



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	064621 - Implantation of digital technologies in tourism		
Year	4th	Credits	3 ECTS
In-class hours	30 hours	Hours of individual work	45 hours
Course Type	Optional subject	Thematic Area	Digital Business

BRIEF COURSE DESCRIPTION

This subject is an introduction to the basic principles to create digital apps. It will also focus on its design and on the development process from the outset.

We will see the beginnings and later progress of Android, iOS and Apple environments, its features, functioning principles and the basics to create a digital app for both these operative systems. We will also deal with issues around multiplatform development.

The subject oversees several aspects ranging from the development process of a digital application, to problem-solving and to identifying a target market, analyzing competitors, or understanding the requirements by different mobile devices when it comes to developing an app; besides, it will also provide information on how to select what types of professionals are necessary for digital apps development as well as on how to select the most adequate business model.

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.

GS03- Have initiative and an entrepreneurial spirit.

SPECIFIC SKILLS



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

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

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.