

TITLE: ETOURISM

CODE: TLH312

CREDITS: 20

LEVEL: 3

FACULTY: Business and Law

MODULE BOARD: Tourism

PRE-REQUISITES: None

CO-REQUISITES: None

LEARNING HOURS: 200, the exact nature of which is specified in the module guide

LEARNING OUTCOMES Upon successful completion of this module, students will have demonstrated

Knowledge

1. eTourism, the relationship between IT and tourism and hospitality and future potential developments in these areas.
2. Evaluation of tourism web sites, travel recommendation systems and decision support systems of various kinds.

Skills

3. Communicate and critically reflect on those ideas in written form.

CONTENT SYNOPSIS The relations between IT and tourism, and a fundamental understanding of both backgrounds and how they come together; Decision support systems, travel recommendation systems and destination management systems; Body and layout of different travel web sites; Internet and the tourism search and decision process; Evaluation methods (qualitative and quantitative) of web sites, with a special focus on travel web sites; mobile technologies and tourism

1 22/9 Introduction to eTourism

2 29/9 Social networks and tourism

3 6/10 User generated content

4 13/10 Online evaluation techniques

5 20/10 Social media in destination marketing and the challenge of SMTEs

6 27/10 Mobile technologies

7 3/11 READING WEEK

8 10/11 Field visit to Durham (No lecture and no seminars)

9 17/11 Online communication

10 24/11 ICT and Hospitality

11 1/12 Searching the net & Search engine optimisation (SEO)

12 8/12 A journey to the future: Augmented and Virtual Reality