



## Course Specifications

<b>Course Title:</b>	E-Tourism
<b>Course Code:</b>	
<b>Program:</b>	B.Sc. Tourism and Hospitality Management: Tourism and Events Management (Minor Specialization)
<b>Department:</b>	Tourism and Hospitality Management
<b>College:</b>	Business Administration
<b>Institution:</b>	Umm Al Qura University

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## A. Course Identification

<b>1. Credit hours:</b>			
<b>2. Course type</b>			
a.	University <input type="checkbox"/>	College <input type="checkbox"/>	Department <input checked="" type="checkbox"/>
b.	Required <input checked="" type="checkbox"/>	Elective <input type="checkbox"/>	Others <input type="checkbox"/>
<b>3. Level/year at which this course is offered:</b>			
<b>4. Pre-requisites for this course (if any):</b> Electronic operational programs in tourism			
<b>5. Co-requisites for this course (if any):</b>			

### 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		
2	Blended	30	100%
3	E-learning		
4	Distance learning		
5	Other		

### 7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	30
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	<b>Total</b>	30

## B. Course Objectives and Learning Outcomes

<p><b>1. Course Description</b></p> <p>The e-tourism course has been interactively designed to provide the student with the main knowledge of the e-tourism system and its manifold and successive developments, which leads to support student's entrepreneurial abilities and use them in developing the tourism system</p>
<p><b>2. Course Main Objective</b></p> <p>The course aims to provide the student with the main knowledge of the e-tourism system and its manifold and successive developments, which leads to support its leadership capabilities and use it in developing the tourism system in line with Vision 2030.</p>

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
1	<b>Knowledge and Understanding</b>	
1.1	Defining the main terms related to e-tourism and the electronic distribution channels for tourism products and their mechanisms	

CLOs		Aligned PLOs
1.2	Write a list of the software and distribution channels required for each of the distribution strategies and e-tourism management.	
1.3	Determining the requirements for obtaining a successful electronic weapon experience from a website, applications, tuning to search engines, and clear electronic distribution strategies	
<b>2</b>	<b>Skills :</b>	
2.1	Writing a complete strategy for e-tourism for a tourist facility.	
2.2	Constructive criticism of e-tourism cases with development suggestions	
2.3	Identify innovative electronic alternatives to the traditional paper form for tourism business.	
2.4	Make a presentation of a complete e-tourism strategy or model for a tourist facility	
2.5	Writing a constructive criticism of an e-tourism experience or one of its applications.	
2.6	Make technical presentations using mobile, PowerPoint and infographics	
2.7	Building on e-tourism models and strategies to solve problems or develop the performance of tourism companies or institutions.	
<b>3</b>	<b>Values:</b>	
3.1	Work as part of a team and lead when needed	

## C. Course Content

No	List of Topics	Contact Hours
1	Introduction	2
2	Electronic tourism markets and traditional tourism markets, benefits, and challenges	2
3	E-tourism business model	2
4	electronic distribution channels	2
5	Tourism and hotel electronic applications	2
6	Tourism website: keys to success and failure	4
7	SEO: Search engine optimization for tourism websites	3
8	Tourism social networking sites: opportunity and challenge	2
9	Tourism E-Content Quality: Golden Tips	2
10	Electronic pricing in tourist and hotel facilities	2
11	Distribution strategies and the absence of tourist intermediaries	2
12	A model for building an electronic relationship with tourists	2
13	Android and E-tourism	3
<b>Total</b>		<b>30</b>

## D. Teaching and Assessment

### 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge and Understanding</b>		
1.1	Defining the main terms related to e-tourism and the electronic distribution	open discussions In-lecture exercises	Individual research Group research

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	channels for tourism products and their mechanisms	interactive lectures Teamwork case study	Tests
1.2	Write a list of the software and distribution channels required for each of the distribution strategies and e-tourism management.	open discussions In-lecture exercises interactive lectures Teamwork case study	Individual research Group research Tests
1.3	Determining the requirements for obtaining a successful electronic weapon experience from a website, applications, tuning to search engines, and clear electronic distribution strategies	open discussions In-lecture exercises interactive lectures Teamwork case study	Individual research Group research Tests
<b>2.0</b>	<b>Skills</b>		
2.1	Writing a complete strategy for e-tourism for a tourist facility.	open discussions In-lecture exercises interactive lectures Teamwork case study	Individual research Group research Tests
2.2	Constructive criticism of e-tourism cases with development suggestions	open discussions In-lecture exercises interactive lectures Teamwork case study	Individual research Group research Tests
2.3	Identify innovative electronic alternatives to the traditional paper form for tourism business.	open discussions In-lecture exercises interactive lectures Teamwork case study	Individual research Group research Tests
2.4	Make a presentation of a complete e-tourism strategy or model for a tourist facility	open discussions In-lecture exercises interactive lectures Teamwork case study	Individual research Group research Tests
2.5	Writing a constructive criticism of an e-tourism experience or one of its applications.	open discussions In-lecture exercises interactive lectures Teamwork case study	Individual research Group research Tests
2.6	Make technical presentations using mobile, PowerPoint and infographics	open discussions In-lecture exercises interactive lectures Teamwork case study	Individual research Group research Tests
2.7	Building on e-tourism models and strategies to solve problems or develop the performance of tourism companies or institutions.	open discussions In-lecture exercises interactive lectures Teamwork	Individual research Group research Tests

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
		case study	
<b>3.0</b>	<b>Values</b>		
3.1	Work as part of a team and lead when needed	open discussions In-lecture exercises interactive lectures Teamwork case study	Individual research Group research Tests

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quizzes	Bi-weekly	10%
2	Individual Research	5	10%
3	Midterm Exam	6	30%
4	Group Project	10	10%
5	Final Exam	11-12	40%

\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

## E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	<ul style="list-style-type: none"> <li>• Benckendorff, P. J. and Xiang, Z. (2019). Tourism Information Technology. 3rd Edition. Cabi.</li> <li>• Gretzel, U., Gretzel, U., Law, R. (Eds.) (2010). Information and Communication Technologies in Tourism 2010: Proceedings of the International Conference in Lugano, Switzerland, February 10-12, 2010. ISBN-10: 3211994068. ISBN-13: 978-3211994061</li> <li>• Höpken, W., Gretzel, U., Law, R. (eds.) (2009). Information and Communication Technologies in Tourism 2009: Proceedings of the International Conference in Amsterdam, The Netherlands, 2009. Springer. ISBN-10: 3211939709. ISBN-13: 978-3211939703.</li> <li>• Egger, R., Buhalis, D. (2008) eTourism Case studies: Marketing and Management Issues in Tourism Butterworth Heinemann/Elsevier .</li> <li>• Fesenmaier, D. R., Werthner, H, Wober K. W. (2006) Destination Recommendation Systems: Behavioural Foundations and Applications. London: CABI.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Tesone, Dana V. (2005) Hospitality Information Systems and E-Commerce. New York: Wiley.</li> <li>• Colin Combe, C. (2006). Introduction to e-Business: Management and Strategy.</li> <li>• Butterworth-Heinemann. ISBN-10: 0750667311; ISBN-13: 978-0750667319</li> <li>• Zhou, Z. (2004) E-Commerce and Information Technology in Hospitality and Tourism. Canada: Thomson.</li> <li>• Buhalis, D., (2003), eTourism: information technology for strategic tourism management, Pearson (Financial Times/Prentice Hall), London ISBN 0582357403.</li> </ul>
<b>Essential References Materials</b>	
<b>Electronic Materials</b>	
<b>Other Learning Materials</b>	

## 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Projector, Internet Connection
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching	Students and program leader	Direct
Extent of achievement of course learning outcomes	Program leader	Direct
Quality of learning resources	Program leader	Direct

**Evaluation areas** (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

**Evaluators** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

## H. Specification Approval Data

<b>Council / Committee</b>	
<b>Reference No.</b>	
<b>Date</b>	

