

## SYLLABUS

<b>The basic course informations:</b>			
<b>Academic Unit:</b>	<b>Faculty of Tourism and Environment</b>		
<b>Title:</b>	<b>E - Tourism</b>		
<b>Level:</b>	<b>Master</b>		
<b>Status:</b>	<b>Elective</b>		
<b>Year of studies:</b>	<b>II</b>		
<b>The number of hours per week:</b>	<b>4</b>		
<b>ECTS:</b>	<b>6</b>		
<b>Time / Location:</b>			
<b>Course Professor:</b>			
<b>Contact details:</b>	<b>@ushaf.net</b>		
<b>Course description:</b>			
	<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>		
<b>Objectives:</b>			
	<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>		
<b>Learning outcomes:</b>			
	<p><i>After successfully completing this module, students will be able to:</i></p> <ul style="list-style-type: none"> <li><i>• understand the concept of electronic commerce, notions of e-destination, e-agencies, e-payments etc.</i></li> <li><i>• develop the E-business linkage with the tourism sector,</i></li> <li><i>• know to make placement and provision of tourist services with the help of information technology,</i></li> <li><i>• elaborate tourist services in different tourism companies.</i></li> </ul>		
<b>Contribution to the student's charge (which should correspond with the results of the student's learning results)</b>			
<b>Activity</b>	<b>Hour</b>	<b>Day/week</b>	<b>In total</b>
Theoretical and practical teaching	4	15	60
Practical work			
Contacts with the teacher / consultants	1	15	15
Field exercises			
Seminars	4	2	8
Homework			
Student study time (in library or at home)			60

	4	15	
Final Preparation for Examination	6	1	6
Time spent on assessment (tests, quiz, final exam)	1	1	1
Projects, presentations, etc			
<b>Total</b>			<b>150</b>

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

<b>Literature</b>	
<b>Basic Literature:</b>	1. <i>E-Tourism: Information Technology for Strategic Tourism Management. Gosport: Prentice Hall 2003</i>
<b>Supplementary Literature:</b>	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>

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

<b>Academic policies and rules of conduct:</b>
<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>

