



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# COURSE CONTENT

Academic year 2020/2021

Code-Course	063604 - Design of Digital Tourism Platforms		
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

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This subject will provide students with the basics of technology in the sector of digital innovation and digital platforms.

This is a subject with a global view on future and present technology, that provides clear understanding of the uses of each of the components of a website.

It will be the basis of a project to be carried out through one of the most important CMS in the market with a view to creating a web site from its outset to its publication. The ultimate goal is being able to make businesses grow with the help of digital marketing.

To take this subject, students will need their personal laptop and we will work with cloud technology.

## BASIC SKILLS

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BS04 – Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

## GENERAL SKILLS

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GS02- Have business vision.

GS03- Have initiative and an entrepreneurial spirit.



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### SPECIFIC SKILLS

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

### LEARNING METHODOLOGY

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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

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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.

**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.