Master's Degree Course: e.Tourism & Management, M.A. ETM

Course Duration: 12 months(1 year) 2 semesters(Total Credits = 60)

(A) **Modules Outline:**

Module Name	Module Code	Teaching Hours	Credits
Semester 1 Modules			
Introduction to E-Tourism	eTM 601	30 hours	10
- Evolution of Tourism and Technology	-	10 hours	-
- Digital Transformation in Tourism	-	10 hours	-
- E-Tourism Trends and Innovations	-	10 hours	-
Online Travel Platforms and Booking Systems	eTM 603	30 hours	10
- Online Travel Agencies and Marketplaces	-	10 hours	-
- Reservation Systems and APIs	-	10 hours	-
- User Experience in Online Booking	-	10 hours	-
Tourism Marketing in the Digital Era	eTM 605	30 hours	10
- Digital Marketing Strategies	-	10 hours	-
- Social Media in Tourism Promotion	-	10 hours	-
- Data-Driven Marketing Analytics	-	10 hours	-
Semester 2 Modules			
E-Tourism Management and Strategy	eTM 602	30 hours	10
- Strategic Planning in E-Tourism	-	10 hours	-
- Revenue Management in Tourism	-	10 hours	-
- Crisis Management in E-Tourism	-	10 hours	-
Destination Management Systems	eTM 604	30 hours	10
- Geographic Information Systems (GIS)	-	10 hours	-
- Sustainable Tourism Development	-	10 hours	-
- Destination Branding and Positioning	-	10 hours	-
Innovations in E-Tourism	eTM 606	30 hours	10
- Augmented Reality in Tourism	-	10 hours	-
- Virtual Reality Experiences	-	10 hours	-
- Blockchain Applications in Tourism	-	10 hours	-

(B) How Artificial Intelligence (AI) Can Be Applied in This Course:

1. **Personalized Travel Recommendations:**

   - Implementing AI algorithms to analyze user preferences and behavior for personalized travel recommendations, enhancing user experience.

2. **Chatbots and Virtual Assistants:**

   - Integrating AI-powered chatbots and virtual assistants for customer service, information retrieval, and booking assistance in the e-tourism domain.

3. **Dynamic Pricing and Revenue Optimization:**

   - Utilizing AI for dynamic pricing strategies and revenue optimization in online travel platforms based on demand, seasonality, and user behavior.

4. **Predictive Analytics for Tourism Marketing:**

   - Applying AI-driven predictive analytics to analyze market trends, predict consumer behavior, and optimize marketing strategies for tourism businesses.

5. **Smart Destination Management:**

   - Leveraging AI in destination management systems for intelligent decision-making, resource allocation, and sustainability planning in tourist destinations.

6. **Innovative Technologies for Enhanced Experiences:**

   - Exploring AI applications such as augmented reality, virtual reality, and blockchain to enhance tourist experiences, provide immersive content, and ensure secure transactions.

By incorporating AI into the E-Tourism & Management course, students can explore the intersection of technology and tourism, preparing them for roles that leverage advanced technologies in the rapidly evolving e-tourism industry.