

## COURSE OUTLINE

### (1) GENERAL

<b>SCHOOL</b>	SCHOOL OF BUSINESS		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF TOURISM ECONOMICS AND MANAGEMENT		
<b>LEVEL OF STUDIES</b>	UNDERGRADUATE PROGRAMME		
<b>COURSE CODE</b>	000	<b>SEMESTER</b>	WINTER
<b>COURSE TITLE</b>	e-COMMERCE for TOURISM ENTERPRISES		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures		3	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
<b>COURSE TYPE</b> <i>general background, special background, specialised general knowledge, skills development</i>	Special Background		
<b>PREREQUISITE COURSES:</b>	None		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	Greek (see Student Performance Evaluation section regarding English as assignment and evaluation language)		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	No		
<b>COURSE WEBSITE (URL)</b>	<a href="https://eclass.aegean.gr/courses/TOUREM153/">https://eclass.aegean.gr/courses/TOUREM153/</a> (Greek only)		

### (2) LEARNING OUTCOMES

<p><b>Learning outcomes</b></p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <li>• <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i></li> <li>• <i>Descriptors for Levels 6, 7 &amp; 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i></li> <li>• <i>Guidelines for writing Learning Outcomes</i></li> </ul> <p>The course “e-Commerce For Tourism Enterprises”, examines the role and importance of digital commerce in Tourism. The course focuses on the transfer of both theoretical as well as practical knowledge regarding the real-world utilization of contemporary digital commerce technologies in every aspect of Tourism. Adoption of e-commerce from tourist enterprises is examined and analyzed in a broad spectrum and a variety of different aspects, including the specialized needs of supply and demand.</p> <p>The successful completion of the course will enhance the following skills and abilities of the students:</p> <ul style="list-style-type: none"> <li>- Gain extensive knowledge regarding the role and importance of e-commerce for contemporary tourism enterprises, for the tourists and for the market in general</li> <li>- Develop understanding and critical thinking regarding the suitability, usefulness and limitations of modern technology for present and future e-commerce applications</li> <li>- Develop entrepreneurial skills and ability to recognize opportunities to improve tourism services and products through innovative use of technology in sales and marketing</li> <li>- Develop the capability to recognize, assess and analyze elemental business problems and apply theoretical knowledge to real world situations</li> <li>- Develop leadership skills, including innovative creative thinking and coherent presentation</li> </ul>
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of case studies and ideas.

### General Competences

*Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?*

*Search for, analysis and synthesis of data and information, with the use of the necessary technology*

*Adapting to new situations*

*Decision-making*

*Working independently*

*Team work*

*Working in an international environment*

*Working in an interdisciplinary environment*

*Production of new research ideas*

*Project planning and management*

*Respect for difference and multiculturalism*

*Respect for the natural environment*

*Showing social, professional and ethical responsibility and sensitivity to gender issues*

*Criticism and self-criticism*

*Production of free, creative and inductive thinking*

*.....*

*Others...*

*.....*

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Decision-making
- Working independently
- Production of new research ideas
- Production of free, creative and inductive thinking

### (3) SYLLABUS

- Introduction, basic concepts, the road towards e-commerce and e-business
- Contemporary trends and technological evolution, e-tourism and digital market
- Digital entrepreneurship models and systems
- Modern digital marketing
- Sales, marketing and digital distribution channels
- Destination management and use of ICT in tourism destinations
- Portable and wearable devices and tourism, m-commerce
- Social Networks, service personalization and other contemporary approaches
- Special topics and applications

#### (4) TEACHING and LEARNING METHODS - EVALUATION

<p><b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i></p>	Face-to-face lectures																							
<p><b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<p>Use of ICT during teaching. Lectures with digital slides. Communication and information exchange with students through asynchronous study platforms (open eclass, Moodle) and conventional digital means (e-mail, zoom, skype etc)</p> <p>Course material uploading online for repeat viewing and further study and understanding of the course contents. Upload of course outline, information, slides and a variety of other material on the online study platform.</p> <p>Familiarization of students with use of aforementioned technologies, interactive digital case study presentations by students.</p>																							
<p><b>TEACHING METHODS</b> <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	<table border="1"> <thead> <tr> <th data-bbox="691 712 1031 745"><i>Activity</i></th> <th data-bbox="1031 712 1361 745"><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td data-bbox="691 745 1031 784">Lectures</td> <td data-bbox="1031 745 1361 784">39</td> </tr> <tr> <td data-bbox="691 784 1031 822"></td> <td data-bbox="1031 784 1361 822"></td> </tr> <tr> <td data-bbox="691 822 1031 860">Personal study and analysis of bibliography</td> <td data-bbox="1031 822 1361 860">111</td> </tr> <tr> <td data-bbox="691 860 1031 898"></td> <td data-bbox="1031 860 1361 898"></td> </tr> <tr> <td data-bbox="691 898 1031 936"></td> <td data-bbox="1031 898 1361 936"></td> </tr> <tr> <td data-bbox="691 936 1031 974"></td> <td data-bbox="1031 936 1361 974"></td> </tr> <tr> <td data-bbox="691 974 1031 1012"></td> <td data-bbox="1031 974 1361 1012"></td> </tr> <tr> <td data-bbox="691 1012 1031 1050"></td> <td data-bbox="1031 1012 1361 1050"></td> </tr> <tr> <td data-bbox="691 1050 1031 1088"></td> <td data-bbox="1031 1050 1361 1088"></td> </tr> <tr> <td data-bbox="691 1088 1031 1122">Course total</td> <td data-bbox="1031 1088 1361 1122">150</td> </tr> </tbody> </table>		<i>Activity</i>	<i>Semester workload</i>	Lectures	39			Personal study and analysis of bibliography	111													Course total	150
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<p><b>STUDENT PERFORMANCE EVALUATION</b> <i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>Student performance is evaluated based on the following:</p> <p>Written midterm examination covering first part of course subjects: 20%</p> <p>Written midterm examination covering second part of course subjects: 20%</p> <p>Written final examination: 60%</p> <p>Evaluation and feedback in Greek. Written assignments also accepted in English (feedback in Greek or English).</p>																							

## (5) ATTACHED BIBLIOGRAPHY

### Suggested bibliography:

- An extensive collection of scientific articles, technical news and reports, and other very recent sources are given as references to students during each lecture (for further information and study)
- The compilation and presentation of the sources is completed dynamically during the whole semester and it is adapted to the needs of the specific class and students

### General reference titles (books):

- e-tourism, Vasiliki Katsoni, 2<sup>nd</sup> Edition 2017 (main reference title, distributed to students through "Eudoxus")
- Tourism Information Technology, P Benckendorff; P Sheldon; D Fesenmaier, September 2014

### General reference titles (international scientific journals):

- Information Technology & Tourism (ITT) Journal
- International Journal of Tourism Research
- Journal of Hospitality and Tourism Management
- Journal of Destination Marketing & Management
- International Journal of Leisure and Tourism Marketing
- Journal of Travel & Tourism Marketing
- Tourism Management Journal
- Annals of Tourism Research Journal
- Current Issues in Tourism