

Course Title	E-Commerce in Hospitality & Tourism										
Course Code	TCOM-200										
Course Type	This course serves as both Elective and Requirement, according to the program.										
	<table border="1"> <tr> <td>Hospitality Bachelor</td> <td>Computer Elective</td> </tr> <tr> <td>Business Diploma/Bachelor</td> <td>Requirement</td> </tr> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>					Hospitality Bachelor	Computer Elective	Business Diploma/Bachelor	Requirement	All Programs	General Elective
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Level	Bachelor (1 st Cycle)										
Year / Semester	Year 2, B' Semester										
Teacher's Name	Dr Veronica Pavlidou										
ECTS	4	Lectures / week	3	Laboratories / week	0						
Course Purpose and Objectives	<p>The course emphasizes the utilization of recent developments in information technology (IT) within the context of Hospitality and Tourism industry. It critically examines all aspects of marketing such as promotion, advertising, distribution, sales and after-sales service within an E-business framework. The course provides an extensive discussion and application of information technology, e-commerce and e-marketing as these emerging technologies apply to the hospitality and tourism industry. Concepts, terms and technical jargon are explained.</p> <p>Students are expected to:</p> <ul style="list-style-type: none"> • Understand theory application of information technology within the context of hospitality and tourism. • Become familiar with the E-business framework and e-marketing aspects. • Understand technical jargon. 										

Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ul style="list-style-type: none"> • Understand theories underpin E-commerce in hospitality establishments • Become familiar with E-Commerce development, models, process, application and the related social and ethical issues. • Explore the E-Commerce websites, their tools and features, and identify the connectivity between the Internet and the corporate world. 		
Prerequisites	TCOM – 100 Computer Applications or TCOM - 150 Interactive Communications in the Hospitality Industry	Required	
Course Content	<ol style="list-style-type: none"> 1. Concepts of E-Commerce. 2. E-commerce in Hospitality Context 3. Retailing in E-Commerce. 4. Internet consumers and market research. 5. Data warehousing and data mining. 6. Advertisements on the Web. 7. E-Commerce for serving Industries. 8. Business-to-business E-Commerce 9. Intranet and extranet application. 10. Electronic payment systems. 11. E-Business strategy and implementation. 		
Teaching Methodology	The course is delivered through lectures, demonstrations and practical sessions.		
Mode of delivery	Face to face.		
Bibliography	<p>Required</p> <p>Kenneth C. Laudon & Carol Gurcio Traver. <i>E-Commerce 2021, Business, Technology, Society</i>, 16th ed., Pearson.</p> <p>Recommended</p> <p>Chaffey, D., Hemphill, T. & Edmundson-Bird, D. <i>Digital Business and E-commerce Management</i> (7th ed.) Pearson</p> <p>Dinis, M.G., Bonixe, L., Lamy, S. & Breda, Z. <i>Impact of New Media in Tourism</i>, IGI Global (1st ed.)</p>		

Assessment	<p>The following assessment methods are employed to assess this course:</p> <table border="1" data-bbox="478 286 1331 544"> <tr> <td data-bbox="485 295 906 353">30 – 50 %</td> <td data-bbox="906 295 1324 353">Final Exam</td> </tr> <tr> <td data-bbox="485 353 906 412">20 – 40 %</td> <td data-bbox="906 353 1324 412">Mid –Term / Tests / Quizzes</td> </tr> <tr> <td data-bbox="485 412 906 470">10 – 30 %</td> <td data-bbox="906 412 1324 470">Assignments / Projects</td> </tr> <tr> <td data-bbox="485 470 906 528">0 – 10 %</td> <td data-bbox="906 470 1324 528">Class Attendance & Participation</td> </tr> </table>	30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
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Language	English								

