COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	SCHOOL OF ECONOMICS, BUSINESS & INTERNATIONAL STUDIES
DEPARTMENT	TOURISM STUDIES
LEVEL OF STUDY	UNDERGRADUATE
COURSE UNIT CODE	**TSK404** **SEMESTER** 4th
COURSE TITLE	E-TOURISM AND M-TOURISM IN INTERNATIONAL ENVIRONMENT

INDEPENDENT TEACHING ACTIVITIES *in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHNG HOURS**	**CREDITS**
Lectures	3	6
Laboratory	1	
Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4		

COURSE TYPE *Background knowledge, Scientific expertise, General Knowledge, Skills Development*	SCIENTIFIC EXPERTISE
PREREQUISITE COURSES:	NO
LANGUAGE OF INSTRUCTION:	GREEK
LANGUAGE OF EXAMINATION/ASSESSMENT:	GREEK
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES
COURSE WEBSITE (URL)	https://eclass.unipi.gr/courses/TOY127/

(2) LEARNING OUTCOMES

Learning Outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail.
It is necessary to consult:
APPENDIX A
- *Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.*
- *Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and*
APPENDIX B
- *Guidelines for writing Learning Outcomes*

The purpose of the course is to understand the new environment of e-tourism and m-tourism enterprises and, by extension, e-business from a business-oriented, not technical, perspective within the framework of business organizations. From the viewpoint of tourism enterprises, the course focuses on key issues such as strategy development, competitive advantage, current and emerging technologies, pricing, distribution channels, promotion, and advertising.

Upon successful completion of the course, students will be able to:
- Describe the changes brought about by e-commerce in the various value-creation business models of tourism organizations.
- Identify the changes introduced by e-commerce in transactions between tourism businesses, between businesses and customers, and between businesses and the state.
- Assess the main business and organizational challenges arising from e-commerce and, by extension, from e-business in tourism organizations.
- Examine the role of mobile tourism and advanced technologies in the new digital tourism environment.
- Critically approach the role of internal digitization within a tourism enterprise in relation to business operations.
- Examine the role of social media marketing and e-WOM and the tools that can be used.
- Evaluate technological trends that shape digital marketing effectiveness.
- Apply the knowledge and skills acquired through the theoretical and practical part of the course to solve problems related to the organization and operation of tourism enterprises.

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

Search for, analysis and synthesis of data and information by the use of appropriate technologies,	*Project planning and management*
	Respect for diversity and multiculturalism
	Environmental awareness
Adapting to new situations	*Social, professional and ethical responsibility and sensitivity to gender issues*
Decision-making	
Individual/Independent work	*Critical thinking*
Group/Team work	*Development of free, creative and inductive thinking*
Working in an international environment	*......*
Working in an interdisciplinary environment	*(Other.......citizenship, spiritual freedom, social awareness, altruism etc.)*
Introduction of innovative research	
	....

- Search for, analysis and synthesis of data and information by the use of appropriate technologies
- Decision-making
- Individual/Independent work
- Group/Team work
- Critical thinking
- Development of free, creative and inductive thinking

(3) COURSE CONTENT

Theory:
- New Technologies and Tourism for Modern Business Practices
- Introduction to e-commerce and e-Business
- The New Visitor in the Modern Technological Environment
- eCommerce in Tourism (eTourism)
- mBusiness in Tourism (mTourism)
- eTourism and mTourism in the International Environment
- Contemporary Technological Developments in eTourism
- Entrepreneurship for eTourism and mTourism Enterprises
- Marketing for eTourism and mTourism Enterprises

Workshops:

Practical training in website design and development applications for e-shops and electronic applications for tourism enterprises.

(4) TEACHING METHODS--ASSESSMENT

MODES OF DELIVERY *Face-to-face, in-class lecturing, distance teaching and distance learning etc.*	FACE TO FACE

USE OF INFORMATION AND COMMUNICATION TECHNOLOGY *Use of ICT in teaching, Laboratory Education, Communication with students*	Use of ICT in Teaching: • Internet for searching data for assignments (in and out of the classroom). • Course's e-learning platform. • Simulation software. Use of ICT in Communication with students: • E-mails. • - Course's e-learning platform (messages, announcements, uploading course material, submitting assignments, exercises, etc.).
COURSE DESIGN *Description of teaching techniques, practices and methods:* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc.* *The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.*	(see table below)

Activity/Method	Semester workload
Lectures – Interactive Teaching (Discussion, Real-World Examples from the Tourism Industry, Videos, Audio/Use of Technology, Polling) – Presentations, Case Study Analysis	39
Laboratory	13
Individual or group project writing	30
Exercises	14
Independent study	56
Laboratory examination	0,5
Examination	2
Total	**154,5 hours**

STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS *Detailed description of the evaluation procedures:* *Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other……etc.* *Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.*	The evaluation is conducted in Greek. Students are assessed through a written final examination. The examination material is announced on the e-class platform, in the classroom, and in the extended course outline at the beginning of the academic year. The written examination includes the following assessment methods: • Multiple-choice questions • Short-answer questions • Essay-type questions • Formative or summative assessment • Problem-solving tasks (Oral assessment is provided to students who belong to specific categories and cannot participate in written examinations, after informing the secretariat and the tutor by submitting the necessary supporting documents). The examination material is announced in the classroom, the e-learning platform and the extended outline of the course at the beginning of the academic year. Students are informed about the assessment process through the e-learning platform (e-class), as well as in the classroom by the tutor.

(5) SUGGESTED BIBLIOGRAPHY:

Suggested bibliography:
• Nikolaos Georgopoulos, Alma-Malamatenia Pantazi, Ch. Nikolarakos, I. Vangelatos, *"E-Business: Programming & Design,"* published by Evg. Benos, 2013 (In Greek).
• Chondrokoukis, G.P. "Introduction to e-Commerce and e-Business", M.I. Barbarigou, 2015 (In Greek).
• Chaffey, D., Hemphill, T., Edmundson-Bird, D. "Digital Business and e-Commerce", Kleidarithmos, 2022 (in Greek).