Summer Course Proposal

Total Hours: 40 Hours, 4H/day, from 9:00 to 13:00, during 2 weeks (16 to 27 of July)

ECTS: 4

Course Name: Information and Communication Technologies for Tourism and Hospitality

Course Description: The course will be essentially practical of using Information and Communication Technologies (ICT) for Tourism and Hospitality. Therefore, it will be used Geographic Information Systems (GIS) based on web technology, web platforms for website and social media development, multimedia content, and web touristic routs development.

Main Goals:

Know and use Web platforms in order to communicate and disseminate multimedia information in an attractive and effective way

Design and implement digital multimedia projects for Tourism and Hotel Units

Use and manipulate GIS platforms for Tourism and Hospitality

Syllabus:

1. Multimedia technology

1.1. Production and editing of static and dynamic media

1.2. Publish and share multimedia in Web platforms

2. Development of Web platforms

2.1 Structure and design

2.2 Web content production

2.3 Tools for website design

2.4 Integration of websites with social platforms

3. Web GIS platforms

3.1. Web Maps

3.2. Web Applications and StoryMaps

3.3. Touristic routs development

Responsible Teacher (ESHT): Cândida Silva and Paula Amaral

International Invited Teacher: To be defined

Required course materials: Room with computers for students and projector.

Assessment: The assessment will be during all the course mainly through case studies (70%) and presentations (30%) during the classes.

Main References (maximum 3):

Chapman, N. & Chapman, J. (2013). Digital Multimedia (3rd Ed). Chichester: John Wiley & Sons

Richardson, T. (2013). Multimedia Web Design and Development: Using Languages to Build Dynamic Web Pages. Virginia: Mercury Learning & Information.

Fu, P. (2016). Getting to Know Web GIS, second edition. Califórnia: Esri Press

Short Bio of responsible teacher (maximum of 200 words):

Cândida Silva is a professor at School of Hospitality and Tourism of Polytechnic of Porto, Portugal, where she is Chairman of Scientific Board, Head of International Relations and Director of Department of Informatics and Mathematics. She has a PhD in Information Systems and Technologies from University of Minho. She is an integrated researcher of CiTUR and research collaborator in the group of Information Systems and Technologies for the Transformation of Organizations and Society (ISTTOS) of the Algoritmi centre of the University of Minho. She was founder and president of AIS Student Chapter of University of Minho (2010-2012), where organized two national case study in Information Systems competition. She is member of AIS Portuguese Chapter and of AIS. She has integrated the organization committee of several national academic seminars and conferences, is reviewer of several international conferences and journals, and has over thirty scientific papers and scientific communications. Link for CV: orcid.org/0000-0002-7342-1282.

Short Bio of other teachers (if applicable – maximum of 200 words):