 <b>IPG</b> <b>Politécnico da Guarda</b> Escola Superior de Turismo e Hotelaria	<b>SUBJECT DESCRIPTION</b>	<b>Model</b> PED.014.02
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<i>Course</i>	<b>Tourism and Leisure</b>	<i>Academic year</i>	2020/2021		
<i>Subject</i>	<b>eTourism</b>	<b>ECTS</b>	5		
<i>Type of course</i>	<b>Compulsory</b>				
<i>Year</i>	<b>2nd</b>	<i>Semester</i>	<b>2nd</b>	<i>Student Workload</i>	
<i>Professor(s)</i>	<b>Fernando Florim De Lemos</b>		<i>Total</i>	135,0	<i>Contact</i> 60
<i>Area/Group Coordinator</i>	<b>Gonçalo Poeta Fernandes</b>				

**SD Planned**

## 1. LEARNING OBJECTIVES

The aims with this course are:

01. The connection between the information and communication technologies and the internet with the tourist system.
02. Explore the use of information and communication technologies in tourism, in terms of consumers, intermediaries, producers and destinations.
03. Analyze several existing technologies and the way how they affect the operation, the strategy, and the competitiveness of the tourism industry, trying to envision new opportunities and emerging threats in this new volatile and innovative environment.


## 2. PROGRAMME

**I - Information technology and communication: evolution, revolution and implications.**

**II - Tourism as a business dependent on information**

**III – Information and communication technologies, the internet and tourism, strategies, and impacts:**

- 3.1 Information and communication technologies and distribution in tourism.
- 3.2 Information and communication technologies and producers in tourism:
  - 3.2.1 Accommodation;
  - 3.2.2 Transports;

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3.3 Information and communication technologies and intermediaries in tourism

3.3.1 Tour operators

3.3.2 Travel agencies

3.4 Information and communication technologies and consumers.

3.5 Information and communication technologies and tourist destinations

#### **IV- E-commerce and tourism companies. The development of e-Business and the tools of information technology in the tourist industry.**

4.1 The strategic management of information and communication technologies in tourism operations.

4.2 New challenges of marketing – social media.

4.3 Business networks and virtual organizations


4.4 Legal aspects and current issues related to e-Business, e-Tourism and eCommerce.

### **3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES**

Globally, Information and Communication Technologies (ICT's) have been gaining importance within the entire value chain of tourism. Thus, a good knowledge of current trends in terms of the relationship between the various subsectors of tourism and information and communication technologies becomes essential to understand the today tourism activities.

One of the predominant ways of studying the relationship between information and communication technologies and tourism has been a theoretical approach in which is discussed the advantages and disadvantages of information and communication technologies in tourism and analyze the major trends in terms of the applicability of new technologies in the field of tourism.

However, about the course of e-Tourism, it was considered that the description and analysis of specific cases of good practices in various subsectors of tourism it is essential to understand the today trends related to information and communication technologies and Tourism.

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It is intended the understanding and the development of databases according to the relational paradigm. This is achieved developing a related eTourism micro information system.

#### 4. MAIN BIBLIOGRAPHY

Buhalis, D. (2003), eTourism: Information technology for strategic tourism management, Pearson Education.

Egger, A. and D. Buhalis (2008), eTourism case studies, Routledge.

Santos, J., Silva, Ó., (2020), Digital Marketing Strategies for Tourism, Hospitality, and Airline Industries, IGI Global.

World Tourism Organization (2014), Handbook On E-Marketing For Tourism Destinations, ETC/UNWTO.


#### **Recommended:**

Buhalis, D. and Costa, C. (2005), Tourism Management Dynamics, Routledge.

Pease, W.; Rowe, M.; Cooper, M. (2007), Information and Communication Technologies in Support of the Tourism Industry, IGI Global.

#### 5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

- a) oral presentation, supported with projection of schemes, graphics and ideas/keywords, films, tables and graphs, is framed in bibliographic texts;
- b) consultation of books of the literature is essential, as well as recent scientific papers and press articles;
- c) student participation in the confrontation the relevant everyday situations.
- d) students are invited to clarify the interpretation of the concepts and confront them with real situations of tourism;
- e) research data on the supply and demand in statistical portals and their features;
- f) use of the IPG eLearning platform, where UC contents are available.

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Continuous assessment involves regular monitoring of teaching and learning, and periodic assessment follows the rules defined in the Regulation School Courses of the 1.st Degrees of IPG.

:: Individual/group 1 practical work: 30%

:: Individual/group 2 practical work: 30%

:: Written test: 40%

## 6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

Since the main objective of this curricular unit is to provide students with knowledge in the respective areas, it was decided to teach theoretic-practical lessons and practical lessons.

These lessons combined with the activities/work to be undertaken by students (practical work in the form of a report on the topic of UC + online activities) allow the achievement of the objectives.

## 7. ATTENDANCE

According to Order No. 34/P.IPG/2020, in the student evaluation process, the attendance accounting should not be considered for the purposes of disapproval.

Professor

Coordinator