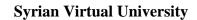
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وزارة التعليم العالسي والبحث العلمي
الجامعة الافتراضية السورية

## **Course Description: E-Marketing in Tourism**

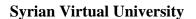
#### 1- Basic Information:

Course Name	E-Marketing In Tourism
Course ID	BMK505
<b>Contact Hours (Registered Sessions)</b>	24
<b>Contact Hours (Synchronized Sessions)</b>	18
Mid Term Exam	-
Exam	75 Min
Registered Sessions Work Load	36
Synchronized Session Work Load	18
Credit Hours	4
Course Level	5

## 2- Pre-Requisites: Non

Course	ID
Services Marketing	BMK501

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#### 3- Course General Objectives:

The course reviews the concept of tourism electronic marketing and its distinctive characteristics, explains its advantages and benefits at the level of consumers and tourism business organizations, and shows the elements of the tourism electronic marketing mix. It also clarifies the concept of tourism electronic markets, their components, types and mechanisms of action, the infrastructure needed to carry out tourism electronic marketing operations, tourism electronic buying and selling operations, the definition of electronic money and its types, the potential risks facing the work of tourism electronic marketing and the necessary protection and security means.

#### 4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes							
	Possess a theoretical base on the concept of tourism e-marketing, its							
ILO1	characteristics and importance in the tourism contemporary organization and at the							
	consumer level							
	Learn about the development of the Internet and electronic commerce and its							
ILO2	impact on the elements of the tourism electronic marketing mix							
	Familiarity with the concept of tourism electronic markets, its components and							
ILO3	types.							
	Knowledge of the infrastructure needed to carry out tourism e-marketing							
ILO4	operations							

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ILO5	The ability to plan the business of tourism e- marketing
ILO6	Understand the tourism electronic buying and selling mechanism
ILO7	Learn about the concept of electronic money and its types, and forms and methods of tourism electronic payment
ILO8	Familiarity with the characteristics and behavior of the tourism electronic consumer and the factors affecting his purchasing decision
ILO9	Understand the risks facing tourism e-marketing operations, and identify the means of safety and protection required to ensure successful tourism e-marketing.

- **5- Course Syllabus** (24 hours of total Recorded Sessions, 18 hours of total synchronized sessions)
- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Туре	<b>Additional Notes</b>
ILO1	The Concept of Tourism E- Marketing and its Importance	2	1	<ul> <li>□ Exercises</li> <li>□ Assignments</li> <li>□ Seminars</li> <li>□ Projects</li> <li>□ Practices</li> <li>□ Others</li> </ul>	

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ILO2	<ul> <li>The Evolution of Tourism         Electronic Commerce and its Patterns     </li> <li>The Tourism Electronic         Marketing Mix and its         Elements     </li> </ul>	3	2	<ul> <li>□ Exercises</li> <li>□ Assignments</li> <li>□ Seminars</li> <li>□ Projects</li> <li>□ Practices</li> <li>□ Others</li> </ul>
ILO3	Tourism Electronic     Markets, their Components     and Mechanisms	2	2	<ul> <li>□ Exercises</li> <li>□ Assignments</li> <li>□ Seminars</li> <li>□ Projects</li> <li>□ Practices</li> <li>□ Others</li> </ul>
ILO4	Tourism E-Marketing     Infrastructure	3	2	<ul> <li>□ Exercises</li> <li>□ Assignments</li> <li>□ Seminars</li> <li>□ Projects</li> <li>□ Practices</li> <li>□ Others</li> </ul>
ILO5	Tourism E-Marketing     Business Planning	2	1	<ul><li>☐ Exercises</li><li>☐ Assignments</li><li>☐ Seminars</li></ul>

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				□ Projects
				□ Practices
				□ Others
				□ <u>Exercises</u>
				☐ <u>Assignments</u>
ILO6	The Tourism Electronic  Buying and Salling	2	2	□ Seminars
ILOU	Buying and Selling Mechanism	2	<i>_</i>	□ Projects
	Weendingin			□ Practices
				□ Others
				□ <u>Exercises</u>
	<ul> <li>Electronic repayment and payment systems (electronic money) in Tourism</li> <li>Organization</li> </ul>	3	2	☐ <u>Assignments</u>
ILO7				□ Seminars
ILO/				□ Projects
				□ Practices
				□ Others
				□ <u>Exercises</u>
				☐ <u>Assignments</u>
ILO8	• E-Tourist consumer	2	2	□ Seminars
ILUo	behavior		<i>L</i>	□ Projects
				□ Practices
				□ Others

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	•	Tourism E-marketing Risk			□ Exercises	
ILO9	•	Security Solutions for	4	3	☐ Assignments	
	•	Tourism E-Marketing			□ Seminars	
		The Reality and Challenges	•		□ Projects	
		of Tourism E-Marketing in			□ Practices	
		Syri			□ Others	

## 6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Wor	rk	

ILO	ILO		Intended Results		Asse	ssmer	nt Type	
Code				ISC	PW	Ex	PF2F	Rpt
ILO1	Possess a theoretical base on the concept of tourism e-marketing, its characteristics and importance in the tourism contemporary organization and at the consumer level	_	Understand the concept of tourism e-marketing and its distinctive characteristics Distinguishing between tourism e-marketing and the terms overlapping with it, such as e-	×				

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			commerce, e- businessetc.				
		_	Knowing the				
			benefits and				
			advantages offered				
			by tourism e-				
			marketing at the				
			level of the tourism				
			organization and the				
			tourism consumer				
	Learn about the	_	Familiarity with the				
	development of the		historical				
	Internet and tourism		development of the				
	electronic commerce		Internet and tourism				
	and its impact on the		electronic commerce				
	elements of the	_	Knowledge of				
ILO2	tourism electronic		tourism e-commerce	×		×	
	marketing mix		patterns				
		_	Understand the				
			elements of the e-				
			marketing mix				
		_	Understand the				
			impact of the				

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			Internet and			
			electronic commerce			
			on the elements of			
			the tourism			
			traditional			
			marketing mix.			
	Familiarity with the	_	Understanding of			
	concept of tourism		tourism electronic			
	electronic markets, its		markets and their			
	components and types.		characteristics			
		_	Learn about the			
			components of			
ILO3			tourism electronic	×		
ILOS			markets	^		
		_	Knowing the			
			different types of			
			tourism electronic			
			markets and the			
			characteristics of			
			each type			
	Knowledge of the	_	Determining the			
ILO4	infrastructure needed		basic physical	×		×
	to carry out tourism e-		requirements for			

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	marketing operations		carrying out tourism					
			e-marketing					
			activities					
		_	Knowledge of the					
			human requirements					
			and their quality					
			necessary to carry					
			out tourism e-					
			marketing					
		_	Determining the					
			software and					
			informational					
			supplies required for					
			tourism e-marketing					
			activities					
	The ability to plan the	_	Defining an tourism					
	business of tourism e-		e- business plan					
	marketing	_	Determining the					
ILO5			components of an				V	
ILOS			tourism e-business	^	×		×	
			plan					
		_	Knowing the					
			possible business					
				<u> </u>	<u> </u>	<u> </u>		l

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	Understand the tourism electronic buying and selling mechanism	models and their types within the tourism e-marketing plan  - Knowing the evolution of the tourism electronic buying and selling mechanism  - Determining the			
ILO6		steps of tourism e- purchasing  - Familiarity with the factors that build trust on the tourism website	×		
ILO7	Learn about the concept of tourism electronic money and its types, and forms and methods of tourism electronic payment	<ul> <li>Definition of         tourism electronic         money and its forms</li> <li>Distinguish between         the types of         electronic plastic         cards</li> </ul>	×		×

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		- Familiarity with other tourism electronic payment methods (electronic checks and barter)	
ILO8	Familiarity with the characteristics and behavior of the E-Tourist consumer and the factors affecting his purchasing decision	<ul> <li>Clarify the concept of the E-Tourist consumer and its characteristics</li> <li>Understanding E- Tourist consumer behavior</li> <li>Familiarity with the factors affecting the purchasing decisions of the E-Tourist consumer</li> </ul>	
ILO9	Understand the risks facing tourism e- marketing operations, and identify the means of safety and protection required to	<ul> <li>Familiarity with the risks facing tourism e-marketing operations</li> <li>Determine the appropriate security</li> </ul>	×

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ensure succ	essful	solutions for the			
tourism e-m	narketing.	success of tourism			
		e-marketing			
		operations			
	_	Describing the			
		reality of tourism e-			
		marketing in Syria			
	_	Possess a futuristic			
		view of the			
		prospects for the			
		work of tourism e-			
		marketing in Syria			

#### **7- Practice Tools:**

Tool Name	Description
non	

#### 8- Main References

- 1. Kingsnort, Simon, Digital Marketing Strategy: An Integrated Approach to Online Marketing, 2nd edition, Kogan Page, New York, 2019
- 2. Sokes, Rob, e-Marketing: The essential guide to marketing in a digital world- 6th Edition
- 3. Red & Yellow Creative School of Business, Cape Town, South Africa, 2018
- 4. Khamis, Ahmed Hassan, E-Marketing, The Egyptian Center for the Simplification of Science, Cairo, 2015

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5. Al-Tai, Youssef Hajim Sultan, Electronic Marketing, Al-Warraq Corporation for Distribution and Publishing, Iraq, 2009

#### 9- Additional References

- 1. Kim A. J.; and Ko, K., Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention, J Glob Fashion Mark, USA.2010
- 2. Al-Serafy, Muhammad, E-Marketing, Dar Al-Fikr University, Cairo, 2008
- 3. Musa, Ali; Farghaly, Abdullah, Information technology and its role in traditional and electronic marketing, Itrac, Cairo, 2007