

Course Unit	Hotel Management Support Tools I		Field of study	Informatics	
Bachelor in	Hospitality Management		School	School of Hospitality and Wellbeing	
Academic Year	2023/2024	Year of study	1	Level	1-1
Type	Semestral	Semester	1	ECTS credits	4.0
Workload (hours)		108	Contact hours	T - TP 20 PL 20 TC - S - E - OT - O -	
Code: 9076-806-1101-00-23					

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Gil Antonio Pires dos Reis

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Know, discuss and understand basic concepts related to e-tourism.
2. Identify e-tourism opportunities and threats.
3. Describe e-commerce, e-business and e-tourism
4. Recognize the presence of e-tourism in different sectors of the tourism industry.
5. Know the trends in the online travel market.
6. Recognize the importance and development of Smart Tourism and the increasing digitalization of tourist services.
7. Recognize the relevance of digitalization and sustainability of the sector in the post-pandemic period and the importance of the ODS.
8. Analyze and discuss case studies.

Prerequisites

Before the course unit the learner is expected to be able to:
It doesn't have

Course contents

Tourism and ICT; Concepts about E-tourism; E-tourism and tourism industry sectors; E-tourism and travel and consumer market; Smart tourism; Digitalization of tourism.

Course contents (extended version)

1. Tourism and ICT
 - 1.1 The use of ICT in tourism
 - 1.2 Current applications, technologies and practices in e-tourism
 - 1.3 Opportunities and threats
2. Concepts about E-tourism
 - 2.1 E-commerce
 - 2.2 E-business
 - 2.3 E-tourism
3. E-tourism and tourism industry sectors
 - 3.1 Airlines
 - 3.2 Accommodation
 - 3.3 Tourist intermediation (tour operators, travel agencies, tr. comp. and entertainment companies)
 - 3.4 Rent-a-car
 - 3.5 Events
 - 3.6 Tourist destinations
4. E-tourism and travel and consumer market
 - 4.1 Online travel market
 - 4.2 Social Networks
 - 4.3 Future trends
 - 4.4 Case studies
5. Smart tourism
 - 5.1 Smart travel
 - 5.2 Smart tourist destinations
 - 5.3 Smart cities
 - 5.4 Case studies
6. Digitalization of tourism
 - 6.1 Digital systems applied to tourism
 - 6.2 Digital communication in tourist destinations
 - 6.3 Innovations in the travel market
 - 6.4 Digital nomadism
 - 6.5 Sustainability in the digitalization of tourism
 - 6.6 Tourism 4.0
 - 6.7 Case studies

Recommended reading

1. Alastair M. M. (2013). Marketing and Managing Tourism Destinations. Routledge. Biz, A. (2019). E-tourism e Branding aplicados aos negócios. Senac São Paulo.
2. Buhalis, D. (2013). e-Tourism: information technology for strategic tourism management. Pearson Financial Times/Prentice Hall.
3. Buhalis, D., Leung, D., & Law, R. (2011). E-Tourism: Critical information and communication technologies for tourism destinations. Wallingford.
4. Evangelos C., & Marianna S. (Eds.). (2015) Social Media in Travel, Tourism and Hospitality: Theory, Practice and Cases, Routledge
5. Wang, Y., & Pizam, A. (Eds.) (2011.) Destination Marketing and Management. CABI.

Teaching and learning methods

TP and PL class: explanation of content and examples using computer and audiovisual means; exploration of examples linked to practical cases; discussion of concepts to overcome difficulties in carrying out the proposed work.

Assessment methods

1. Continuous assessment - (Regular, Student Worker) (Final)

Assessment methods

- Practical Work - 60% (TP component evaluation)

- Intermediate Written Test - 40% (Avaliação de componente)

2. Exam - (Regular, Student Worker) (Final, Supplementary, Special)

- Final Written Exam - 100% (Written exam with evaluation of practical subjects)

Language of instruction

Portuguese

Electronic validation		
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06-12-2023	11-12-2023	04-01-2024