sheldon, P. J. (1997). Tourism Information Technology. Wallingford: CABI Publishing.

10. EDUCATIONAL GUIDANCE DIVERSITY AND INCLUSION UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

 From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:
orientacioneducativa.uev@universidadeuropea.es

11.   ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the "surveys" section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.

WORK PLAN FOR THE COURSE

HOW TO COMMUNICATE WITH YOUR PROFESSOR

Whenever you have a question about the content or activities, don't forget to post it to your course forum so that your classmates can read it.

You might not be the only one with the same question!

If you have a question that you only want to ask your professor, you can send him/her a private message from the Campus Virtual. And if you need to discuss something in more detail, you can arrange an advisory session with your professor.

It's a good idea to check the course forum on a regular basis and read the messages posted by your classmates and professors, as this can be another way to learn.

SCHEDULE ACTIVITIES

This table shows the delivery deadline for each assessable activity in the course, as well as the delivery dates:

Week	Contents	Learning activities /Assessables	Weight of evaluable activity
2	Design a tourism environment and describe the technological items involved in it	Exercise	10%
4	Essay about the influence of ITC in the touristic businesses	Essay	10%
6	Learning how to use AI in a practical and ethical way	AI seminar	15%
8	Valencia digital summit	Class visit	5%
10	Design thinking activity	Exercise	10%
12	Startup design exercise	Exercise	10%
14	Cryptogram exercise	Exercise	10%
	Exercise	Exercise	10%
17	Final project presentation	Presentation	20%

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

RUBRICS FOR ASSESSMENT ACTIVITIES

Criteria	Excellent (9-10)	Good (7-8)	Satisfactory (5-6)	Insufficient (0-4)
Understanding of Key Concepts (3 points)	Demonstrates a deep and detailed understanding of all key concepts.	Demonstrates an adequate understanding of most key concepts.	Demonstrates a basic understanding of some key concepts.	Fails to demonstrate understanding or presents multiple conceptual errors.
Practical Application (3 points)	Effectively and originally applies technologies and innovations to the tourism market.	Effectively applies most of the presented technologies and innovations.	Applies a limited number of technologies and innovations.	Fails to apply or incorrectly uses technologies and innovations.
Critical Analysis (2 points)	Critically and deeply analyzes the implications and challenges of technology and innovation in tourism.	Conducts a good critical analysis with some valuable insights.	Conducts a superficial or limited critical analysis.	Fails to conduct a critical analysis or presents fundamental analysis errors.
Presentation and Communication (1 point)	Presents information clearly, organized, and professionally, with excellent language use and appropriate format.	Presents information in an organized manner with few minor errors.	Presentation has some deficiencies in organization or clarity.	Disorganized presentation with multiple communication errors.
Research and References (1 point)	Uses a wide variety of reliable and relevant sources, cited correctly.	Uses several reliable sources, with some citation inconsistencies.	Uses few sources or some are not relevant. Citation errors present.	Lacks reliable sources or has serious citation errors.

PLAGIARISM REGULATION

In accordance with the current student disciplinary regulations at Universidad Europea:

- Plagiarism, in full or in part, of intellectual works of any kind, is considered a very serious offense.
- Very serious offenses relating to plagiarism and the use of fraudulent means to pass assessment tests shall result in exclusion from the exams for the relevant period, as well as the inclusion of the offense and its details in the student's academic record. For more information you can find all information regarding disciplinary regulations at the following lin: [Normativa | Universidad Europea](#)