

MODULE OUTLINE DIT86

1. GENERAL INFORMATION

SCHOOL	SCHOOL OF SOCIAL SCIENCES		
PROGRAM COURSE	TOURISM MANAGEMENT		
LEVEL OF STUDY	UNDERGRADUATE		
MODULE CODE	DIT86	YEAR OF STUDY	4 th (8 th semester)
MODULE TITLE	E-BUSINESS IN TOURISM		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>		HOURS	CREDITS
Weekly teaching hours (22 hours) * 13 weeks		286	10 ECTS
Module TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	Scientific Expertise, Optional		
PREREQUISITE MODULES:	There are no prerequisites for this module.		
LANGUAGE OF INSTRUCTION AND EXAMS	Greek		
THE MODULE IS OFFERED TO ERASMUS STUDENTS	YES		
MODULE WEBSITE(URL)	https://www.eap.gr/en/undergraduate/tourism-administration/tourism-administration-topics/#dit86 Each module has its own space in the Learning Management System of the Hellenic Open University (https://courses.eap.gr), with controlled access (use of code) for students and teaching staff.		

2. LEARNING OUTCOMES

Learning Outcomes

- The module learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the module, are described in detail. It is necessary to consult:

On successful completion of this module, students will be able to:

- Understand the concepts of e-business and e-commerce.
- Recognize and appreciate the nature, role and importance of the application of e-business in tourism.
- Critically evaluate the impact of new technologies on tourism demand and supply.
- Argue how new technologies can improve the tourism experience.
- Recognize the advantages and risks of e-business and e-commerce.
- Understand the managerial dimension of the use of new technologies in tourism.
- Identify the role of information systems in modern tourism businesses.
- Understand the transformations that may be required in the technological infrastructure and operations of a tourism enterprise in order to adopt new technologies to do business electronically.
- Know the legal framework governing electronic transactions.

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,

Adapting to new situations

Decision-making

Individual/Independent work

Group/Team work

Working in an international environment

Working in an interdisciplinary environment (Other.....citizenship, spiritual freedom, social awareness, altruism etc.)

Project planning and management

Respect for diversity and multiculturalism

Environmental awareness

Social, professional and ethical responsibility and

sensitivity to gender issues

Critical thinking

Development of free, creative and inductive thinking

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Search for, analysis and synthesis of data and information by the use of appropriate technologies
 Adapting to new situations
 Decision-making
 Individual/Independent work
 Project planning and management
 Critical thinking
 Development of free, creative and inductive thinking

3. MODULE CONTENT

The new Information and Communication Technologies and the use of the internet are basic tools for the effective and efficient operation of tourism businesses. The main purpose of this module is to introduce students to the administrative and business functions of the digital age in tourism. Emphasis is placed on the advantages and disadvantages of doing business through electronic means as well as on the impact that these have on modern tourism businesses, consumers and tourist destinations. In addition, legal and security issues, examples of e-businesses and information systems management strategies are examined.

The subject matter of module DIT86 is analyzed below by educational week:

1. Introduction to e-business: Concepts and functions
2. E-commerce and e-business
3. E-commerce and e-business technologies and infrastructure
4. E-business business models
5. Establishing an online business presence
6. Mechanisms, platforms and e-commerce tools
7. E-marketing
8. Legal and social framework of e-business
9. Social media and business
10. Internet and network security
11. Consumer behaviour in the Digital Age
12. Case studies on e-business
13. Summary

4. TEACHING METHODS-ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	Distance education with three (3) Group Counseling Meetings (OSS) during the academic semester on weekends.	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	We use : • Remote meetings tools (webex) • Presentation software (e.g. power point) Additionally, the students use office automation tools, web browsers and e-reader for digital books.	
MODULE DESIGN <i>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</i> <i>The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.</i>	Activity	Semester Workload
	3 OSS (*4 hours)	12
	Preparation of Assignments (2 short assignments * 15 hours and 1 semester assignment * 30 hours)	60
	Examination	3
	Individual study	211
	Total module workload (hours)	286
STUDENT PERFORMANCE EVALUATION/ASSESSMENTMETHODS <i>Detailed description of the evaluation procedures.</i> <i>Language of evaluation, assessment</i>	a1. Two (2) Short Written Assignments (SWA) with a weighting factor of 10% each in the final grade of the module. a2. One (1) Semester Assignment (SA) with a weighting factor of 20% on the final grade of the module. The written assignment score is activated only with a score equal to or above the pass mark (≥5) in the final	

<i>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.</i> <i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students</i>	or retake exams. a3. Final or repeated written examinations (FE) with a weighting factor of 60% on the final grade of the final examination. The Final Grade (FG) of each subject, on a scale of 10, is calculated as follows: Final grade FG = (SWA1*0,1) + (SWA2*0,1) + (SA*0,2) + (FE*0,6) Eligibility for the final examinations: The right to participate in the final examinations is secured by obtaining at least 50% of the sum of the potential passmark out of the total number of assignments assessed, i.e. 20 points out of 100, on the basis of the weighting factors mentioned in points a1 and a2 above. All the criteria are posted, both in each written assignment, as well as in the general regulation of the Hellenic Open University at: https://www.eap.gr/education/study-regulations/.
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5. SUGGESTED BIBLIOGRAPHY

- Suggested bibliography:

- E-commerce 2021–2022: business. technology. society., Kenneth Laudon, Carol Traver. Global Edition 17th Edition, ISBN-13: 978-1292409313, ISBN-10: 1292409312
- Digital Business and E-Commerce Management 7th Edition, Dave Chaffey, Tanya Hemphill, David Edmundson-Bird, ISBN-13: 978-1292193335, ISBN-10: 1292193336

-Additional digital material is available within the “study” platform.

-Related Scientific Academic Journals:

1. Information Technology & Tourism
2. Journal of Hospitality and Tourism Technology
3. Annals of Tourism Research
4. Journal of Travel Research
5. Tourism Management
6. International Journal of Contemporary Hospitality Management
7. International Journal of Hospitality Management