



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Bachelor's Degree in Tourism

Code-Course	064607 – Tourism products and services E-commerce				
Year	4 th	Credits	4,5 cr ECTS		
Thematic Area	Digital tourism	Course Type	Elective Subject		
In-class hours	36 hours	Teacher-led learning hours	36 hours	Individual work hours	40,5 hours

BRIEF COURSE DESCRIPTION

This subject allows students to understand how electronic commerce and digital tourist services work from the perspective of technology and marketing. The different technologies and service stakeholders involved in the entire value chain of electronic commerce processes are addressed. Through different practical sessions, students analyse companies and business models, such as tourism e-commerce startups and consolidated companies that have adapted to the new environment, identifying the key factors and conditioning factors of their success and/or failure. The student identifies how the main agents work: payment gateways, meta search engines, aggregators, OTAs, tourist attractions, recommenders, xml distributors, etc. The knowledge and skills of this subject introduce students to the development of a strategic e-commerce plan, and its application, with instruments that allow the successful positioning of the tourism business website. To do this, the subject also provides learning about cutting-edge technology in tourism services that control the digital market and the levers of PPC and SEM through Google.

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.

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

SPECIFIC SKILLS



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Bachelor's Degree in Tourism

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

SS09- Understand and use information technology and information management systems in tourism.

SS10- Market tourism products, services, and projects.

LEARNING OBJECTIVES

1. Understand the operation of the basic structures for the development of digital platforms.
2. Understand the main models of e-commerce.
3. Understand the concept of brand and know the different strategies associated with it.
4. Address the various means of managing the digital content of brands and institutions.

ACADEMIC CONTENTS

1. Online advertising: map of players and basic concepts. (0.2 ECTS)
2. Google ads (0.5 ECTS)
 - Creation of an account and introduction to the types of accounts
 - Configuration of the payment method and conversion tracking
 - Campaign types (Search, shopping, display, Video, Gmail)
 - Smart bidding
3. Search engine advertising (2 ECTS)
 - Introduction to search engines
 - SEO/SEM
 - Keyword research
 - Planning and Budget
 - Types of campaigns (Standard Search, Dynamic Search)
 - Account structuring: Campaigns and Ad Groups. Quality Score
 - Concordances
 - Ads and extensions
 - Hearings
 - Optimization process
4. Google Shopping (0.5 ECTS)
 - Google ads and Google merchant center
 - The feed or product catalog
 - Campaign structure
 - Optimization process
5. Advertising on the content network (0.5 ECTS)



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Bachelor's Degree in Tourism

- Hearings
 - Creatives
 - Remarketing
 - Optimization process
6. Video advertising (0.5 ECTS)
 - Creation and connection of a YouTube channel
 - Hearings
 - Ad types
 - Optimization process
 7. Advertising Google Mail (0.2 ECTS)
 8. Reports (0,2 ECTS)
 9. Landing pages (CRO) (0.2 ECTS)
 10. Google Ads Editor (0.2 ECTS)

LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Case studies
- Guided 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.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Activities	Type	Continuous	Single	Week deadline
Audience Plan	Group	10%	10%	Week 2
Budget Plan	Group	10%	10%	Week 3
Creative Briefing	Individual	15%	15%	Week 4
Data Analysis	Individual	15%	15%	Week 5
Individual Final Exam	Individual	50%	50%	
	TOTAL	100%	100%	

To pass the subject it is mandatory to obtain a minimum score of "5" in the final individual test/s.

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

- A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.
- B) Students must have been awarded a final minimum grade of 4.0 in the overall course. After the reassessment, the maximum grade is 5.0 in the overall course.



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Bachelor's Degree in Tourism

REFERENCES

- Rodríguez del Pino, D. (2014) Publicidad on line (3ª ed.): las claves del éxito en Internet. ESIC Editorial.
- Riera, B. (2017) Visibilidad Online: 6 fases para el éxito digital de tu negocio. Agencia del ISBN
- Del Valle, E. (2017) Google AdWords: Trucos y estrategias para el éxito. Alfaomega Grupo Editor.
- Checa, E., Piedrafita, J. M. & Rodrigo, C. (2018) SEO y SEM: Estrategias para posicionarse en buscadores. The Valley Digital Business School.
- About Google Hotel Ads
https://support.google.com/hotelprices/answer/9238461?visit_id=637278509948862128-2068696928&rd=1
- Search engine land <https://searchengineland.com/library/channel/sem>
- Wordstream <https://www.wordstream.com/blog>
- Google Ads Youtube channel
https://www.youtube.com/channel/UCgl9rHdm9KojNRWs56QI_hg
- Google Ads, how the search auction works
https://www.youtube.com/channel/UCgl9rHdm9KojNRWs56QI_hg
- Conversion tracking in google ads <https://support.google.com/google-ads/answer/1722022?hl=en>
- Google Shopping campaigns: <https://adespresso.com/blog/google-shopping-campaigns-examples/>
- Google shopping ads the Definitive Guide: <https://www.storegrowers.com/google-shopping/>
- Google Ads display campaigns tutorial 2020:
<https://www.youtube.com/watch?v=NbfaQhIWNQ4>