Universitat de les Illes Balears

Teaching guide

Subject identification

Subject	11468 - E-tourism and Customer Relations Management (CRM)
Credits	0.72 de presencials (18 hours) 2.28 de no presencials (57 hours) 3 de totals (75 hours).
Group	Group 1, 2S (Campus Extens)
Teaching period	Second semester
Teaching language	English

Professors

Lecturers	Horari d'atenció als alumnes					
	Starting time	Finishing time	Day	Start date	Finish date	Office
Francisco Rejon Guardia f.rejon@uib.eu	09:30	10:30	Tuesday	14/09/2015	18/12/2015	DB021 - "cita prèvia per e-mail" - Edifici Jovellanos
	10:00	11:00	Tuesday	01/02/2016	01/07/2016	DB0021 - concertar cita previa por correo electrónico

Contextualisation

*NOTICE: Some contents of this teaching guide can be changed under all the students and professor agreement.

The tourism sector and the technology sector together make up a high-potential binomial in terms of growth and profitability, in both the economic and the social fields. The synergy between the two sectors calls for the full integration of Internet-based marketing and commercialization strategies, as has been proven by business practice. Websites, search engine optimization, SEO, SEM, the management, promotion and development of the use of social networks, as well as the analysis of the profile of online purchasers and their behaviour in the different channels or the online reputation enjoyed by websites are all playing an increasingly more prominent role in the marketing strategies of tourism enterprises.

And in this context, the course aims to approach the analysis of tourism from the perspective of the digitization of processes, especially in the field of Marketing. The study of aspects related with research and data collection, with advanced customer management, CRM or the new channels of interaction between the company and consumers will thus be the cornerstones that will introduce students into the digital marketing trends and enable them to discover the many benefits that can be gained from both public and private tourist organizations.

Requirements

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Skills

Specific

* [CE1] Learn how to deal with techniques of data collection and analysis and their application in the tourism sector.
* [CE3] Know how to design new products, detect new emerging tourist markets or segments and undertake tourism projects starting from the identification of new trends and scenarios, and the dynamics of tourism markets.
* [CE12] Being able to strategically manage tourism organizations, including both external factors (threats and opportunities) and internal resources and capabilities of the tourism firm.
* [CE15] Learn the techniques that allow the development of tourism destinations and organizations in an international, complex and dynamic environment, to achieve a sustainable, integrative and innovative tourism management and promotion.

Generic

* [CG1] Know how to find, process and analyze information concerning the tourism sector from different sources.
* [CG2] Know how to work in a team and deal with problematic situations in a collaborative way.
* [CG4] Know the fundamentals and apply methodologies suitable for the analysis of the tourism sector.

Transversal

* [CT1] Capacity for analysis and synthesis.
* [CT2] Ability to organize and plan.
* [CT3] Oral and written communication in English.
* [CT4] Information management skills.
* [CT6] Being able to take decisions and solve problems.

Basic

* You may consult the basic competencies students will have to achieve by the end of the Master's degree at the following address: http://estudis.uib.cat/master/comp_basiques/

Content

Theme content

1.-. Internet applications in marketing and communication for tourism industry businesses and institutions

2.-. Handling information volumes: data mining

3.-. Customer management and the CRM

4.-. Social networks and the interaction between business and consumer

5.-. Publicity and advertising networks

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Teaching methodology

In-class work activities

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Theory sessions	Large group (G)	In-class exposition of the theoretical contents	12
Practical classes	Exercises and case studies	Large group (G)	Problems and cases resolution	5
Assessment	Assessment	Large group (G)	Students conduct assessment tests	1

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Campus Extens platform.

Distance education work activities

Modality	Name	Description	Hours
Group or individual self-study	Individual or group self-study	Students self-study is critical to properly assimilate the main contents of this course. Students should review the issues explained during classes and deeply analyze the materials delivered by the professor	57

Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

Theory sessions

Modality	Theory classes
Technique	Oral tests **(non-retrievable)**
Description	In-class exposition of the theoretical contents
Assessment criteria	

Final grade percentage: 25% with minimum grade 0

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Exercises and case studies

Modality	Practical classes
Technique	Objective tests **(non-retrievable)**
Description	Problems and cases resolution
Assessment criteria	

Final grade percentage: 35% with minimum grade 0

Assessment

Modality	Assessment
Technique	Objective tests **(non-retrievable)**
Description	Students conduct assessment tests
Assessment criteria	

Final grade percentage: 40% with minimum grade 0

Resources, bibliography and additional documentation

The exact bibliography will be announced later. The current items are a mere approximation:

Buhalis, D. (2003). *eTourism: Information Technology for Strategic Tourism Management*. Pearson (Financial Times/Prentice-Hall)

Cabiddu, F., De Carlo, M. & Piccoli, G. (2014). Social Media affordances: Enabling customer engagement. *Annals of Tourism Research, 48*: 175-192.

Cimbalijevic, M. (2015) Social media marketing in tourism and hospitality. *Annals of Tourism Research, 48*.

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