VIDZEMES AUGSTSKOLA

FACULTY OF SOCIETY AND SCIENCE
SALES MANAGEMENT

Course Title:	**TOURISM TECHNOLOGY AND INNOVATION**				
Course code (LAIS):					
Study programme:	**Tourism Organization and Management**				
Level of Study programme:	☐	1st level professional higher education			
	☒	Professional Bachelor			
	☐	Professional Master			
	☐	Academic Master			
	☐	PhD level			
Type of Study programme:	☐	Compulsory course (Part A)			
	☐	Professional specialization courses (Part B, compulsory)			
	☒	Professional specialization optional courses (Part B, optional)			
	☐	Elective courses (Part C)			
Course Workload:	**Credits**	**ECTS**	**Academic hours**	**Contact hours**	**Independent work hours**
	4	6	160	64	98
Course Author/ Tutor:	Visiting lecturer Ilona Beliatskaya, MSc, MA ilona.beliatskaya@va.lv Consultation: according to the schedule for each semester				
Study Form:	Full-time studies				
Study year, semester:	Year 3, Semester 1				
Language:	English				
Prerequisites for the Course:	None				
Course Summary:	The course aims to provide in-depth knowledge and methodological tools to conceive, plan, and manage projects in the field of travel technology. Being grounded on the advancements in technology and online communication models, the course will cover a basic introduction to the relevant innovative applications in the tourism industry and up-to-date methods for designing and evaluating the tourism services. The course includes interactive lectures complemented by the group discussions and several in-class case study exercises. Students are expected to complete the required readings before attending the actual classes, thus being able to contribute to the sessions. Theoretical concepts will be illustrated by the real-world examples to deepen the students' understanding. Students will be highly encouraged to contribute with examples that they have observed personally.				
Assessment:	Individual case study exercise, group assignment and 2 quizzes				
Requirements for Credits:	The final grade will be determined by: • **Quizzes: 50%** = 25% (Quiz 1) + 25% (Quiz 2) There will be two written quizzes based on the readings and lectures. • **Individual case study exercise: 20%** Students will be given three case studies to read before the actual lecture. During three lecture sessions, the students will have to reflect on the relevant case study by answering questions related to the case. After completing all three case study exercises, each student will be asked to choose one (until a predetermined deadline) that consequently will be graded. Only **one exercise will be graded** and will contribute to the final grade. • **Group assignment –presentation: 25%** Students will be asked to form pairs and to do an oral presentation in front of the class. The list of topics for presentations will be predetermined by the lecturer. The				

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<tr><td></td><td>assignment will combine a theoretical and an applied component.

• Participation and contribution to discussions: 5%
Students are expected to contribute to the lectures by coming prepared with the assigned reading materials (including case studies) and by actively participating in the discussion on the topic of the session and the exercises. Student participation will be judged based on the quantity and quality of the input in class.

All assignments must be completed and submitted by the mentioned deadline. The late submissions will be accepted but with the substantial deduction of points. The assignments must be prepared in line with the academic standards and instructions provided by the instructors. Also, the rules of the course attendance will be highly observed.</td></tr>
<tr><td>Abiding by the Academic Ethics</td><td>Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:
– study papers must be independently developed;
– the study work should reference all statements, ideas and data used that have been authored by someone else;
– appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified;
– the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise.
In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is extramarital.</td></tr>
<tr><td rowspan="13">Learning Outcomes; the evaluation methods and criteria</td><td>Learning Outcomes</td><td>The evaluation methods and criteria</td></tr>
<tr><td colspan="2">Knowledge</td></tr>
<tr><td>In-depth knowledge about the recent trends in the field of travel technology.</td><td>Lectures, case studies, quizzes, individual work, group assignment</td></tr>
<tr><td>Understanding the key concepts and theories related to the web, online communication, marketing intelligence to be applied in the tourism field.</td><td>Lectures, case studies, quizzes, individual work, group assignment</td></tr>
<tr><td>Use of the latest online methods to create and produce the tourism services and measure their success in the digital environment.</td><td>Lectures, case studies, quizzes, individual work, group assignment</td></tr>
<tr><td colspan="2">Skills</td></tr>
<tr><td>Ability to judge the importance of adopting a given technology in their future job placements within the tourism and hospitality sectors.</td><td>Lectures, case studies, quizzes, individual work, group assignment</td></tr>
<tr><td colspan="2">Competencies</td></tr>
<tr><td>Competence to analyze the changing and evolving tourism environment due to the constant use of innovative technologies.</td><td>Lectures, case studies, quizzes, individual work, group assignment</td></tr>
<tr><td>Competence to design, plan, run, and evaluate technology-related activities in tourism.</td><td>Lectures, case studies, quizzes, individual work, group assignment</td></tr>
<tr><td>Competence to fruitfully interact with technology experts and manage available ICT assets (people, technologies, and other sources) in the most effective way.</td><td>Lectures, case studies, quizzes, individual work, group assignment</td></tr>
<tr><td>Course Compulsory literature:</td><td colspan="2">Reading materials:
1. Rogers, E. M. (2003) Diffusion of innovations. Simon and Schuster.</td></tr>
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	2. Cantoni, L., & Tardini, S. (2006) *Internet.* Routledge, London. Chapters 4 & 5. 3. Cantoni, L., & Tardini, S. (2010). The internet and the web. *The Media, An Introduction*, 220-232. 4. Buhalis, D. (2003). *eTourism: Information technology for strategic tourism management*. Prentice Hall, Harlow, 408 p. 5. Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet – The state of eTourism research. T*ourism management*, *29*(4), 609-623. 6. Inversini, A., Xiang, Z., & Fesenmaier, D.R. (2015). New media in travel and tourism communication: Toward a new paradigm. In L. Cantoni & J.A. Danowski (Eds.), *Communication and Technology* (2015, pp. 497-512). 7. Gretzel, U., & Jamal, T. (2009). Conceptualizing the creative tourist class: Technology, mobility, and tourism experiences. *Tourism Analysis*, *14*(4), 471-481. 8. Leung, D., La R., Van Hood, H., & Buhalis, D. (2013) Social Media in Tourism and Hospitality: A Literature Review. In: *Journal of Travel and Tourism Marketing*, 30:3-22. 9. Gretzel, Wethner, Koo, & Lamsfus (2015). Conceptual foundations for understanding smart tourism ecosystems. *Computers in Human Behavior* 50, 558–563. 10. Beliatskaya, I. (2017). Understanding enhanced tourist experiences through technology: a brief approach to the Vilnius case. *J. Tour. Res./Rev. Investig. Tur*, *7*(1), 17-27.
Course additional literature:	**Reports:** 1. Amadeus (2019). The top trends transforming travel in 2020. https://amadeus.com/en/insights/blog/the-top-trends-transforming-travel-in-2020 2. Future Today Institute (2020). Tech Trends Report. 13th annual edition. 3. Euromonitor International (2017). Megatrend analysis. Putting the consumer at the heart of business. 4. Amadeus (2015). Future Traveller Tribes 2030. Building a more regarding journey. 5. McKinsey Global Institute (2013). Disruptive technologies: Advances that will transform life, business, and the global economy. **Websites:** 1. IFITT eTourism Wiki: https://www.ifitt.org/resources/wiki/ 2. Skift: https://skift.com/ 3. Digital Tourism Think Tank: https://www.thinkdigital.travel/ 4. Think with Google: https://www.thinkwithgoogle.com/
Course confirmation date:	05.05.2020
Date of course description update:	

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Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
The date is specified before the implementation of the course	**Session 1:** Course introduction. Discussion of the course policy and syllabus. What is travel technology? Online Communication Model.	**4**	**6**	Introductory lecture, case studies, individual work
	Session 2: Online Communication Model: contents and services. Localisation of online content.	**8**	**10**	Lecture, case studies, individual work
	Session 3: Online promotion, search engines, SEO, SEM. Usability analysis and web analytics.	**8**	**10**	Lecture, case studies, individual work
	Session 4: User-generated content. Web 2.0. Social media marketing.	**8**	**8**	Lecture, case studies, individual work
	Quiz 1 (on material related to sessions 1-4) **Group discussion:** Merits and challenges of online communication for tourism services.	**8**	**10**	Quiz 1 and group assignment
	Session 5: DMO Online Communication. Web reputation. Online travel reviews.	**8**	**10**	Lecture, case studies, individual work
	Session 6: Mobile technology and chatbots.	**6**	**8**	Lecture, case studies, individual work
	Session 7: Virtual, augmented, and mixed reality in tourism.	**6**	**8**	Lecture, case studies, individual work
	Session 8: Brief overview of deep technology used in tourism: machine learning algorithms, artificial intelligence, robotics.	**6**	**12**	Lecture, case studies, individual work
	Quiz 2 (on material related to 5-8 sessions). **Group discussion**: The latest innovations in tourism and their implications on the future of travel. Course summary.	**4**	**14**	Quiz 2 and group assignment.
	Hours total:	***64***	***98***	