*Subject* *S**tudy guide “Tourism Information Systems (TIS)”*

1. IDENTIFICATION

* **Subject name: Tourism Information Systems (TIS)**
* **Code: 101237**
* **Degree: Degree in Tourism and Degree in Tourism (English)**
* **Academic course: 2018-2019**
* **Subject type: Optional**
* **ECTS Credits (hours): 6 (150)**
* **Teaching period: 1st semester**
* **Teaching language: English**
* **Teachers: Dr. Vera Butkouskaya**
* **Email: vera.butkouskaya@uab.cat**

2. PRESENTATION

In this course, we examine how organizations working in tourism and hospitality sector capitalize on social media and consumer-to-consumer interactions to support their marketing efforts and leverage customer trust. We view these issues under the conditions of digital transformation from a strategic and a practical perspective, rather than a technical or platform perspective. We will study how to create engaging content for platforms such as Facebook, Instagram, and Twitter, as well as how to identify influencers, deliver content to a targeted audience, manage customer created content and measure the success of the company’s efforts.

Course is practical oriented. It reviews theoretical materials based on Case studies and hand-on exercises.

3. EDUCATIONAL GOALS

This course will equip learners with the skills they need to promote their company’s products or services, or their own personal brand using social media. Additionally, learners will gain an understanding of how they can use social media to manage the e-reputation and measure the effectiveness of those efforts.

On completing this subject, students will  be capable to:

1. to use  social media to listen to consumers and understand their behavior online
2. to develop content that attracts and retains consumers’ attention;
3. to develop a social media strategy that engage and convert customers;
4. to influence company’s e-reputation positively by applying social media listening and managing customer generated content;
5. to develop KPI and use web analytics metrics to measure the effectiveness of company’s web activities;
6. to leverage social media effectiveness;
7. to apply social media strategies successfully in tourism and hospitality companies.

4. SKILLS AND LEARNING OUTCOMES

**SPECIFIC SKILLS AND LEARNING OUTCOMES**

CE1. Demonstrate knowledge and understanding of the basic principles of tourism in all sizes and areas.

CE1.1. Identify the theoretical and conceptual strategy of tourism business.

CE4. Apply concepts related to the tourism product and business (economical, financial, human resources, trade policy, market, operational and strategic) in different areas of the sector.

CE4.1. Distinguish, identifying and applying the concepts of strategic management with regard to touristic product and business.

**TRANSVERSAL SKILLS**

CT1. Develop an ability to learn independently.

CT4. Use communication skills at all levels.

CT6. Plan, organize and coordinate teamwork, creating synergies and inter-team relationships.

CT10. Work in group.

CT11. Plan and manage activities based on the quality and sustainability

5. TOPIC AND CONTENT

**Topic 1: Digital transformation and online customer journey.**

Understand how digital transformation influences on the way tourism and hospitality industry works today. Review the roles of new big players in the market, such as online travel agencies (OTA), review sites, and, social media sites, in affecting the stages of online customer journey. Learn how to  use them to listen customers and understand better their decision making process.

**Topic  2: Creating Engaging Content.**

Describe the role of storytelling in a digital landscape. Understand the basic concepts of using the content marketing strategy for the goals of tourism and hospitality companies. Learn how to create social media content that attracts and retains consumers’ attention and motivates engagement and sharing.

*Case study 1. AccorHotels Enriching Experience through content marketing strategies along customer journey.*

**Topic 3: A Strategic Perspective on Social Media Marketing**

Describe the role of social media in marketing strategy and assess the tradeoffs in using social media relative to traditional communication methods. Review organizational approaches to managing social media and developing social media policy.  Learn how to set social media marketing objectives that are linked to business objectives. Describe the ways to engage customers, motivate them for sharing and convert into action. Explore customer retention techniques.

*Case study 2. The Pepsi Refresh Project: A Thirst for Change*

**Topic 4: Social Media Listening, Co-Creation and E-reputation.**

Introduce approaches to social media listening and how it can be integrated into decision making. Learn how social media is used to facilitate open innovation and co-creation. How customer generated content should be managed. Discuss how to manage online reviews. How motivate customers to leave positive reviews. Describe strategies for managing negative reviews. Specifically, put attention on how trust and e-reputation is created and distributed, and, how it effects on tourism and hospitality industry.

*Case study 3.*Domino's Pizza

**Topic 5: Assessing Social Media ROI through Web Analytics tools.**

Introduction to a framework for assessing the effectiveness and return on investment of social media activities. Describe tools and metrics for measuring the success of social media efforts. Explore the role of Web analytics in linking these metrics to the bottom line. Understand how the results may be applied for future improvements.

*Case study 4. Google Analytics for decision making.*

**Topic  6: Leveraging Networks**

Learn how to leverage online networks and communities effectiveness. Discuss how to identify influencers and their role in distributing content. Analyze the effectiveness of owned, earned and paid media in leveraging networks effectiveness.

*Case study 5. Hotel e-reputation management and leverage of networks effectiveness.*

6. RECOMMENDED BIBLIOGRAPHY

**Recommended bibliography:**

Required Text: Social Media Marketing: A Strategic Approach, 2E. Barker, Barker,

Bormann and Neher, 2017 South-Western, Cengage Learning, ISBN-13: 978-1305502758

You may also purchase a digital edition of this text:!!<https://www.cengagebrain.com/>

Pulizzi, J. (2014). *Epic content marketing: How to tell a different story, break through the clutter, and win more customers by marketing less* (p. 5). McGraw-Hill Education.

Sigala, M., Christou, E., & Gretzel, U. (Eds.). (2012). *Social media in travel, tourism and hospitality: Theory, practice and cases*. Ashgate Publishing, Ltd..

Additional reading:

The New Rules of Marketing & PR, 5th Edition. David Meerman Scott. Digital copy

available online via the GGU Library. http://library.ggu.edu/search~S0/X?SEARCH=(The

* Websites such as www.mashable.com and <http://www.socialmediatoday.com/>

Case studies and other support material in digital format and links to web resources will be provided on *Campus Virtual*.

7. TEACHING METHODOLOGY

The course runs based on three teaching-learning methodologies:

1. Methodology of the *theoretical part* of the course:

Lecture-type classroom-based classes with explanation regarding the different agenda items. Theoretical classes will be audiovisual (powerpoint presentations, video viewing to support the theory, etc.).

1. Methodology of the *practical part* of the course:

Preparation and class-based presentation of case studies related to theoretical explanations or practical cases. Some exercises and cases will be conducted by students in out-class hours. This exercises and cases are based on analysis of activities of the companies in tourism sector. Drafting a Project on the role of HR in companies in the tourism sector, and presenting it in class (conducting by students in groups in out-class hours).

1. Methodology of the *out class learning part* of the course (Campus Virtual):

The Campus Virtual platform will be used to share information and alternative media in the classroom between students and teacher. Campus Virtual will contain the profile of the course, additional theoretical material in digital from, cases and exercises, links to websites, etc.

**T****RAINING ACTIVITIES**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Activity** |  | **Hours** | **ECTS** | **Learning outcomes** |
| **Type: Directed** |  |  |  |  |
|  |  |  |  |  |
| Theoretical classes |  | 25 | 1 | CE1.1. , CE4.1., CT5, CT11 |
| Practical exercises and case solutions |  | 11 | 0,44 | CE1.1. , CE4.1., CT5, CT6, CT11 |
| Public presentation of Cases and Project |  | 9 | 0,36 | CE1.1. , CE4.1., CT4, CT10 |
|  |  |  |  |  |
| **Type: Supervised** |  |  |  | . |
|  |  |  |  |  |
| Tutorials |  | 20 | 0,8 | CE1.1. , CE4.1., CT1 |
|  |  |  |  |  |
| **Type: Autonomous** |  |  |  |  |
|  |  |  |  |  |
| Practical exercises and case solutions |  | 30 | 1,2 | CE1.1. , CE4.1., CT1 |
|  |  |  |  |  |
| Public presentation of Cases and Project |  | 20 | 0,8 | CE1.1. , CE4.1., CT1, CT10 |
|  |  |  |  |  |
| Study (tests and exam preparation) |  | 35 | 1,4 | CE1.1. , CE4.1., CT1 |
|  |  |  |  |  |

8. ASSESSMENT SYSTEMS

This subject will be evaluated as follows:

1. Continuous evaluation:

1. **Practical activities:** Completion and presentation of class discussed exercises and Case studies cases (20% of the Final Grade - self evaluated) and Group Project Presentation based on the Case study (20% of the Final Grade). This will represent **40 % of the final grade**.
2. **Periodical controls:** 3 (three) exams based on the theoretical materials. This will represent **60% of the final grade**.
   * The partial exams comprise about 20 questions, which can be theoretically oriented (conceptual questions) or have a more practical nature (calculation problems). Some of the exam questions will provide multi-choice answers and others can be open ended.
   * The exercises and cases will be collected by the instructors during the course, typically during the practical class sessions.

To approve the subject it is necessary to obtain a score **above 5 (five) in average** (practical activities and periodical control).

**ASSESSMENT ACTIVITIES**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Activity** | **Weight** | **Hours** | **ECTS** | **Learning Outcomes** |
| 1. Practical activities   20% Group Project Presentation  20% Case studies | 40% | 40 | 1,6 | CE1.1. , CE4.1., CT1, CT10 |
|  |  |  |  |  |
| b. Periodical Control (3) | 20% + 20% + 20% | 20 | 0,8 | CE1.1. , CE4.1., CT1 |
|  |  |  |  |  |

**If students do not obtain a minimum grade of 5** through the continuous evaluations of *1.* (a) and (b), shown above, they can take a **final exam**. The final exam takes place according to the calendar of the academic activities, which is reported in students’ guide or in the web of the school. **T**he grade of the **final exam** will be the **100% of the final grade.**

*2.* **Instead of continuous evaluations of** *1.* **(a) and (b), shown above**, students have the **option** to directly take the **final exam**. The grade of the **final exam** will be the **100% of the final grade.** Students with a grade **between 3.5 and 4.9 in the final exam** will have the chance to **retake** **the exam**, according to the calendar of the academic activities, which is reported in students’ guide or in the web of the school. If these students pass the retake exam, their **final grade will be 5**.

9. PLANNING

|  |  |  |  |
| --- | --- | --- | --- |
| **WEEK** | **TOPIC** | **METHOD** | **HOURS** |
| 1-2 | INTRODUCTION to Subject  SYLLABUS REVIEW  Topic 1, Topic 2 | Class lecture  Exercises | 6 |
| 3 | Topic 1-2 | Group presentation 1.  Case study 1 | 3 |
| 4-5 | Topic 3 | Test 1  Class lecture  Exercises | 6 |
| 6 | Topic 3 | Group presentation 2.  Case study 2 | 3 |
| 7-8 | Topic 4 | Class lecture  Exercises | 6 |
| 9 | Topic 4 | Group presentation 3.  Case study 3 |  |
| 10-11 | Topic 5 | Test 2  Class lecture  Exercises | 6 |
| 12 | Topic 5 | Group presentation 4.  Case study 4 | 3 |
| 13 | Topic 6 | Class lecture  Exercises | 6 |
| 14 | Topic 6 | Case study 5.  Test 3. | 8 |

10. ENTREPRENEURSHIP AND INNOVATION

The issues relating to entrepreneurship and innovation are developed from both activities: practical oriented exercises, case studies and Group work proposed as used methodology, and, from evaluation process.

Students will present Project on Social Media Marketing for Tourism and Hospitality companies based on the real Case Study. As well as, practical exercises and cases will be based on the real activities inside entrepreneurial oriented companies. It is also scheduled to watch a couple of videos on the theme of Social Media Marketing, Content Creation and E-reputation Management. Regarding the evaluation of the subject, there is a part of the practical activities (20%), which will be the self-evaluated by the students (see section VIII on "Assessment") encouraging in this respect decision making and self-analyzing skills as entrepreneurships.