

COURSE TITLE	E-Commerce in Tourism	
Study programme	Professional Graduate Study Management, module Destination Management	
Lead instructor	Persons who meet the requirements laid down by the Act on Higher Education and Scientific Activity	
Course status	Elective	
Year of study	Year 2 (semester 4)	
Credits and mode of delivery	ECTS workload	4
	Number of hours (L+P+S)	60(30L+0P+30S)
COURSE DESCRIPTION		
<i>Course objectives</i>		
• To present the characteristics, significance, potential, and risks of applying internet technologies in tourism. • To familiarise students with the basic technological elements, principles, and business requirements of electronic business. • To develop students' critical thinking about the application of internet technologies in tourism through case studies, presentations, and discussions in seminar-based instruction.		
<i>Course enrolment requirements</i>		
None		
<i>Expected learning outcomes</i>		
LO1: Explain the importance, potential, and risks of using internet technologies in business. LO2: Assess and define the requirements for applying internet technologies in a specific tourism business. LO3: Understand the characteristics of a good web solution or web application and what is required to achieve it. LO4: Communicate effectively and professionally with designers and developers during the definition and development of e-business or web projects. LO5: Understand the risks and identify the necessary security measures in electronic business.		
<i>Course content</i>		
Explanation of key concepts: e-business, e-commerce, electronic business. Information society and information economy – potential and risks. EU recommendations and initiatives related to e-business. The relationship between the information economy, e-business, and tourism – opportunities and risks. Basic internet technology concepts. Internet services – types, characteristics, and significance. The web as the dominant internet service – websites and web applications. Typical forms (models) of e-business and their characteristics. Defining user/project requirements and web usability. Payment systems. Security certificates and e-business protection. CRM systems.		
<i>Assessment and evaluation of student work during classes and the final exam</i>		
Assessment is based on evaluation of the achievement of course learning outcomes. Assessment is conducted continuously during the lessons and/or in the final exam, in accordance with the provisions of the institution's Ordinance on Assessment and Evaluation of Student Work and the Annual Curriculum Plan.		