E-Tourism

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title &Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical/ Practice		
E-Tourism	2	0	0	2	12th Pass	NIL

Learning Objectives

The Learning Objectives of this course are as follows:
- To learn about the application of e-business in tourism sector with understanding ofcontemporary issues of the use of electronic technology in the tourism business.
- To learn about e-business strategies and how to apply it to help them comprehend avariety of basic e-business ideas and theories.
- To teach fundamental concept of what e-business is and how to conduct e-business successfully in the tourism sector.

Learning outcomes

The Learning Outcomes of this course are as follows:
- After studying this course, students will be able to gain insight into concept of e-tourism, travel intermediaries and travel websites.
- After studying this course, students will be able to learn and explain the emergingICT tools and its impact in the industry.
- After studying this course, students will be able to understand and implement the use
- of social media platforms/artificial intelligence in e-tourism.

SYLLABUS

Unit-I (5 Weeks)

Introduction to E-tourism, stages of ICT revolution, ICTS and new business tools, Strategic and Operational use of IT in Tourism, The Internet and tourism – a powerful combination. Networks for intermediaries: Travel trade intermediaries-Features of a travel trade web site, implementing a travel trade website, online travel intermediaries.

Unit– II   (5 Weeks)

E-business for Destination Management Organizations: Principles and concepts – Positioning DMOs in value net, destination e-business system model, e-Business Partnerships for DMOs, Case Studies of Red Apple DMC, OYO Rooms, OLX, Zoom Car, Ofo Cycles etc.

Unit– III   (5 Weeks)

Social Media Marketing in Tourism - Facebook, Twitter, YouTube, WhatsApp - Travel Blogs –Usage of Artificial Intelligence- Virtual Reality - Challenges for conventional business models and Competitive strategies.

Essential/Recommended Readings

- Reynolds, Jonathan. (2012). E-Business: A management Perspective. OxfordUniversity Press.
- Kulkarni. P, Jahirabadkar. S & Chande. P. (2012). E-Business. Oxford UniversityPress.
- World Tourism Organization. (2001). E-business for tourism: Practical guidelines
- for tourism, Destinations and businesses. World Tourism Organization.
- D. Buhalis: e-Tourism, Information Technology for Strategic Management
- Buhalis & Costa: Tourism Business Frontiers
- Poon: Tourism, Technology and Competitive Strategies Harish Bhatt & Badan:Impact of ICT in Tourism

Suggested Reading:

- Stiakakis. E. & Georgiadis C. K. (2009). Drivers of a tourism e-business strategy: the impact of information and communication technologies. Oper Res Int J. DOI 10.1007/s12351-009-0046-6.
- European Commission (2004). Electronic Business in Tourism: Key issues, case studies, conclusions. European Commission. Enterprise publications. Sector Report: No. 07-II, August 2004.
- Šimunić. M, Pilepić L., Šimunić M. (2013). Tourism and e☐business: the semanticparadigm as a precondition for success. Informatol. 46, 2013., 1, 1☐7.
- Buhalis. D., & Hyun Jun S. (2011). E-Tourism. Contemporary Tourism Reviews: Series. Goodfellow Publishers Limited, Woodeaton, Oxford, OX3 9TJ.

Examination scheme and mode:

Total Marks: 100
Internal Assessment: 25 marks
Practical Exam (Internal): 25 marks
End Semester University Exam: 50 marks
The Internal Assessment for the course may include Class participation, Assignments, Class tests, Projects, Field Work, Presentations, amongst others as decided by the faculty.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.