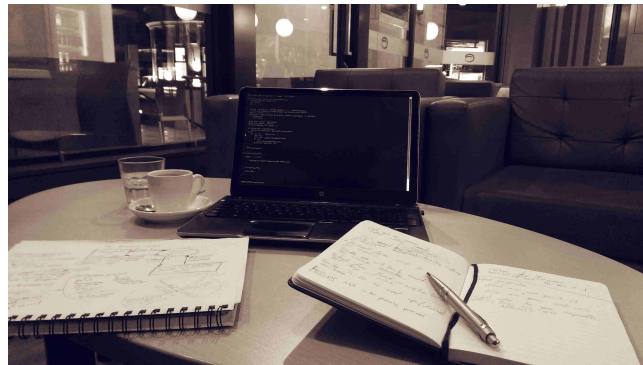


Certificate of Internet and Tourism Management



Lecturer

Prof. (FH) Mag. Christian Maurer
IMC University of Applied Sciences Krems

Learning Objectives – what do I learn?

- To establish an understanding for the benefits and shortcomings of ICT in the tourism industry.
- To recognise changes and current trends that drive e-Tourism.
- To be able to categorise online channels utilised in tourism and to gain an overview how tourism businesses and organisations can leverage Information and Communication Technologies (ICTs).
- To explore how ICTs can help to support customer acquisition and retention
- To understand the roles and business strategies of the stakeholders in the e-Tourism industry.
- To assess the impact of e-Tourism on hospitality & catering, transportation, travel trade and destinations.
- To explore and compare different types of travel websites, web applications and web services and their critical success factors.
- To discuss the advantages and disadvantages of various business models and revenue models for e-Tourism and e-Commerce.
- To understand how email marketing can be used for customer relationship marketing.
- To understand the importance of search engine marketing for increasing online visibility and findability.
- To explore mobile technologies and their importance for marketing.

Course Outline – which themes can I discuss & advise afterwards?

- The Scope of E-Tourism
- E-Tourism Market / E-Tourists
- E-Business Models
- E-Hospitality
- E-Destinations
- E-Mediaries
- Search Engine Marketing
- Email Marketing
- Mobile Tourism
- Conclusions

Case Studies – which practice examples do I learn?

Case Studies and practical articles related to the subject are available on the learning platform.

- Email Tutorial
- IFITT Resources
- Interactive Advertising Bureau: Mobile Marketing Center of Excellence.
- Mobile Web Design – Best Practices
- Business Models on the Web
- Beginners guide to SEO – keyword research
- How Hilton is convincing travelers to book direct,
- Payment data underscores strength of OTAs,
- 6 common hotel booking mistakes,
- Google tips for better user experience on travel sites – see, think, do, care
- Google lets mobile catch up with desktop, launches Destinations
- Study: Insights into travel purchase journey attribution
- Consumers finding trust in hotels websites over other sources says study
- Expedia’s new bidding model: Some hotel experts remain skeptical,
- Europa hat seinen ersten Roboter-Rezeptionisten,
- Österreichisches Start-up will Booking ärgern

Learning videos – which videos expand my expertise?

Of course, we also provide you to suit your needs with learning videos on our learning platform.

1. **Short Video:** Digitalisierung im Tourismus nimmt stetig zu
2. **Short Video:** Digitale Trends im Tourismus 2015: Tourismuscamp 8
3. **Short Video:** Tourismuscamp 2016: Zukunftstrends im Tourismus
4. **Short Video:** Exploring travel technology in the tourism sector
5. **Short Video:** Sharing Economy: Hype Or Paradigm Change In Tourism?
6. **Short Video:** Future Hotel: Wie sieht das Hotel der Zukunft aus? Automatischer Check-in bald
7. **Short Video:** Future of Travel Industry, hotels, business
8. **Short Video:** Using cell phone and sensor data to study social networks and human behaviour
9. **Short Video:** How your website is found on Google
10. **Short Video:** Sharing Economy und die neuen Businessmodelle

This way I successfully complete the course with certificate:

- Answer at least 50% of the multiple-choice exam correctly
- Post some course relevant information on the learning platform – exchange the content of the course (cooperation)

Meine Studienunterstützung

- Der Lehrgang wird im Fernstudium mit begleitendem Online-Tutoring angeboten.
- Der e-Campus unterstützt den flexiblen und zeitgemäßen Unterricht. Den Studierenden stehen je nach Modul Lernskripte, Powerpoint-Folien, Screencasts, Hörbücher, Videovorlesungen, Tutorials, Fragenkataloge, Downloadcenter, Quizzes sowie Blogs und Foren zur Verfügung. Online-Studieren rund um die Uhr wird somit ermöglicht.
- Kommunikationsplattform mit Lektoren, Studiengangsleiter, fachlichen Betreuern, Studenten, Studienservice, Prüfungsamt und Helpdesk.
- Innovative Internet, e-Learning und Multimedia Lernumgebungen ermöglichen es diesen Lehrgang zeit- und ortsunabhängig zu absolvieren.
- Die traditionellen Klassenzimmer werden durch multimediale und 24x7 verfügbare Lehrmaterialien und Prüfungsumgebungen erweitert.

Wir freuen uns auf Ihre Fragen!

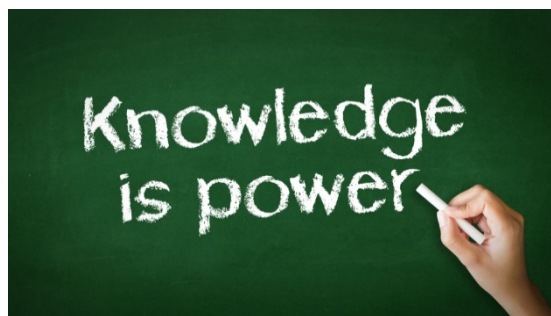
Für alle Fragen vor dem Kursbeginn: studienberatung@amc.or.at

Für alle Fragen während des Kurses: studienabteilung@amc.or.at

Infos zur Bildungskarenz:

<http://www.mba-studium.at/bildungskarenz/>

Wir wünschen viel Erfolg im Studium!



Auf zum nächsten Karrieresprung!

