Syllabus
Course description

Course title	Social Media and Big Data in Tourism
Course code	89140
Scientific sector	SECS/P-08
Semester	II
Academic Year	2022/23
Credits	3
Day and time of the lectures	Thursdays 17:00- 19:00
Place	Online
Total lecturing hours	18
Attendance	Suggested, but not required.
Prerequisites	-
Level (bachelor, master, for everybody)	Master

Specific educational objectives	The course offers a general overview of the scientific content related to Big Data and Social Media in Tourism and it is designed to (a) develop students´ critical appreciation of the nature, role and dynamics of big data and social media in tourism; and (b) to apply knowledge to appropriately exploit tourism related big data and social media for tourism marketing purposes.

Lecturer	Prof. Dr. Serena Volo Serena.Volo@unibz.it Office BK A1.10 Brunico Campus, +39 0474 013644 https://www.unibz.it/en/faculties/economics-management/academic-staff/person/7585-serena-volo
Scientific sector of the lecturer	SECS/P-08
Teaching language	English
List of topics covered	- The role, nature, and importance of big data and social media in tourism marketing. - Big data and business intelligence for marketing purposes. - Social media in tourism communication. - Essentials to data-backed insights and analytics-driven decisions. - Ethical issues around big data and social media. - Emerging technologies in tourism (virtual reality, artificial intelligence, etc).

Teaching format	Lectures, guest lectures, exercises, online activities, projects and discussions

Learning outcomes	*Knowledge and understanding* Knowledge and understanding of the available big data and social media in tourism and their impacts in creating value propositions for customers and competitive advantage for organizations in the tourism field. *Applying knowledge and understanding* Applying knowledge and understanding in a manner that indicates a professional approach to big data and social media information useful to address managerial needs in the tourism field *Making judgments* - Ability to choose appropriate big data and social media information to address managerial needs in the tourism field; - Ability to assess information and data in terms of quality and reliability issues. *Communication skills* - Skills related to managing social media communication and available big data for tourism - Skills related to communicating different marketing and management perspectives using findings from social media and big data in tourism *Learning skills* - Learning skills necessary to continue to undertake further big data and social media managerial and marketing usage with a good degree of autonomy

Assessment	The assessment is based on: - Three short individual written assignments to motivate the participants to study/learn throughout the semester. - One oral presentation to be done in groups with PPT to be delivered on the day of the presentation - A written final exam consisting of maximum three review questions. The final exam evaluates the understanding of the theoretical backgrounds and students' critical understanding of the nature and dynamics of Big data and Social media in tourism.
Assessment language	*English*

Evaluation criteria and criteria for awarding marks	The evaluation is structured as follows: - Three short individual written assignments (30%). - One oral group presentation (20%). - A final exam (50%). The following criteria will be used to evaluate the students: - Short individual written assignments: relevance and clarity of answers within the social media marketing context. - Oral group presentation: ability to summarize, evaluate, compare and contrast data from social media and ability to clearly communicate and discuss ideas related to big data and social media in tourism. - Final exam: relevance and clarity of answers, ability to summarize, evaluate, compare models, topics and data; skills in critical thinking, ability to summarize and communicate findings.

Required readings	Lecture notes and readings will be handed out during the course and will be available on the course online repository (TEAMS and/or Reserve Collection)
Supplementary readings	Supplementary readings will be indicated during the course