



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		E-Tourism							
Course Code		TUR509		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		This course aims to show the importance of E-tourism in global market environment.							
Course Content		To educate and inform the public and private tourism sectors in emerging markets and to raise awareness of the importance of ICT in adapting to the rapidly changing travel distribution channels in order to avoid the creation of a digital divide between emerging markets and the global travel trade. To provide working models of sustainable e-tourism business solutions in action, and provide the local trade with resources to initiate both e-marketing and e-business. To provide an ongoing source for resources, discussions and further education for Tourism stakeholders.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	ACAR Erkan, CANTÜRK Kayahan, Elektronik Ticaret ve Elektronik İş, Nobel Yayın Dağıtım, 2007
2	DOKUR Ş., ERBAŞLAR G., Elektronik Ticaret, Nobel Yayın Dağıtım, 2008
3	TAŞLAYAN Mustafa, Elektronik Ticaret, Sakarya Kitabevi, Sakarya, 2006
4	ÖZBAY Sebahat; AKYAZI Selma, Elektronik Ticaret, Detay Yayıncılık, 2004
5	ÖZMEN Şule, Ağ Ekonomisinde Yeni Ticaret Yolu E-Ticaret, İstanbul Bilgi Üniversitesi Yayınları, İstanbul, 2009
6	ÜNAL Fatih, Büyük Veri ve Semantik, Abaküs Yayınları, 2015.
7	AKSU Halil, BIG DATA ve Diğer Yeni Trendler, Pusula Yayınları, 2013.
8	PARMAKSIZ, M. Yalçın, Google Analytics, Dikeyksen Yayınları, 2013.
9	BALOĞLU, A., Karadağ, L., İnternet ve Pazarlama, Ekin Yayınları, 2008.

Week	Weekly Detailed Course Contents	
1	Theoretical	Purpose of E-Trade, Main topics, Internet and globalisation, The role of e-trade in tourism firms, E-bussines, E-economy, etc.
	Preparation Work	Research
2	Theoretical	Information, Information Technology and Information Management.
	Preparation Work	Research
3	Theoretical	The real and underground of e-trade
	Preparation Work	Research
4	Theoretical	E-trade Models
	Preparation Work	Research
5	Theoretical	E-trade interchange and SWOT analyse
	Preparation Work	Research
6	Theoretical	E - Transform, Digitization
	Preparation Work	Research
7	Theoretical	Focus on E-tourism (What is and what is not)
	Preparation Work	Research
8	Intermediate Exam	Midterm Exam
9	Theoretical	Marketing in e-tourism, e-customer, e-promotion
	Preparation Work	Research
10	Theoretical	E-contribution and CRM
	Preparation Work	Research



11	Theoretical	Success stories in E-Tourism
	Preparation Work	Research
12	Theoretical	Use of Data Mining in tourism industry
	Preparation Work	Research
13	Theoretical	E-Tourism Equipments and IDE
	Preparation Work	Research
14	Theoretical	Main problems in e-tourism, e-tourism security, The future of e-tourism
	Preparation Work	Research
15	Theoretical	General Review
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Assignment	2	20	0	40
Midterm Examination	1	11	1	12
Final Examination	1	16	1	17
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Ability to know the concepts related to e-tourism.
2	Ability to define the importance of e-tourism in global market place.
3	Ability to know e-business models and e-business strategies.
4	Ability to know the payment systems and security issues in e-commerce.
5	Ability to define e-tourism software technologies.

Programme Outcomes (*Tourism Management Master's Without Thesis*)

1	To be able to train specialists who develops knowledge and skills based on the Bachelor's Degree in Tourism field and who can evaluate the sector in the point of view interdisciplinary structure of tourism management.
2	To be able to analyze the socio-economic and the managerial problems both interactionally and separately
3	To be able to produce knowledge about the studies, which have not been presented before towards the primary data sources.
4	To be able to convey recent developments in the field of tourism management to the stakeholders by using verbal, written and visual means systematically.
5	To be able to develop a solving method independently for a problem faced in tourism management, evaluate the outcomes of the problem and take roles in projects related to the field as a coordinator or a participant.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	4	3	4	3	4
P2	3	5	3	4	3
P3	4	4	4	3	4
P4	3	3	3	4	3
P5	4	4	4	3	4

