



The University of Jordan

Accreditation & Quality Assurance Center

Course

Course

Tourism and E-marketing

1	Course title	Tourism and E-marketing
2	Course number	2603314
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	-
4	Prerequisites/corequisites	-
5	Program title	Bachelor of Tourism Management
6	Program code	31
7	Awarding institution	'8
8	Faculty	Archaeology and Tourism
9	Department	Tourism Management
10	Level of course	3
11	Year of study and semester (s)	2016/2017 1
12	Final Qualification	
13	Other department (s) involved in teaching the course	-
14	Language of Instruction	English
15	Date of production/revision	2016

16. Course Coordinator:

Office numbers, office hours, phone numbers, and email addresses should be listed.
 m.allan@ju.edu.jo
 I2Ex: 25032

17. Other instructors:

Office numbers, office hours, phone numbers, and email addresses should be listed.

18. Course Description:

As stated in the approved study plan.

This unit aims to provide essential knowledge related to ICT developments and main implications of ICT in tourism, in general and tourism marketing, in particular. It outlines the complexity of the various types of systems and demonstrates how they fit together in the production, distribution and delivery of tourism products.

20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Overview of Information and Communication Technologies (ICTs) in Tourism	1		Lecture and discussions		
Concepts and definitions of e-marketing	2		Lecture and discussions		
Benefits of the Internet and ICTs in tourism	3,4		Lecture and discussions		
Limitations of the Internet and ICTs	5		Lecture and discussions		
E-Tourism: Supply and Demand	6		Lecture and discussions		
E-marketing	7		Lecture and discussions		
eAirlines	8		Lecture and discussions		
eHospitality	9		Lecture and discussions		
eTour operators	10		Lecture and discussions		
eTravel agencies	11		Students Presentations and discussions		
eDestinations	12		Lecture and discussions		
Demand: Travel Markets and Consumers	13		Lecture and discussions		
e-Tourism and the Future	14		Discussions and case studies		

21. Teaching Methods and Assignments:

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

lecture - based: it includes Presentation of the related lecture's topics, discussion, group activity, and other related activities

22. Evaluation Methods and Course Requirements:

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

Exams, presentation, Electronic projects and activities

23. Course Policies:

A- Attendance policies:

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

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy:

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

All of the following policies and requirements will be followed in all potential cases according to the university

regulations and procedure

24. Required equipment:

Data show device

Laptop

Speakers

25. References:

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

Lecture Notes (To be made available)
Buhalis, D. (2003). eTourism: Information Technology for Strategic Tourism Management. London, UK: Pearson (Financial Times/Prentice Hall). (ISBN: 0582357403)

B- Recommended books, materials, and media:

Annals of Tourism Research
Current Issues in Tourism
Information Technology and Tourism
Tourism Management

26. Additional information:

N/A

Name of Course Coordinator: Mamoon Allan Signature: ----- Date: -----
----- 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

Course File

Assurance