



**The University of Jordan**  
**Accreditation & Quality Assurance Center**

**COURSE Syllabus**

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|----|--|---|
| 1  | Course title   | Electronic tourism and international communications |
| 2  | Course number  | 5301450   |
| 3  | Credit hours (theory, practical)                     | 3   |
|    | Contact hours (theory, practical)                    | 3   |
| 4  | Prerequisites/corequisites                           | None  |
| 5  | Program title  | Travel and Tourism Management                       |
| 6  | Program code   | 01  |
| 7  | Awarding institution                                 | University of Jordan                                |
| 8  | Faculty  | Tourism and Hospitality                             |
| 9  | Department   | Travel and Tourism Management                       |
| 10 | Level of course                                      | 4   |
| 11 | Year of study and semester (s)                       | 2 <sup>nd</sup> semester/2015                       |
| 12 | Final Qualification                                  | Bachelor  |
| 13 | Other department (s) involved in teaching the course | None  |
| 14 | Language of Instruction                              | English   |
| 15 | Date of production/revision                          | 2 <sup>nd</sup> semester/2015                       |

#### 16. Course Coordinator:

Mohammad M. Alazaizeh, Ph.D.  
Office No. 213  
Office hours: Sun, Tue, Thu 11:00 – 13:00  
Email: m.alazaizeh@ju.edu.jo

#### 17. Other instructors:

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#### 18. Course Description:

*This course introduces the concept and importance of tourism villages, resorts, and preserves, including their social, This course addresses the importance of e-commerce in tourism and its supporting infrastructures, whether related to information and business networks, GIS, human resources, insurance, or payment. Furthermore, it explores the importance of E-business applications in tourism and its various related activities, such as airlines, transportation, hotels, car rentals, restaurants, and cruises.*

**19. Course aims and outcomes:****A- Aims:**

*This course aims to explore how to use the Information Communication Technology in a strategic context. It is also anticipated that students will find it useful and stimulating.*

*This course also addresses the digitization of all processes and value chains in the tourism, travel, hospitality, and creating industries. By analyzing the new technology trends, it provides a solid basis for analyzing the impacts of the Information Communication Technology (ICT) revolution on the tourism industry*

**B- Intended Learning Outcomes (ILOs):** Upon successful completion of this course students will be able to:

- Appreciate the role and functions of the internet and electronic distribution in tourism
- Appreciate the role and functions of the internet and electronic distribution in tourism.
- Optimize and Manage Tourism Inventory online.
- Understand and interpret various web measurement tools and their role in providing management information
- Plan and implement Search Engine Optimization and Search Engine Marketing strategies.

**20. Topic Outline and Schedule:**

| Topic  | Week             | Instructor         | Achieved ILOs | Evaluation Methods | Reference |
|--|------------------|--------------------|---------------|--------------------|-----------|
| Introduction to the course   | 1 <sup>st</sup>  | Mohammad Alazaizeh |               |                    |           |
| Information and communication technologies: evolution and revolution |                  |                    |               |                    |           |
| Implications of the ICT revolution for business and strategy         | 2 <sup>nd</sup>  |                    |               |                    |           |
| eTourism: the dynamic interaction of ICTs and tourism                | 3 <sup>rd</sup>  |                    |               |                    |           |
| Demand-driven eTourism   | 4 <sup>th</sup>  |                    |               |                    |           |
| Supply-driven eTourism   | 5 <sup>th</sup>  |                    |               |                    |           |
| Operational management and distribution in eTourism                  | 6 <sup>th</sup>  |                    |               |                    |           |
| eMarketing in tourism  | 7 <sup>th</sup>  |                    |               |                    |           |
| Social media and tourism   | 8 <sup>th</sup>  |                    |               |                    |           |
| eAirlines  | 9 <sup>th</sup>  |                    |               |                    |           |
| eHospitality   | 10 <sup>th</sup> |                    |               |                    |           |
| eTour Operator   | 11 <sup>th</sup> |                    |               |                    |           |
| eTravel Agencies   | 12 <sup>th</sup> |                    |               |                    |           |
| eDestinations  | 13 <sup>th</sup> |                    |               |                    |           |
| eTourism: synthesis and a vision of the future                       | 14 <sup>th</sup> |                    |               |                    |           |

**21. Teaching Methods and Assignments:**

Development of ILOs is promoted through the following teaching and learning methods:

- Lectures.
- In-class discussion.
- Inviting some guest speakers.

**22. Evaluation Methods and Course Requirements:**

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

- Take-home assignments.
- In-class quizzes.
- Mid-term and final exams.

**23. Course Policies:**

A- Attendance policies:

- It is expected that each student will be present on each class day having completed the reading or other assignments. If you do not come or are not prepared, you will not be able to participate effectively and your grade will suffer accordingly.
- University attendance policy is in effect and students are expected arrive before the beginning of class and attend all lectures.
- A student should not absent from more than 15% of the total number of meeting prescribed for the course.
- If the student absented more than 15% of the total number of meeting prescribed for the course without medical or compelling excuse acceptable by the dean, s/he will not be allowed to take the final exam, and her/his grade shall be zero (F). Accordingly, the student must re-take the course if it obligatory.
- In the case of approved excuse, the student are not allowed to absent more than 20% of the total number of meeting prescribed for the course.
- Students are asked to inform the instructor of absences in advance whenever possible.
- In the event of an absence, the student is responsible for all missed material.

B- Absences from exams and handing in assignments on time:

- Attendance at exams is required for all students.
- Unexcused absence will be reported as a failure (F).
- Make-up exams only will be offered with acceptable excuse.

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

Plagiarism is the unacknowledged use of another person's labor, another person's ideas, another person's words, and another person's assistance. Normally, all work done for courses -- papers, examinations, homework exercises, laboratory reports, oral presentations -- is expected to be the individual effort of the student presenting the work.

Any assistance must be reported to the instructor. If the work has entailed consulting other resources – journals, books or other media – these resources must be cited in a manner appropriate for this course. It is the instructor's responsibility to indicate the appropriate manner of citation. Everything used from other sources – suggestions for organization of ideas, ideas themselves, or actual language – must be cited. Failure to cite borrowed material constitutes plagiarism.

E- Grading policy:

- Mid-term exam 30%
- Assignments and Quizzes 20%
- Final Exam 50%

F- Available university services that support achievement in the course:

#### 24. Required equipment:

None

#### 25. References:

A- Required book (s), assigned reading and audio-visuals:

Buhalis, D. (2003) *eTourism: Information Technology for Strategic Tourism Management*. Pearson Education.

B- Recommended books, materials, and media:

- Supplementary readings may be distributed in class or otherwise made available to you. Students will be responsible for reading all assigned materials prior to class.

#### 26. Additional information:

Name of Course Coordinator: Mohammad M. Alazaizeh Signature: ----- Date: 02/04/2015

Head of curriculum committee/Department: ----- Signature: -----

Head of Department: Mohammad M. Alazaizeh Signature: -----

Head of curriculum committee/Faculty: ----- Signature: -----

Dean: Ziad Al Rawadieh Signature: -----

Copy to:  
Head of Department  
Assistant Dean for Quality Assurance  
Course File