



Code-Course	063602 - Industry 4.0 and Transformation in Tourism Business Models		
Year	3º	Credits	4,5 cr ECTS
In-class hours	45 hours	Hours of individual work	68 hours
Thematic Area	Digital Business	Course Type	Core Subject

BRIEF COURSE DESCRIPTION

This subject will provide students with the knowledge to understand the transformation experienced by the tourism industry because of the appearance of the internet in business, the so-called 4th Industrial Revolution.

Students will understand each component in tourism 4.0 (airlines, accommodation, activities, land services, experiences, museums, transport, food and drinks) through the study of recent real cases of all business sizes: small, medium or large.

This subject will also help create the work teams to develop further projects and assignments throughout other subjects. Under the philosophy of “learning by doing”, project development will pose several challenges that will have to be faced without neglecting innovation and finance throughout all the development stages prior to its launching.

The subject will help understand how the surge of new technologies has been a catalyst for change, paving the way for new business models such as P2P, B2C and B2B, as well as providing customers with clear advantages.

BASIC SKILLS

BS02 – Students must be able to apply their knowledge to their work in a professional way and possess the skills used to develop and defend arguments and solve problems within their study field.



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COURSE CONTENT

Academic year 2020/2021

GENERAL SKILLS

GS02- Have business vision.

GS03- Have initiative and an entrepreneurial spirit.

SPECIFIC SKILLS

SS05- Understand and apply the political, legal, and institutional framework that regulates tourism companies and activities.

SS06- Analyze and evaluate tourism potential when designing products, services, and projects.

LEARNING METHODOLOGY

The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.



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Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.