

Degree	Type	Year
Tourism	FB	1

Contact

Name: Tatiana Lopez Orozco

Email: tatiana.lopez@uab.cat

Teachers

Raul Suhett de Morais

Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

None

Objectives and Contextualisation

The main goal of the course is to develop the digital and communication competencies needed to design, analyse, and present academic and professional projects within the tourism and hospitality sector, with a critical, sustainable, and inclusive perspective. By the end of the course, students will:

- Become aware of their own communication style, interpersonal skills, and the importance of intercultural collaboration in professional environments.
- Acquire basic knowledge of research methodologies and the use of digital tools for academic research, such as Mendeley or Google Scholar.
- Develop practical skills in the use of Microsoft Word, Excel, PowerPoint, Canva, and other tools for producing presentations and visualising data.
- Integrate reliable information sources, citation systems, bibliographic management, and academic work planning tools, applying ethical standards, traceability, and scientific rigour.
- Use generative artificial intelligence tools critically and responsibly to support research and content creation processes.

- Design professional presentations and develop a basic digital identity through the creation of websites and social media profiles linked to the tourism sector.
- Apply the acquired knowledge in a cross-course project shared with *Fundamentals of Tourism and the Hospitality Sector*, integrating research and digital competencies with a responsible, gender-aware, and sustainability-driven approach.

Learning Outcomes

1. CM08 (Competence) Design projects and presentations on the tourism sector using the operational systems analysed, and taking into account gender roles.
2. CM09 (Competence) Use different personal and digital communication tools to design tourism projects in accordance with the Sustainable Development Goals.
3. KM10 (Knowledge) Describe the technological changes that are emerging in the tourism sector.
4. KM11 (Knowledge) Identify the online research and bibliographic management instruments that are useful in the sector.
5. SM14 (Skill) Look for sources of information and time management and organisation programmes to determine the most appropriate ones at any given time.
6. SM15 (Skill) Experiment with existing operating systems, word processors and spreadsheets to assess their applicability in the tourism sector.
7. SM16 (Skill) Analyse tourist information using digital technology.

Content

Block 1: Communication tools (1.5 ECTS)

- Personal and interpersonal communication style.
- Teamwork skills and intercultural awareness.
- Self-awareness dynamics and mindful communication.
- Oral practice: presentations, argumentation and active listening.

Block 2: Research methods in tourism (1.5 ECTS)

- Introduction to academic work at university level.
- Information sources and types of documents.
- Criteria for reliability and traceability.
- Bibliographic management (citation styles, references, Mendeley use).
- Research ethics: plagiarism, copyright and AI usage.
- Introduction to academic writing and structure of academic papers.

Block 3: Applied digital tools (3 ECTS)

- Microsoft Word: styles, tables, indexes, automatic references.
- Microsoft Excel: formulas, functions, charts, data tables and basic statistics.

- Microsoft Excel (advanced): use of functions and creation of pivot tables.
- Microsoft PowerPoint and Canva: visual design, storytelling and project presentation.
- Generative AI: uses, risks and best practices.
- Basic creation of websites and professional social media profiles.
- Application of tools in projects related to the tourism and hospitality sector.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Sessions Communication skills	25	1	CM08, CM09, CM08
Theoretical sessions	55	2.2	CM08, CM09, KM10, KM11, SM14, SM15, SM16, CM08
Type: Supervised			
Solving exercises and problems	16	0.64	CM08, CM09, KM11, SM14, SM15, CM08
Type: Autonomous			
Research	16	0.64	CM08, KM11, SM14, SM16, CM08
Self-directed study	16	0.64	CM08, CM09, KM10, KM11, SM14, SM15, SM16, CM08

The course combines three main teaching and learning methods:

1 Theoretical and participatory sessions

These classes will introduce key concepts in communication, digital tools and research methods. Active student participation will be encouraged through practical exercises, critical reflection, and case analysis related to the tourism and hospitality sector.

2 Digital workshops and practical sessions

These sessions will allow students to apply the acquired knowledge through guided use of software such as Word, Excel, PowerPoint/Canva, and bibliographic search and management tools. Exercises and individual or group assignments will be linked to the cross-subject project shared with the course Fundamentals of Tourism and the Hospitality Sector.

3 Autonomous work and use of the Virtual Campus

The Virtual Campus will be used as a space for guidance and support. All necessary materials (resources, activities, rubrics) will be made available. Each student will manage their own time to complete the proposed tasks and develop the final integrative project.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Communication Skills	25%	12	0.48	CM08, CM09
Final project and presentation	15%	4	0.16	CM08, CM09, KM11, SM14, SM16
Midterm exam 1	25%	2	0.08	CM08, CM09, KM10, KM11
Midterm exam 2	25%	2	0.08	SM14, SM15, SM16
Practical tasks in class	10%	2	0.08	CM08, CM09, KM10, KM11, SM14, SM15, SM16

Students can choose between continuous assessment and single assessment.

A) Continuous assessment

It is based on four blocks:

- Practical exams on digital skills (25% + 25%)
Two practical tests covering Word, Excel, PowerPoint/Canva, calculation and data representation. A minimum grade of 4 in each part is required to average.
- Practical tasks in class (10%)
Applied exercises that reinforce digital and research skills development.
- Cross-subject project with Fundamentals of Tourism and the Hospitality Sector (15%)
Assessment of digital tools and research instruments applied to the shared project.
- Communication Skills Block (25%)
Mandatory participation in the specific sessions (up to 10% absences allowed), submission and presentation of the activities.

B) Single assessment

The student must complete a final practical exam including:

- Application of digital skills
- Research tools
- Key communication block aspects

C) Reassessment

There is no minimum grade required to access the re-assessment. The only requirement is having taken the final exam of the failed part(s).

Not Evaluable

The grade for the subject will be NOT EVALUABLE when the student does not participate in at least half of the assessment activities and/or does not attend the final exam.

Bibliography

- Segovia Pérez, M. & Figueroa Domecq, C. (2018). *Turismo y género: La perspectiva inclusiva en la gestión turística*. UOC Editorial. <https://www.editorialuoc.com/turismo-y-genero?>

- Rivera Mateos, M. & Rodríguez García, L. (2011). *Turismo responsable, sostenibilidad y desarrollo local comunitario*. PDF disponible en <https://dialnet.unirioja.es/servlet/libro?codigo=525510>
- Gallardo H., G. G. (2025). *Construye tu marca personal digital: La guía definitiva para triunfar en la era digital*.
https://www.researchgate.net/publication/391666729_Construye_Tu_Marca_Personal_Digital_La_Guia_De
- Posicionament de la UAB respecte als usos de la IA en docència
<https://www.uab.cat/web/la-docencia-a-la-uab/docencia/posicionament-de-la-uab-respecte-als-usos-de-la>
- Biblioteca/CRAI UPF (2023). Intel·ligència artificial: eines per a la docència i aprenentatge: definició i funcionament. <https://guiesbibtic.upf.edu/iag>
- EUA (2023). «Artificial intelligence tools and their responsible use in higher education learning and teaching». Position paper: EUA, febrer.
- Ganyet, J.M.(2023). «La revolución de los humanos». La Vanguardia, 15.1.2023.
- Knust, R. (2023). «Cómo usar ChatGPT en el aula». EDUTEKA. ¿Cómo usar ChatGPT en el aula?.
- UNED, Secretaría de Estado de Digitalización (2023). Curso online gratuito "Elementos de IA".
<https://course.elementsofai.com/es/>.
- UNESCO (2023). Chat GPT. An artificial intelligence in Higher Education.

Software

- Microsoft Word, Excel i PowerPoint (Office 365)
- Canva
- Copilot
- ChatGPT
- Mendeley
- Google Scholar
- LinkedIn
- Wix.com
- Notion
- About.me
- Biblioteca digital UAB <https://biblioteca.uab.cat>

Groups and Languages

Name	Group	Language	Semester	Turn
(TE) Theory	1	Catalan/Spanish	first semester	morning-mixed
(TE) Theory	2	English	first semester	morning-mixed