1. OVERVIEW

Subject Area	TECHNOLOGY AND INNOVATION IN THE TOURISM INDUSTRY
Degree School/Faculty	BACHELOR'S DEGREE IN INTERNATIONAL MANAGEMENT OF TOURISM AND LEISURE COMPANIES
	Social Sciences
Year	2º
ECTS	6 ECTS (150 hours)
Type	COMPULSORY
Languag	English
Delivery	ON-CAMPUS
Semester	S1

2. INTRODUCTION

The subject area aims to introduce students to concepts related to innovation, new technologies and new forms of tourism business that are emerging today. This subject area will familiarise students with new trends in tourism and with the most commonly used technology and information systems.

We will work with content such as the use of technology in the tourism industry, the latest trends in the sector, the development of creativity at work, innovation and entrepreneurship, new business models, process innovation, design of innovation strategies.

The subject area objectives are summarised as follows:

- The aim is for students to become familiar with the terminology of the discipline and to find the link with other subjects and disciplines, incorporating knowledge from these.
- Skills will be developed for the interpretation of case studies and situations related to the tourism sector and technology, problem solving, creativity and innovation, customer orientation, strategic vision, as well as other interpersonal skills such as teamwork and the presentation/defence of ideas.
- A series of key concepts will be taught so that the student can understand the technology; its possibilities and its application in the business sector, lay the foundations for the application of content in subsequent subject areas and in the workplace, and understand the usefulness of technology and the benefits that its incorporation into companies can bring, as a tool to improve, from an internal point of view, its efficiency and productivity, as well as their competitiveness in the business sector.

3. SKILLS AND LEARNING OUTCOMES

Basic skills (CB, by their acronym in Spanish):

BASIC SKILLS
CB1: Students have shown their knowledge and understanding of a study area that builds on general secondary school education, and are usually at the level where, with the support of more advanced textbooks, they may also demonstrate awareness of the latest developments in their field of study.
CB2: Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area.
CB3: Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters.
CB4: Students can communicate information, ideas, problems and solutions to both expert and non-expert audiences.
CB5: Students have developed the learning skills necessary to undertake further study in a much more independent manner.

Cross-curricular skills (CT, by their acronym in Spanish)

CROSS-CURRICULAR SKILLS (CT BY THEIR ACRONYM IN SPANISH)
CT13 - Problem solving: Ability to resolve an unclear/complex issue or situation which has no clear solution and requires skill to reach a conclusion.
CT16 - Decision making: Ability to choose between different options or methods to effectively solve varied situations or problems.
CT17 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.
CT03 - Ability to adapt to new circumstances: being able to evaluate and understand different points of view, taking different approaches to suit the situation**.**

CT05 - Ability to put knowledge into practice, using the skills acquired through the study of mock situations based faithfully on real life issues in the relevant profession.

CT06 - Oral or written communication: ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements.

**Specific skills (CE, by their acronym in Spanish):**

SPECIFIC SKILLS
CE6: Ability to make good use of the technical and IT tools necessary for effective and efficient company management.
CE7 - Ability to identify and apply innovation, as a fundamental asset for the management and administration of tourist companies: identify trends, lead projects, manage knowledge and quality, encourage internationality, understand and apply social responsibility and environmental concepts etc.
CE8 - Ability to master English at a professional level and have advanced knowledge of a second and third language.

Learning outcomes (RA, by their acronym in Spanish):
- **RA1:** To understand the characteristics of the tourism sector compared to other economic sectors
- **RA2:** To possess the ability to create value and comparative advantages from the use of resources in the tourism sector

The following table shows how the skills developed in the subject area match up with the intended learning outcomes:

Skills	Learning outcomes
Applies to all skills	**RA1:** To understand the characteristics of the tourism sector compared to other economic sectors
Applies to all skills	**RA2:** To possess the ability to create value and comparative advantages from the use of resources in the tourism sector

4. CONTENTS

Within the framework of the subject area, the following content will be worked on:

1. Introduction to innovation and technology: definitions, concepts and principles
2. The use of technologies in the tourism industry.
3. The latest technological trends in business and tourism.

4. Creativity at work.
5. Innovation and entrepreneurship.
6. Innovation and digital business models.
7. Design of innovative products and services.
8. Process innovation: Experience Management
9. Innovation strategies.
10. Digital transformation.

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Case studies
- Collaborative learning
- Problem-based learning
- Project-based learning
- Lectures
- Mock scenarios
- Harvard Business Publishing Resources

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Attendance and active participation in class	62.5 h
Guided work (tutorials, monitoring of learning)	12.5 h
Independent working (on-campus)	50 h
Group work	25 h
TOTAL	**150 h**

7. ASSESSMENT

The assessment systems, plus their weighting in the final grade for the subject area, are as follows:

On-campus:

Assessment system	Weighting
KNOWLEDGE TESTS	40%
PRACTICAL EXERCISE	15%
ASSIGNMENTS AND REPORTS	30%
ORAL PRESENTATION	15%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessment tasks, including deadlines and assessment procedures.