

SYLLABUS

The basic course informations:			
Academic Unit:	Faculty of Tourism and Environment		
Title:	E - Tourism		
Level:	Master		
Status:	Compulsory		
Year of studies:	II		
The number of hours per week:	3		
ECTS:	5		
Time / Location:			
Course Professor:	Alberta Tahiri		
Contact details:	alerta.tahiri@ushaf.net		
Course description:			
	<i>The course offers an introduction to the field of e-tourism reflects and provides information on intensive information applications for the tourism industry and describes the development of e-tourism as well as the motives, benefits and challenges of the latest trends.</i>		
Objectives:			
	<i>The purpose of the course is to give students a strong theoretical background in the emerging knowledge area of e-Tourism. The course also aims to give students an overview and understanding of different innovative applications in tourism.</i>		
Learning outcomes:			
	<p><i>After successfully completing this module, students will be able to:</i></p> <ul style="list-style-type: none"> • <i>understand the concept of electronic commerce, notions of e-destination, e-agencies, e-payments etc.</i> • <i>develop the E-business linkage with the tourism sector,</i> • <i>know to make placement and provision of tourist services with the help of information technology,</i> • <i>elaborate tourist services in different tourism companies.</i> 		
Contribution to the student's charge (which should correspond with the results of the student's learning results)			
Activity	Hour	Day/week	In total
Theoretical and practical teaching	4	15	60
Practical work			
Contacts with the teacher / consultants	1	15	15
Field exercises			
Seminars	10		10
Homework			
Student study time (in library or at home)			

	4	15	60
Final Preparation for Examination	6	1	6
Time spent on assessment (tests, quiz, final exam)	1	1	1
Projects, presentations, etc			
Total			152

Methodology of teaching:	<i>Lectures and exercises combined with case studies</i>
The evaluation methods:	<i>Seminar (case study): 40% Exam 60%.</i>

Literature	
Basic Literature:	1. <i>E-Tourism: Information Technology for Strategic Tourism Management. Gosport: Prentice Hall 2003</i>
Supplementary Literature:	2. <i>Arturo MontejoRáez, J. M.-O.-C.-S. (2011), Otium: A web based planner for tourism and leisure.Expert Systems with Applications</i> 3. <i>Dimitrios Buhalis, R. L. Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research. Tourism Management 2008E-Tourism January In book: Encyclopedia of Tourism, Publisher: New York: Springer 2016.</i>

The lesson plan design:	
Week	Lectures to be held
Week 1:	<i>Information society and digital economy</i>
Week 2:	<i>Internet</i>
Week 3:	<i>Electronic operation (development, models)</i>
Week 4:	<i>E-commerce (definition, development, opportunities, models)</i>
Week 5:	<i>Electronic banking</i>
Week 6:	<i>Electronic work in public administration</i>
Week 7:	<i>Electronic marketing</i>
Week 8:	<i>Development and uses of internet in tourism</i>
Week 9:	<i>Application fields of IT in tourism</i>
Week 10:	<i>E-airlines</i>
Week 11:	<i>E-hotels</i>
Week 12:	<i>E-tour operators</i>
Week 13:	<i>Electronic travel agents</i>
Week 14:	<i>E-destinations</i>
Week 15:	<i>Internet security</i>

Academic policies and rules of conduct:
<i>Regular attendance, tranquility and active engagement in dialogue during lectures and exercises are obligatory. As a matter of courtesy, mobile phones should be switched off during classes and exams.</i>

