



**The University of Jordan**

**Accreditation & Quality Assurance Center**

**COURSE Syllabus**

1	Course title	Tourism and e-Marketing
2	Course number	5301227
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	3
4	Prerequisites/corequisites	None
5	Program title	Tourism Management
6	Program code	01
7	Awarding institution	University of Jordan
8	Faculty	Tourism and Hospitality
9	Department	Tourism Management
10	Level of course	2
11	Year of study and semester (s)	1 <sup>st</sup> semester/2020
12	Final Qualification	Bachelor
13	Other department (s) involved in teaching the course	None
14	Language of Instruction	English
15	Date of production/revision	1 <sup>st</sup> semester/2020

#### 16. Course Coordinator:

*Ehab Alshatnawi.*  
 Office No. 314  
 Office hours: Sun, Mon, Tue 11:00 – 12:00  
 Email: e.shatnawi@ju.edu.jo

#### 17. Other instructors:

--

#### 18. Course Description:

*This course shows the importance of e-marketing practices in the tourism sector and the infrastructure necessary to support these practices, such as business, information networks, GDS, GIS, human resources, insurance and payment, as well as the importance of legislative and legal environments for tourism and e-marketing. It highlights the importance of e-marketing application in many tourist activities such as the internet based airlines, hotels and car rental companies, restaurants, cruise ships and other business organizations which comprise the tourism industry. The course will discuss the importance of e-marketing by using the internet website and social networks.*

**19. Course aims and outcomes:****A- Aims:****This course aim to:**

- 1- To explore how to use the Information Communication Technology in a strategic context.
- 2 - To understand emerging business models in tourism and travel industry.
- 3- To explore the scope of the emerging e-tourism business.
- 4- 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.
- 5- To study the impact of Information Technology on tourism and travel sector.
- 6- To explain the role of e-Tourism intermediaries such as Global Distribution Systems, Meta search engines and so on.
- 7- To highlight the current and future online travel industry scenario.

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

- 1- Understand the meaning and concepts of electronic tourism.
- 2- Gain knowledge on the key activities and players in electronic tourism.
- 3- Know the relevance of electronic tourism in the Tourism industry.
- 4- Appreciate the historical development of e-tourism
- 5- Gain an understanding of the significance of Electronic technology for data processing and communication in e-tourism.
- 6- Appreciate the role played by intermediaries in e-Tourism.

**20. Topic Outline and Schedule:**

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Introduction to the course	1 <sup>st</sup>	Ehab Alshatnawi	B(1)	Lectures and Discussions	Text book
Information and Communication Technologies (ICTs) in Tourism			B(1)	Lectures and Discussions	Text book
Implications of the ICT revolution for business and strategy	2 <sup>nd</sup>		B(1)	Lectures and Discussions + Assignment	Text book
eTourism: the dynamic interaction of ICTs and tourism	3 <sup>rd</sup>		B(2)	Lectures and Discussions	Text book
Demand-driven eTourism	4 <sup>th</sup>		B(2)	<b>Lectures and Discussions+ Quiz.</b>	Text book
Supply-driven eTourism	5 <sup>th</sup>		B(3)	Lectures and Discussions	Text book
Operational management and distribution in eTourism	6 <sup>th</sup>		B(4)	Lectures and Discussions	Text book
eMarketing in tourism	7 <sup>th</sup>		B(5)	Lectures and Discussions	Text book
Social media and tourism	8 <sup>th</sup>		B(5)	<b>Mid Exam</b>	Text book
eAirlines	9 <sup>th</sup>		B(5)	Lectures and Discussions	Text book

eHospitality	10 <sup>th</sup>		B(6)	Lectures and Discussions	Text book
eTour Operator	11 <sup>th</sup>		B(6)	Lectures and Discussions	Text book
eTravel Agencies	12 <sup>th</sup>		B(6)	Lectures and Discussions+ Quize.	Text book
eDestinations	13 <sup>th</sup>		B(6)	Lectures and Discussions+ Assignment.	Text book
eTourism: synthesis and a vision of the future	14 <sup>th</sup>		B(6)	Lectures and Discussions	Text book

### 21. Teaching Methods and Assignments:

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

- Lectures, which cover the duration the semester.
- Students' active participation in purposeful class discussion.
- The availability of a supportive web site, which provides rich examples, cases, as well as exercises and questions, which add to the learning experience.
- Individual questions regarding course contents/subjects.

### 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.
- Activities attendance.

### 23. Course Policies:

#### A- Attendance policies:

Absence from lectures should not exceed 15%. Students who exceed the 15% limit without a medical or emergency excuse acceptable to and approved by the Dean of the relevant college/faculty shall not be allowed to take the final examination and shall receive a mark of zero for the course.

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

You should talk to your instructor as soon as possible if you miss an exam. All such cases will be dealt with according to the rules outlined in your student handbook.

#### C- Health and safety procedures:

N A

#### D- Honesty policy regarding cheating, plagiarism, misbehavior:

All violations pertaining to cheating, plagiarism, misbehavior will be dealt with in accordance to the rules outlined in University regulations.

**E- Grading policy:**

- Quizzes : 10%
- Mid-term exam : 30%
- Assignments : 10%
- 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:

E-Tourism. Dimitrios Buhalis, Ph.D., International Centre for Tourism and Hospitality Research, Bournemouth University, UK.2011.

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: Ehab Alshatnawi Signature: ----- Date: 1<sup>st</sup> semester/2020

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

Head of Department: ----- Signature: -----

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

Dean----- Signature: -----

Copy to:

Head of Department  
Assistant Dean for Quality Assurance  
Course File