



مركز الاعتماد  
وإضمان الجودة  
ACCREDITATION & QUALITY ASSURANCE CENTER



**The University of Jordan**

**Accreditation & Quality Assurance Center**

**Course Syllabus**

**Course Name:**

Tourism and E-marketing

<b>1</b>	Course title	<b>Tourism and E-marketing</b>
<b>2</b>	Course number	<b>2603314</b>
<b>3</b>	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	-
<b>4</b>	Prerequisites/corequisites	-
<b>5</b>	Program title	Bachelor of Tourism Management
<b>6</b>	Program code	31
<b>7</b>	Awarding institution	'8
<b>8</b>	Faculty	Archaeology and Tourism
<b>9</b>	Department	Tourism Management
<b>10</b>	Level of course	3
<b>11</b>	Year of study and semester (s)	2016/2017 1
<b>12</b>	Final Qualification	
<b>13</b>	Other department (s) involved in teaching the course	-
<b>14</b>	Language of Instruction	English
<b>15</b>	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  
 l2Ex: 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 emarketing	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 Assurance  
Course File