

POLI ESCOLA SUPERIOR TURISMO HOTELARIA TÉCNICO GUARDA	SUBJECT DESCRIPTION				MODELO PED.014.03	
Course	Tourism and Leisure					
Subject	e-Tourism					
Academic year	2023_2024	Curricular year	2nd	Study period	2nd semester	
Type of subject	Compulsory	Student workload (H)	Total: 135	Contact: 60	ECTS	5
Professor(s)	Fernando Florim De Lemos					
<input checked="" type="checkbox"/> Area/Group Coordinator <input type="checkbox"/> Head of Department		(select) Gonçalo Poeta Fernandes				

PLANNED SUBJECT DESCRIPTION

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. Analyse 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;

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.

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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 analyse 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.

4. MAIN BIBLIOGRAPHY

Obligatory:

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.

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.

The evaluation in this year was carried out as follows:

:: Practical work 1 (Individual/group): 20%

:: Practical work 2 (Individual/group): 20%

:: Practical work 3 (Individual/group): 20%

:: Written test: 40%

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6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

To achieve the proposed objectives, the methodology in the course unit is based on principles of theoretical and practical training, focusing on the sharing, analysis and study of real cases. Whenever possible the interaction and debate of ideas will be promoted to apply the concepts and techniques of business management in the tourism, hotel and restaurant sector.

7. ATTENDANCE

In continuous assessment, in normal period, requires the presence of 75% of total classes taught to students with normal status.

8. CONTACTS AND OFFICE HOURS

The teacher is available at the personal office n.º B22 in the ESTH, according to the established schedule and approved by the Director of the School to student's attendance, or through e-mail (fernando.lemos@ipg.pt).

9. OTHERS

The e-learning platform of IPG is a database in which materials are made available to the learning of important contents of CU. This instrument will also be used to communicate with the students through the publication of notices.

DATE

22 de fevereiro de 2024

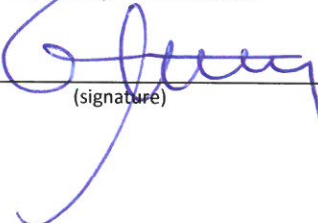
SIGNATURES

Professor(s), Area/Group Coordinator or Head of Department signatures

Professor


 (signature)

Area/Group Coordinator


 (signature)

