Syllabus

Subject

Subject / Group	11468 - E-tourism and Customer Relations Management (CRM) / 1
Degree	Master's in Tourism Management and Planning
Credits	3
Period	2nd semester
Language of instruction	English

Professors

Lecturers	Office hours for students					
	Starting time	**Finishing time**	**Day**	**Start date**	**End date**	**Office / Building**
Francisco Rejón Guardia f.rejon@uib.eu	08:00	09:00	Tuesday	10/09/2018	31/05/2019	Siempre cita previa por e-mail - Despacho DB022 - planta baja - Edificio Jovellanos

Context

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.

*"The language of instruction for this course will be English. Students taking this course will learn specific economic /tourism-related vocabulary and develop both their productive and receptive skills in English, moreover, therefore acquire further knowledge of the English language."

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

Requirements

Skills

Specific

* [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 .

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 .

Transversal

* [CT2] Ability to organize and plan .
* [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

Range of topics

0.-. Introduction
* Tourism Internet Market
* New trends
* On-line Marketing perspective
* Direct Marketing - Digital DM

1.-. e-tourism - Internet applications in marketing and communication for tourism industry businesses and institutions
* What is e-Tourism?
* Tourism Value Chain
* eTourism as a Service in Cloud Computing
* Quality of eTourism services
* Traditional dimensions of Service Quality

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* Online dimensions of the Service Quality

2.-. Customer management and the CRM
* The basic of CRM
* The role of technology in CRM
* Marketing strategy and measurement
* Social CRM
* Barries to implement CRM strategy

3.-. Data mining: Handling information volumes
* Introduction to big data
* Introduction to data mining
* Applications of big data in tourism and hospitality
* Predictions 2017 and new trends

4.-. Social networks and the interaction between business and consumer
* Essential Social Media Accounts for Tourism Marketing

5.-. Publicity and advertising networks
New advertising platforms on-line

* Facebook ads
* Google ads
* Instagram

Teaching methodology

In-class work activities (0.72 credits, 18 hours)

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 Aula Digital platform.

Distance education tasks (2.28 credits, 57 hours)

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

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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

Frau en elements d'avaluació

In accordance with article 33 of Academic regulations, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, a undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

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 a minimum grade of 0

Exercises and case studies

Modality	Practical classes
Technique	Objective tests **(non-retrievable)**
Description	Problems and cases resolution
Assessment criteria	Individual - case study
	Final Group Essay (report + presentation)

Final grade percentage: 35%with a minimum grade of 0

Assessment

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

Final grade percentage: 40%with a minimum grade of 4

Resources, bibliography and additional documentation

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Basic bibliography

Books

* Buhalis, D. (2003).eTourism: Information Technology for Strategic Tourism Management.Pearson (Financial Times/Prentice-Hall)
* Turban, E., Strauss, J., & Lai, L. (2016).Social Customer Service and CRM.InSocial Commerce (pp. 155-178). Springer International Publishing.

Journal articles

* 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.
* Marolt, M., Pucihar, A., & Zimmermann, H. D. (2015).Social CRM adoption and its impact on performance outcomes: a literature review.Organizacija,48(4), 260-271.
* Sigala, M. (2016).Social CRM Capabilities and Readiness: Findings from Greek Tourism Firms.In Information and Communication Technologies in Tourism 2016(pp. 309-322). Springer International Publishing.
* Soltani, Z., & Navimipour, N. J. (2016).Customer relationship management mechanisms: A systematic review of the state of the art literature and recommendations for future research.Computers in Human Behavior,61, 667-688.
* Trainor, K. J., Andzulis, J. M., Rapp, A., & Agnihotri, R. (2014).Social media technology usage and customer relationship performance: A capabilities-based examination of social CRM.Journal of Business Research, 67(6), 1201-1208.
* Aguiar, L., Perez-Jimenez, R., Celis, D., Rabadan, J., & Rufo, J. (2014). Social CRM with offline digital communities and localization systems: the case of cruises. In 32nd EuroCHRIE conference" Hospitality and Tourism Futures", Dubai 6-9 October 2014. EuroCHRIE.

Complementary bibliography

Conference papers

Aguiar, L., Perez-Jimenez, R., Celis, D., Rabadan, J., & Rufo, J. (2014).Social CRM with offline digital communities and localization systems: the case of cruises. In32nd EuroCHRIE conference" Hospitality and Tourism Futures", Dubai 6-9 October 2014. EuroCHRIE.

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