MOTHER TERESA WOMEN'S UNIVERSITY

DEPARTMENT HISTORICAL STUDIES AND TOURISM MANAGEMENT

E-TOURISM (Common Paper)

Unit 1:

Introduction to E-Tourism- Historical Development- Electronic Technologies for Data Processing and Communication- Hardware and Software- Strategic, Tactical, and Operational use of IT in tourism.

Unit 2:

WWW-Internet Economics-E-commerce- Starting an e-business- E-marketing of tourism products- Typologies of e-tourism- Business models in the wired economy.

Unit 3:

CRS-its functioning method- CRS for Rail Transport, Hotel Bookings, Airlines: Different packages used: Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre etc

Unit 4:

Online Consumer behaviour- Service quality- Customer Satisfaction-Loyalty-Case studies

Unit 5:

Social Networking : Meaning, Importance and its impacts on Tourism Business. Current debates in E-Tourism- Future

Unit – 5a.

Plagiarism – Definition – History of Plagiarism – Key to avoid Plagiarism – Different forms of Plagiarism – Intentional – Unintentional – Non – Attribution – accidental – Common Plagiarism Problems – Six ways to avoid plagiarism in Research Report – Paraphrase – cite – Quoting – Citing Quotes – Citing one's own material – Referencing – Plagiarism checker services – Softwares – write check – VAIIL Tutor Tool – Plagiarism Test – Pen and Paper plagiarism Knowledge Test – etc. UGC Public notice dated 01.09.2017

REFERENCES

1,Buhalis,D.E. *Tourism :Information Technology for Strategic Tourism Management,(2004)*
2,Charles, Kaises and Helder larry .E, *Tourism Planning and Development,* (CBI Publication, Massachusetts, Boston, 1998)
3, Inkpen,G. *Information Technology for Travel and Tourism* (2000)
4,Poon ,A. *Tourism Technology ,and Competitive Strategies*(cabi,1998)
5, Internet sources