Module/Subject Title:	**WEB TECHNOLOGIES**

Scope:	2 ECTS

Introduction:	The Internet is the most important website fpr a tourist company. It is the business card of a company, as long as its design is adequate. It is one of the foundations of its commercialization and promotion. Content Management Systems or CMS are tools that increase productivity when you design a tourist website as form and content are clearly separated. Through the use of patterns and even other systems included the CMS, such as trolleys and payment systems, it is possible to commercialize a company products and services.

Prescribed reading:	Example...

Recomm. reading:	http://www.tutorialspoint.com/web_development_tutorials.htm
	https://en.wikipedia.org/wiki/Category:Web_technology
	Buhalis, D., 2003,eTourism: information technology for strategic tourism management,Pearson (Financial Times/Prentice Hall), London ISBN 0582357403.

Additional material:	https://books.google.es/books?id=qlUsBgAAQBAJ&pg=PR37&lpg=PR37&dq=web+technologies+buhalis+case+studies&source=bl&ots=YKM_PR29u2&sig=ogdTqK8maMcDi-cRLwhRz_5kbk8&hl=es&sa=X&ved=0ahUKEwid44b4v-

Date		Topic	Topic Activities	Reading References	Teachers Approach
	Day 1	Capacity to manage specialised information and knowldege of the foundations of the Internet and its services.	Services offered by the Internet. The World Wide Web in tourism.	https://en.wikipedia.org/wiki/Internet	

	Day 2	Understand the importance of CMS in tourist sites.	Tourist content website implementation in CMS (Joomla, Wordpress, Magento).	http://tourismeschool.com/best-practice-case-study-tourism-destination-websites/	
	Day 3	Know the basis and stages in the web design of a tourist content	Tourist websites: typology and contents.	NIEDERST ROBBINS, J. (2012): LEARNING WEB DESIGN: A BEGINNER'S GUIDE TO HTML, CSS, JAVASCRIPT, AND WEB GRAPHICS. O'REILLY MEDIA	
	Day 4	Know the technologies applied to the promotion of tourist destinations.	Search engines positioning SEO SEM Social networks as means for promotion	Search Engine Optimization (SEO) Secrets 1st Edition by Danny Dover (Author), Erik Dafforn (Author) Social Media Marketing in Tourism and Hospitality Authors: Minazzi, Roberta	
	Day 5	This day/session will be used to summarize the course and learning outcome. It can be done in the form of tests, projects presentations or other, depending on the courses focus.			

Learning outcomes:

Student should have knowledge and understanding of:	
A.	The importance of digital technologies in the world of tourism.
B.	Being able to analyse the content of a tourist website.
C.	Being able to design a content management system.
..	Being able to value the Internet as a means to promote both the public and the private domains in tourist destinations.
..	

Students should have acquired skills to:	
A.	Be able to understand and apply methodologies for the development and documentation of web projects.
B.	Know the advantages of the use of the Internet and its services.
C.	Know the web technologies applied to promotion and commercialization through the Internet.
..	
..	

Student should be able to utilize the knowledge and skills he has acquired to:	
A.	Design tourist websites
B.	Make use of web technologies applied to promotion and commercialization through the Internet.
C.	
..	
.	