

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

Course Description: E-Marketing in Tourism

1- Basic Information:

Course Name	E-Marketing In Tourism
Course ID	BMK505
Contact Hours (Registered Sessions)	24
Contact Hours (Synchronized Sessions)	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

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

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
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
ILO2	Learn about the development of the Internet and electronic commerce and its impact on the elements of the tourism electronic marketing mix
ILO3	Familiarity with the concept of tourism electronic markets, its components and types.
ILO4	Knowledge of the infrastructure needed to carry out tourism e-marketing operations

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

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	Type	Additional Notes
ILO1	<ul style="list-style-type: none"> • The Concept of Tourism E-Marketing and its Importance 	2	1	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

ILO2	<ul style="list-style-type: none"> The Evolution of Tourism Electronic Commerce and its Patterns The Tourism Electronic Marketing Mix and its Elements 	3	2	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO3	<ul style="list-style-type: none"> Tourism Electronic Markets, their Components and Mechanisms 	2	2	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO4	<ul style="list-style-type: none"> Tourism E-Marketing Infrastructure 	3	2	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO5	<ul style="list-style-type: none"> Tourism E-Marketing Business Planning 	2	1	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars	

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

				<input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO6	<ul style="list-style-type: none"> The Tourism Electronic Buying and Selling Mechanism 	2	2	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO7	<ul style="list-style-type: none"> Electronic repayment and payment systems (electronic money) in Tourism Organization 	3	2	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO8	<ul style="list-style-type: none"> E-Tourist consumer behavior 	2	2	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

ILO9	<ul style="list-style-type: none"> Tourism E-marketing Risk Security Solutions for Tourism E-Marketing The Reality and Challenges of Tourism E-Marketing in Syri 	4	3	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
-------------	---	---	---	---	--

6- Assessment Criteria (Related to ILOs)

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

ILO Code	ILO	Intended Results	Assessment Type				
			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	<ul style="list-style-type: none"> 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- 	×				

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

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

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

		Internet and electronic commerce on the elements of the tourism traditional marketing mix.					
ILO3	Familiarity with the concept of tourism electronic markets, its components and types.	<ul style="list-style-type: none"> – Understanding of tourism electronic markets and their characteristics – Learn about the components of tourism electronic markets – Knowing the different types of tourism electronic markets and the characteristics of each type 	×				
ILO4	Knowledge of the infrastructure needed to carry out tourism e-	<ul style="list-style-type: none"> – Determining the basic physical requirements for 	×				×

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

	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					
ILO5	The ability to plan the business of tourism e-marketing	– Defining an tourism e- business plan – Determining the components of an tourism e-business plan – Knowing the possible business	×			×	

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

		models and their types within the tourism e-marketing plan					
ILO6	Understand the tourism electronic buying and selling mechanism	<ul style="list-style-type: none"> – Knowing the evolution of the tourism electronic buying and selling mechanism – Determining the 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 style="list-style-type: none"> – Definition of tourism electronic money and its forms – Distinguish between the types of electronic plastic cards 	×				×

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

		<ul style="list-style-type: none"> - 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 style="list-style-type: none"> - Clarify the concept of the E-Tourist consumer and its characteristics - Understanding E-Tourist consumer behavior - Familiarity with the factors affecting the purchasing decisions of the E-Tourist consumer 	×				
ILO9	Understand the risks facing tourism e-marketing operations, and identify the means of safety and protection required to	<ul style="list-style-type: none"> - Familiarity with the risks facing tourism e-marketing operations - Determine the appropriate security 	×			×	

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

	ensure successful tourism e-marketing.	solutions for the 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
--

Syrian Arab Republic		الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

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