

Central International University-CIU

Diversity Learning Institute-DLI

Twikatane e.V Germany

Course: E-Tourism

Course Duration: 3 to 6 Months

Course Outline

Module 1: Introduction to E-Tourism

Module 2: E-Tourism Strategies and Technologies

Module 3: E-Marketing and Social Media in Tourism

Module 4: E-Tourism Website Development and Management

Module 5: E-Tourism and Mobile Applications

Module 6: E-Tourism Security and Privacy

Module 7: E-Tourism and Marketing

Course Objectives

1. Understand the concept of e-tourism: The course aims to provide participants with an understanding of the concept of e-tourism and its significance in the tourism industry. Participants learn about the integration of information and communication technologies (ICT) in tourism, and how digital platforms and online tools are transforming the way tourism products and services are delivered.

2. Explore digital marketing in tourism: Participants are introduced to digital marketing strategies and techniques specific to the tourism industry. They learn about online advertising, search engine optimization (SEO), social media marketing, content marketing, and email marketing. The objective is to enable participants to effectively promote tourism products and destinations in the digital landscape.
3. Learn about online travel booking and distribution: The course covers online travel booking systems and distribution channels. Participants gain knowledge about online travel agencies (OTAs), global distribution systems (GDS), hotel and flight booking platforms, and emerging trends in online travel booking. The objective is to familiarize participants with the digital platforms used for selling and distributing tourism services.
4. Understand website development and management: Participants learn about website development and management in the context of e-tourism. They gain knowledge of website design principles, user experience (UX) considerations, and content management systems (CMS). The objective is to equip participants with the skills necessary to create and maintain user-friendly and informative tourism websites.
5. Explore destination management in the digital era: The course may delve into the challenges and opportunities of destination management in the digital era. Participants learn about destination branding, online reputation management, destination marketing organizations (DMOs), and the use of technology in enhancing visitor experiences. The objective is to provide participants with insights into effective destination management strategies in the digital age.
6. Understand the role of social media in tourism: Participants explore the role of social media platforms in tourism marketing and promotion. They learn how to leverage social media channels, such as Facebook, Instagram, Twitter, and YouTube, to engage with travelers, share compelling content, and build an online community. The objective is to enable participants to harness the power of social media for tourism-related purposes.
7. Gain knowledge of e-tourism trends and innovations: The course may cover emerging trends and innovations in e-tourism. Participants learn about technologies like virtual reality (VR), augmented reality (AR), artificial intelligence (AI), and big data analytics, and how they are being applied in the tourism industry. The objective is to provide participants with an understanding of the latest advancements and their potential impact on the future of e-tourism.

8. Develop e-tourism strategies and action plans: Towards the end of the course, participants may be required to develop e-tourism strategies or action plans. This allows them to apply the knowledge and skills acquired throughout the course to real-world scenarios, such as creating a digital marketing plan for a tourism business or developing an e-tourism strategy for a destination.

“welcome to the course. With us, you will surely succeed!”