

Programme: MBA Tourism & Travel Management

MBT5402

E-TOURISM

Course Code	MBT5402	Semester	IV
Course Title	E-Tourism		
Credits	3	Type	Core

Course Description

This course is designed to impart information technology skills required in the tourism industry.

Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Discuss the importance of IT in tourism and its opportunities
- CO2: Acquire knowledge on Digital platforms in tourism and their historical background
- CO3: Conceive the emerging trends in the area of digital marketing
- CO4: Understand the role of technical skills required in the tourism industry.
- CO5: Discuss the future of e tourism problems and prospects

Course Structure

The following is a detailed syllabus of E-Tourism:

Module I: Introduction

Definitions - Historical development of E-tourism - Importance of IT in Tourism Promotion- Digital Tourism Business Models – Opportunities & Challenges of e-Business.

Module II: Digital Platforms

IT and disintermediation in tourism - Global Distribution System: History & Evolution - GDS & CRS - Changing Business models of GDS- Consumer decision journey and Marketing funnel - Online Tourist Behavior- Role of social media and user generated content in marketing - Reputation management system and online reviews - Features of online marketing research

Module III: Digital Marketing

Characteristics - Process for Products & Services - Online Segmentation- Targeting - Positioning – Inbound Vs Outbound Marketing – Search engine marketing: search engine optimization and search engine advertising: Organic and Inorganic - Emerging trends: Augmented and Virtual Reality, Artificial Intelligence, API, Chatbots

Module IV: Social Media Marketing

Social Media Campaign Process - Social Media Marketing - Measure Social Media Performance - Manage Social Media Activities-Content Marketing: Travel Blogs, Travel Guides, Travel Stories

Module V: Future of E-tourism

Problems and Prospects – intermediaries – destinations and public sectors- E- marketing and promotion of Tourism Products - Challenges for conventional business models & Competitive strategies.

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Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10) Assignment – 10 Marks Presentation – 10 Marks	End Semester Assessment

References

- Sheldon P. (2002), Tourism Information Technology, CABI.
- Inkpen G.(2000), Information technology for Travel and Tourism, Addison Wesley.
- Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice HallIndia.
- Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
- Rayport J.F. &Jaworski B.J.(2002), Introduction to Ecommerce, McGraw-Hill.
- Malvino A.P (1995), Electronic Principles, McGraw-Hill.
- Swain S.K. & Mishra J.M. (2012), Tourism Principles Practices, Oxford University Press.