

# 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.