



# Mittuniversitetet

MID SWEDEN UNIVERSITY

Course:

## Tourism Studies GR (B), E-tourism: digital distribution and e-marketing, 15 ECTS

### General information about the course

Kurskod	TR056G
Ämne/huvudområde	Tourism Studies
Nivå	Undergraduate level
Progression	(B)
Inriktning (namn)	E-tourism: digital distribution and e-marketing
Högskolepoäng	15.0
Fördjupning vs. Examen	G1F , This is an undergraduate course and requires less than 60 ECTS as entry requirements.
Utbildningsområde	Social Science 80% Natural Science 20%
Ansvarig avdelning	Department of Tourism Studies and Human Geography
Inrättad	
Fastställd	
Senast reviderad	2016-04-11
Giltig fr.o.m	2017-01-16

## **Course aim**

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 ICT applications in tourism.

Furthermore, the course aims to provide a deeper understanding of the importance of ICT developments for the tourism value chain and its importance for destinations, companies and users. The course also aims to provide in-depth knowledge and skills in form of an independent project within a topic relevant to this course.

## **Course objectives**

After completing this course the student should:

- Describe the ICT developments and the most widely used e-commerce solutions, which are important for tourism
- Explain and discuss relevant theories, concepts and different perspectives, and different methodological approaches
- Critically review and evaluate ICT development challenges and opportunities for tourism
- Apply existing theories and concepts to concrete examples
- Formulate a problem and complete a project of high scientific quality
- Discuss and argue from scientific and ethical standpoints
- Describe, develop and design business models and organizational structures

## Course content

Tourism is one of the most prominent application areas in ICT. E-tourism stands for design, analysis, implementation and use of ICT and e-commerce solutions for all value chains within tourism, as well as the analysis of its impact on economic processes, market structure and customer relationships.

The course provides an introduction to the field of e-tourism, reflects on and gives insight into the information-intensive applications for the tourism industry and describes the e-tourism development as well as motives, benefits and challenges with the latest trends. The course problematizes e-tourism from several perspectives, such as a critical factor for destination development, the impact on businesses and users (tourists and visitors) in terms of marketing and management, and ICT's role in the design and management of events.

The lecture covers the following aspects of e-Tourism:

- 1) Introduction to e-Tourism:
  - History of e-Tourism
  - ICT developments influencing tourism's value chain, primarily in marketing, distribution, and information management
  - ICT usage in tourism: overview and case studies
  
- 2) Deepening insight into innovative ICT solutions in tourism, such as:
  - Websites and website performance in tourism
  - Interoperability and semantic web in tourism
  - New markets and online auctions
  - Social media
  - Software agents
  - Dynamic packaging
  - Business Intelligence
  - Recommender systems
  - Mobile services

The course is divided into two blocks of 7.5 credits each. The first block introduces e-tourism through lectures, seminars and presentations on selected themes. Furthermore, it focusses on concrete questions about entrepreneurship and development of business models and organizational structures. During the second block, students conduct a project based on issues that are relevant to any of the perspectives, theories and applications dealt within the first block. The projects can be undertaken in cooperation with partners in the tourism industry or the ICT industry or in consultation with researchers.

## **Entry requirement**

Tourism Studies BA (A) at least 22.5 credits, and course KG030G (A) Scientific methods and research methods 7.5 credits or the equivalent social science methods course of at least 7.5 credits.

## **Selection rules and procedures**

Selection and admission of students to this course is based on Högskoleförordningen and admission regulations of Mid Sweden University

## **Teaching form**

Teaching consists of lectures, guest lectures, seminars and contains various assignments and discussion exercises, which are presented both individually and in groups. Supervision in the context with project work.

The project work should be written in pairs or in groups, and in connection with the project work, parts of the course be read from distance. Mandatory elements are existing. Teaching in English can occur.

Participation in the course requires access to a computer and the internet.

## **Examination form**

The course is examined via both an individual examination, and a project report, which is written in pairs or in groups. Seminar discussions, and oral and written presentations occur.

The course is graded on the scale A, B, C, D, E, Fx and F. A - E are passes, Fx och F are failed.

Subject specific grading criteria: [www.miun.se/betygskriterier](http://www.miun.se/betygskriterier).

## **Restriction of the examination**

Students admitted to the earlier version of the course have the right to be examined three times within one year according to the syllabus. Then students are transferred to this syllabus.

## **Betygsskala**

The course is graded on the scale A, B, C, D, E, Fx and F. A - E are passes, Fx och F are failed.

## Course reading

### Required literature

**Författare/red:** Buhalis, D  
**Titel:** eTourism: Information technology for Strategic Tourism Management  
**Upplaga:** Senaste  
**Förlag:** Pearson, Prentice Hall  
**Kommentar:** Huvudbok

**Författare/red:** Pierre J Beckendorff, Paulin J Sheldon, Daniel RFesenmaier  
**Titel:** Tourism Information Technology  
**Upplaga:** Senaste  
**Förlag:** CABI Tourism Texts

Additional literature may be added.

### Other information

The course is part of the program Tourism and Destination Development, 180 credits.