Juraj Dobrila University of Pula

Zagrebačka 30
52100 Pula
Croatia

			Course Syllabus	
Course Code and Title	(201146) (T004) Digital tourism			
Name(s) of Lecturer(s) (with website link)	associate prof.dr.sc. Iva Slivar			
Study programme	Tourism and Development			
Course status	Mandatory	Study level	Graduate	
Semester	Winter	Study year	1st	
Classroom location		Teaching language(s)	Croatian	
ECTS credits	6	Number of hours per semester	L – S (lectures – seminars)	
Prerequisites	Principles of tourism			
Correlativity	Marketing, Marketing in tourism, E-commerce, E-marketing, Digital business			
Objective of the course	To familiarize students with ICT, the main carrier of innovation in tourism and a necessary component of the entire business in tourist system. Digital tourism is a combination of tourism, ICT and e-marketing. The emphasis of the course is on e-marketing aspects applications of ICT in tourism.			
Learning outcomes	1. Develop a broader picture of the basic theoretical concepts related with ICT in tourism 2. Explain the significance of ICT as a global tourist trend i interpret the practical application of acquired theoretical knowledge in different specific areas of tourism as a service (economy) and as social activities in modern times environment 3. Describe the steps of implementing various tools and techniques internet marketing in tourism and define their role in the context of the organization's overall marketing strategy and companies 4. Analyze the economic role of entrepreneurship with understanding foundations of the entrepreneurial process and specificities in tourism through digital business in tourism 5. Critically analyze overall tourist activities organizations and businesses on the Internet 6. Propose measures to improve the applied tools, techniques and the strategy of observed subjects on the Internet code implementation of managerial activities and functions in companies from catering and tourism			
Course content (syllabus)	1. Introduction to e-tourism: ICT and tourism 2. Application of ICT in tourism and specific applications (hotel industry, intermediaries and tourist destinations)			

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<table>
<tr><td></td><td colspan="5">3. Internet as a marketing channel in tourism
4. Creation of a successful website in tourism
5. Integrated e-marketing communication in tourism
6. SEM and SEO
7. Social media and tourism
8. E-distribution (E-reservation systems, dynamic packaging, auctions, revenue management, channel management)
9. Online tourist market and customer behavior in tourism
10. Management of reputation and relations with customers
11. Mobile and geolocation services in tourism
12. Measuring the success of e-marketing
13. Trends in e-tourism: ICT-induced changes and challenges
14. Selected topics/guest lecture
15. Course summary and exam preparation.</td><td></td></tr>
<tr><td rowspan="6">Course activities, teaching and learning methods and assessment criteria (alternative modes should be listed in course requirements)</td><td>Student responsibilities (delete the excessive)</td><td>Learning outcomes</td><td>Hours</td><td>ECTS credits</td><td>Grade ratio (%)</td><td></td></tr>
<tr><td>Attendance of L, S (lab), T</td><td>1.-7.</td><td>45</td><td>1,6</td><td>15%</td><td></td></tr>
<tr><td>Written projects (seminars, essays, presentations...)</td><td>5.-7.</td><td>67</td><td>2,4</td><td>45%</td><td></td></tr>
<tr><td>Exam (written)</td><td>1.-4.</td><td>56</td><td>2,0</td><td>40%</td><td></td></tr>
<tr><td>Total</td><td></td><td>168</td><td>6,0</td><td>100%</td><td></td></tr>
<tr><td colspan="5">The project refers to the processing of the given topic, conducting research, recognizes and citing a case study from the sphere of tourism, critical review of the implementation of the given topic and suggestions for improvement.
In case of more serious deficiencies, the project is returned to the student correction according to the given instructions.
Continuous knowledge check during classes:
- through activity in class
- mentoring of works
- presentation of the project.
The final grade is calculated by adding up the percentages achieved the following elements: ad hoc tasks, creation and presentation of the project and
final exam.
Obligations made in the current academic year are recognized no later than at the end of the next academic year.</td><td></td></tr>
<tr><td>Course requirements</td><td colspan="5">For successful completion of the course, student must:
achieve a minimum of 50% of the grade.</td><td></td></tr>
<tr><td>Mid-term and final exam term</td><td colspan="5">They are published at the beginning of the academic year on the website FET – and in ISVU.</td><td></td></tr>
<tr><td>Additional information on the course</td><td colspan="5">-</td><td></td></tr>
<tr><td>Bibliography</td><td colspan="5">Mandatory:
1. Ružić, D.: E-marketing, Osijek, Ekonomski fakultet u Osijeku, 2009.
2. Chaffey, D., Chadwick, F. E., Mayer, R., Johnston, K.: Internet marketing: Strategy, Implementation and Practice, Essex, Pearson Education Limited 2009.</td><td></td></tr>
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3. Benckendorff, P. J., Sheldon, P. J., & Fesenmaier, D. R.: Tourism information technology. CABI, 2014.

Optional:

4. Buhalis, D.: ETourism: Information Technology for Strategic Tourism Management. CRC Press, 2003.
5. Egger, R., Buhalis, D.: E-Tourism Case Studies: Management and Marketing Issues, Butterworth-Heinemann, Oxford, 2008.
6. Tanja Vuković, Marina Kovačević: Internetom do gostiju, Ad Permanens d.o.o., Split, 2016. 7. Think with Google: https://www.thinkwithgoogle.com/ 8. Counsumer barometer: https://www.consumerbarometer.com/en/
7. Edited by Angeline G. Close: Online consumer behavior, Routledge 2017.
8. 2. Zahay R.: Internet Marketing Integrating Online And Offline Strategies, Cengage India; 3rd edition, 2016.
9. 3. Schneider G.: Electronic Commerce Cengage Learning; 12 edition, 2016. 4. Chaffey, D., Smith P.R.: Emarketing excellence, Butterworth Heinemann/Elsevier, 2013.
10. 5. Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Debra Zahay: Social Media Marketing: A Strategic Approach, SouthWestern College Pub; 2 edition, 2016
11. 6. David Meerman Scot: The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly, Wiley; 5 edition 2015.

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