

## **Interacting with ICT to Create a New Touristic Product**

**María Luisa Blanco-Gómez**

Universidad Rey Juan Carlos (Spain)

[marialuisa.blanco@urjc.es](mailto:marialuisa.blanco@urjc.es)

### **Abstract**

Being a teacher in the 21st century entails a constant up-to-date in all senses but particularly as far as ICTs are concerned. At this moment technology in general is a tool to facilitate the teaching/learning process and we have to take advantage of that situation. Our students of the Tourism Degree at Rey Juan Carlos University have very specific needs and our intention is to meet those needs so that what they learn during their degree might be useful in their future careers.

One of the assignments our students have to face is to create a new product (or service) in the Tourism industry. In order to develop their product, students have to previously carry out some research (e.g. webquests) and get some information about different kinds of existing products so that they can come up with a new idea.

Apart from having to think of an idea for a new product in Tourism, they also have to make the potential customer aware of their product (marketing) so that they will also have to deal with other kinds of technology, such as creating an advertisement included in an electronic journal on Tourism (making use of the web and social networking).

Keeping students motivated is one of the hardest tasks a teacher has to assume and we think that the use of technology in education has a very important impact on students' achievement, since the more involved students are in the learning process, the more they will get out of it.

Therefore, our role as teachers is to enhance our students' learning environment and we will comment on our experience related to creating a new product in Tourism using ICTs.