



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	064607 - Tourism Products and Services E-commerce		
Year	4º	Credits	4,5 cr ECTS
In-class hours	45 hours	Hours of individual work	68 hours
Thematic Area	Law and Tourism Policies	Course Type	Core Subject

BRIEF COURSE DESCRIPTION

This subject will help students understand how e-commerce and digital tourist services work from a technological and marketing-oriented perspective.

We will differentiate different technologies and service players along the value chain in e-commerce.

The subject sessions will give access, in a practical way, to study successful companies, either tourism e-commerce start-ups or established companies as well as to study the main intervening factors in e-commerce: online payment gateways, meta search engines, aggregators, OTAs, tourist attractions, xml distribution, etc.

With this subject, students will be able to learn and explore the world of technology used by tourist services that dominate the digital market.

Students will be able to understand the integrations carried out by the tourism sector technologically speaking, blockchains, and business processes.

In the near future, thanks to this subject, students will be able to give expert talks about tourist e-commerce and give visibility to the latest or future technology trends in e-travel.

BASIC SKILLS

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

GENERAL SKILLS

GS02- Have business vision.



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GS08- Master the techniques of oral and written communication in order to transmit information, ideas, opinions, etc.

SPECIFIC SKILLS

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

SS10- Market tourism 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.

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.