DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT
(VALUE ADDED COURSE)

- **COURSE NAME:** ONLINE TOURISM SERVICES
- **COURSE CODE:** THMOTS03
- **DURATION:** 30 Hours
- **TARGET PARTICIPANTS:** M.B.A., (TM) STUDENTS

OBJECTIVES

- ❖ To understand emerging business models in the tourism and travel industry.
- ❖ To study the impact of Information Technology on tourism and the travel sector.
- ❖ To explore the scope of entrepreneurship in the emerging e-tourism business
- ❖ To provide comprehensive and accurate information about destinations, accommodations, and activities.
- ❖ To embrace emerging technologies such as Virtual Reality (VR) and Augmented Reality (AR) for immersive travel experiences.

LEARNING OUTCOMES

- ❖ Completing the course enable the students to familiarize themselves with online tourism business concepts.
- ❖ The students can acquire knowledge of ticketing software.
- ❖ They can get insights into E-Tourism and its payment methods.
- ❖ The students can Gain insights into international tourism trends, cultural nuances and market demands to tailor services for a diverse global audience.
- ❖ They can cultivate a mindset of adaptability and innovation to respond to changing industry trends, technological advancements, and evolving customer preferences.

SUMMARY OF THE CONTENTS:

Online tourism services encompass a dynamic and multifaceted sector within the travel industry, leveraging digital platforms to deliver seamless and personalized experiences for modern travellers. User-friendly websites and mobile applications, coupled with secure e-commerce and booking systems, form the backbone of online tourism platforms, ensuring an efficient and enjoyable customer journey. Embracing emerging technologies, ensuring cyber security, promoting sustainable practices, and fostering a culture of adaptability and innovation are critical components for success. Legal compliance, brand management, and a commitment to continuous learning further contribute to the resilience and competitiveness of online tourism services in an ever-evolving digital landscape.

DETAILS OF THE COURSE COORDINATOR:

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VALUE ADDED COURSE		
Course Code THMOTS03	**ONLINE TOURISM SERVICES**	**Hours 30**

Unit -I		
Objective 1	To understand emerging business models in the tourism and travel industry.	
Introduction to E-tourism: Historical development-electronic technology for data processing and communication - strategic, tactical and operational use of it in tourism.		
Outcome1	Completing the course enables the students to familiarize themselves with online tourism business concepts.	**K2**

Unit- II		
Objective 2	To study the impact of Information Technology on tourism and the travel sector.	
Global Distribution System: History & Evolution: GDS & CRS - Levels of CRS Participation - hotel distribution system - cases of amadeus - galileo, world span, sabre, abacus - changing business models of GDS.		
Outcome 2	To acquaint with ticketing software.	**K1**

Unit -III		
Objective 3	To study the impact of Information Technology on tourism and the travel sector.	
Typologies of E-tourism: Business models - Business to Business (B2B) - Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to Consumer (C2C) - Business to Employees (B2E) - & Business to Government (B2G).		
Outcome 3	To give insights into E-Tourism and its payment methods.	**K4**

Unit- IV		
Objective 4	To provide comprehensive and accurate information about destinations, accommodations, and activities**.**	
Payment Systems in E-tourism: Payment Gateway - Billing and Settlement Plan (BSP) - Security Issues and Certification -Future of E-tourism - Travel Blogs - E-marketing and promotion of Tourism Products - Challenges for conventional business models & Competitive strategies.		
Outcome 4	Gain insights into international tourism trends, cultural nuances and market demands to tailor services for a diverse global audience.	**K3**

Unit- V		
Objective 5	To embrace emerging technologies such as Virtual Reality (VR) AND Augmented Reality (AR) for immersive travel experiences.	
Amadeus Practical: Hands -on Amadeus Software - Searching – Building, Retrieval, Display & Cancel of PNR – Fare display – Itinerary pricing – Issuance of tickets.		
Outcome 5	Cultivate a mindset of adaptability and innovation to respond to changing industry trends, technological advancements, and evolving customer preferences.	**K5**

Suggested Readings:-

Sheldon P. (2014). *Tourism Information Technology*, ,(2nd ed.). CABI.

Inkpen G. (2000). *Information technology for Travel and Tourism*, Addison Wesley.

Buhalis D. (2004).*Ecotourism: Information Technology for Strategic Tourism Management*, (1st ed.). Prentice Hall India.

Poon A. (1998). *Tourism, Technology and Competitive Strategies*, CABI.

Rayport J.F. & Jaworski B.J. (2002).*Introduction to Ecommerce*, McGraw-Hill.

Malvino A.P. (1995). Electronic Principles, Mc Gaw –Hill.

K1-Knowledge	*K2-Understanding*	*K3-Apply*	*K4-Analyze*	*K5-Evaluate*	*K6-Create*
				Course designed by: Dr. B. Vimala	

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	L(1)	M(2)	L(1)	S(3)	M(2)	L(1)	M(2)	S(3)
CO2	S(3)	S(3)	S(3)	M(2)	M(2)	L(1)	L(1)	L(1)	M(2)	S(3)
CO3	S(3)	M(2)	S(3)	S(3)	M(2)	M(2)	S(3)	L(1)	M(2)	M(2)
CO4	S(3)	M(2)	S(3)	S(3)	S(3)	M(2)	S(3)	S(3)	L(1)	S(3)
CO5	S(3)	S(3)	S(3)	L(1)	M(1)	L(1)	M(2)	M(2)	S(3)	M(2)
W.AV	3	2.6	2.6	2.2	1.8	1.8	2.2	1.6	2	2.6

S – Strong (3), M- Medium (2), L- Low (1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	S(3)	S(3)	M(2)
CO2	S(3)	S(3)	M(2)	S(3)	S(3)
CO3	S(3)	S(3)	M(2)	S(3)	S(3)
CO4	S(3)	S(3)	S(3)	S(3)	M(2)
CO5	S(3)	S(3)	M(2)	S(3)	S(3)
W.AV	3	3	2.4	3	2.6

S –Strong (3), M-Medium (2), L- Low (1)