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.

Hospitality Bachelor	Requirement
All Programs	General Elective

Level	Diploma (Short Cycle)
Year / Semester	Year 2, B' Semester
Teacher's Name	Veronica Pavlidou

ECTS	4	Lectures / week	3	Laboratories / week	0

Course Purpose and Objectives	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.
	Students are expected to:
	- Understand the usefulness of information technology within the context of hospitality and tourism - Explore various e-marketing aspects - Become familiar with the E-business framework - Understand technical jargon

Learning Outcomes	Upon completion of this course students will be able to: Comprehend the use of E-commerce in hospitality establishments • Develop an understanding of E-Commerce development, models, process, application and the related social and ethical issues. • Discuss the E-Commerce websites, their tools and features, and identify the connectivity between the Internet and the corporate world. • Apply Online Retailing and Services techniques and develop an E- business strategy.

Prerequisites	TCOM – 100 Computer Applications or TCOM - 150 Interactive Communications in the Hospitality Industry	**Required**

Course Content	• Concepts of E-Commerce. • E-commerce in Hospitality Context • Retailing in E-Commerce. • Internet consumers and market research. • Data warehousing and data mining. • Advertisements on the Web. • E-Commerce for serving Industries. • Business-to-business E-Commerce • Intranet and extranet application. • Electronic payment systems. • E-Business strategy and implementation.
Teaching Methodology	The course is delivered through lectures, demonstrations and practical sessions.
Mode of delivery	Face to face.
Bibliography	**Required** Laudon, K., & Guercioa A. (2024). E-commerce 2023–2024: business. technology. society. UK, London: Pearsoned. ISBN-13: 978-1292449722 **Recommended** Chaffey, D., Hemphill, T. & Edmundson-Bird, D. (2022) Digital Business and E-commerce Management (7th ed.) Pearson Dinis, M.G., Bonixe, L., Lamy, S. & Breda, Z. (2023) Impact of New Media in Tourism, IGI Global (2nd ed.)

Assessment	The following assessment methods are employed to assess this course:

30 – 50 %	Final Exam
20 – 40 %	Mid –Term / Tests / Quizzes
10 – 30 %	Assignments / Projects
0 – 10 %	Class Attendance & Participation

Language	English