

COURSE OUTLINE

1. GENERAL

SCHOOL:	BUSINESS AND ECONOMICS		
DEPARTMENT	BUSINESS ADMINISTRATION		
DIVISION	TOURISM AND HOSPITALITY MANAGEMENT		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	3104096	SEMESTER OF STUDY	6
COURSE TITLE	New Technologies in Tourism		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures and Workshops		5	5
COURSE UNIT TYPE	Special Background Course		
PREREQUISITES :	INTRODUCTION TO INFORMATICS AND COMPUTER PROGRAMMING OBJECT ORIENTED PROGRAMMING		
LANGUAGE OF INSTRUCTION/EXAMS:	GREEK		
COURSE DELIVERED TO ERASMUS STUDENTS	YES		
MODULE WEB PAGE (URL)	http://moodle.teipir.gr/course/info.php?id=118		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The course aims to enable students to distinguish how the New Technologies, particularly the Internet affect the Business Administration and Tourism Hospitality and to be able to use tools and Internet services to plan and implement small-scale applications / services by that sector.</p> <p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Recognize the impact of Information and Communication technologies, especially of the Internet in Tourism and Hospitality Management • Present the fundamental principles of e-Business and e-Commerce in Tourism and Hospitality Management • Use tools and services of the internet in the development of small-scale applications / e-services in Tourism and Hospitality Management • Examine applications and online services in tourism in relation to the strategy and the technology used
General Skills
<ul style="list-style-type: none"> - Individual work - Teamwork - Adaptation in new situations - Planning and management of a project

3. COURSE CONTENTS

<p>The course is organized around topics such as:</p> <ul style="list-style-type: none"> • The impact of ICT in contemporary Tourism and Hospitality Management • e-Commerce and e-Business in Tourism • Business models in Tourism and Hospitality Management

- Global Reservation Systems
- Internet Technologies and Applications
- Internet standards
- The future of internet infrastructure
- Web services, SaaS, and Service-Oriented Architecture
- Social Networking, WEB 2.0, WEB 3.0
- Mobile Devices & Services in Tourism
- Data Privacy protection and trust in e-Transactions
- Technological Innovation and Evaluation of Technology

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the LMS platform of PUAS.#	
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	39
	Presentation of Case Studies, Class Discussions	26
	Preparation of Group Project	26
	Independent & Directed Learning	34
	TOTAL	125
ASSESSMENT METHODS	<p>I. Final Examination (50%) (Summative Evaluation) includes:</p> <ul style="list-style-type: none"> - Multiple choice questions or true/false questions - Short answer questions - Case Study <p><u>Evaluation Objective:</u> To understand the fundamentals of the course.</p> <p><u>Evaluation Criteria:</u> Comprehensiveness, accuracy, and critical evaluation.</p> <p>II. Group Project (40%) (Summative Evaluation): Development of an e-Commerce Site for Tourism</p> <p><u>Evaluation Objective:</u> To examine students' skills in internet tools and services and to enhance students' teamwork skills.</p> <p><u>Evaluation Criteria:</u> Functionality of the application, the degree of specifications' satisfaction, user-interface, organization and management of teamwork project and presentation.</p> <p>III. Multiple Choice Test (10%)(Formative Evaluation) Concerns issues covered by lectures.</p> <p><u>Evaluation Objective:</u> Examination of students' progress in relation to learning outcomes, feedback and fine tuning of the course lectures.</p> <p><u>Evaluation Criteria:</u> Comprehensiveness, accuracy, and critical evaluation.</p> <p>Evaluation criteria are explicitly referred on the site of the course for each learning activity.</p>	

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5. RESOURCES

- Recommended Book and Journal Article Resources:

Books

- Chaffey, Dave, (2015). Digital Corporations and E-Commerce: *Strategy, Implementation and Application*, 6th American Edition, ISBN: 978-960-461-671-8, Klidarithmos Publishing EPE (in Greek)
- Katsoni V., (2011). Global Distribution Systems and Technology in Tourism, ISBN 978-960-93-3067-1, Athens: Katsoni Vasiliki (in Greek).
- Chaffey, Dave, (2011). *E-business and e-commerce management : strategy, implementation, and practice*, 5th ed., ISBN-10: 0273752014, ISBN-13: 978-0273752011.

Internet Resources

- eBusiness Forum. <http://www.ebusinessforum.gr/>
- https://el.wikipedia.org/wiki/%CE%97%CE%BB%CE%B5%CE%BA%CF%84%CF%81%CE%BF%CE%BD%CE%B9%CE%BA%CF%8C%CF%82_%CF%84%CE%BF%CF%85%CF%81%CE%B9%CF%83%CE%BC%CF%8C%CF%82
- HTML Tutorials from w3schools URL: <http://www.w3schools.com/html/>
- Web Fundamentals, URL: <http://www.codecademy.com/tracks/web>
- Dr. Kevin Floyd, (2013). XHTML/CSS Tutorial, URL: <http://www.merlot.org/merlot/viewMaterial.htm?id=451821>
- Smart Webby Inc., (2013). Web Development Resources, URL: <http://www.merlot.org/merlot/viewMaterial.htm?id=77936>

Journals

- Journal of Information Technology and Tourism, Springer.
- Travel and Tourism Analyst Journal, Economist Intelligence Unit (UK).
- International Journal of Hospitality Management, Science Direct.