Module:	**SMART Tourism: Research& Application Trends**			
Acronym:	**Semester:**		**Type:**	
SMARTT	2nd semester/ once a year in Summer semester		Elective module	
EMMA Code:	**Module coordinator:**		**Lecturers:**	
SMARTT	Prof. Dr. Claudia Brözel		Prof. Dr. Claudia Brözel, visiting lecturers	
Sub-modules:	**Examination prerequisite(s):**	**Examination form(s):**	**Weekly hours per semester:**	**ECTS:**
Keine Kurse		sP *Comment: the course is like a seminar. The participants submit a protocol for one session and prepare a paper. Their work will be presented and discussed by the course.* *Protocol (20%)* *Paper+discussion (80%)*	4	6

Workload (h):	Teaching form(s):	Language:
presence education: 56,25 h self-study: 120 h exam: 4,5 h	lecture, seminar, discussion	english
Course prerequisites:	**Recommended connections:**	**Usability in other curricula:**
PM TdTE; PM SMC		

Content:

The aim of the module is to create an understanding of the current research (worldwide9 in tourism and information technology to understand the tourism industry and the influence of information and communication technologies on the development of the industry. Key Questions could be: What is eCommerce? What impact does the Internet economy or the eCommerce have on companies in tourism industry? What influence do internet and ICT have on the structure of the tourism industry? What does a tourism company of the future look like? What challenges do destinations and the management of destinations have to face in connection with Internet development? What is the travel sales and marketing of the future? Are there different developments in different subsectors of the tourism industry? What influence recommender systems have on decision making? Are service robots the better service staff? What are the influences of the sharing economy? How are tourist experiences designed? What are the Which role plays the digital community in value creation for the travel experience? The students will learn to understand the links between the development of ICT, the Internet and the influences and changes in the tourism industry and to discuss them. The input for the discussions is based on research papers from various journals. The IFITT (International Federation of Travel and Technology), the leading community of research in tourism and technology, which presents a conference volume of current research developments at the annual conference (ENTER) will be an important source.

Following this module, students have a comprehensive and reflective understanding of the importance of ICT and Internet development for the tourism industry. Students will have a deep understanding of the current research topics in the eTourism field and can discuss different research approaches and are familiar with the most well-known researchers in the field. Students are able to work in the eCommerce context of the tourism industry.

This module handels with content that could be brought into a line with the following [sustainable development goals (SDG)](#)

- 4. Quality education
- 5. Gender equality
- 8. Decent work and economic growth
- 9. Industry, Innovation, and Infrastructure
- 10. Reduced Inequalities

Goals:			percentage	indexing DQR
Professional skills	knowledge	Students are able to understand and explain English-language research results (journals) and to apply them to current developments in the tourism industry (newsletter)	25	8
	skills	The students work methodically and with regards to content on research articles. They can assess the content of the articles and present them.	25	8
Personnel competences	Social competence	As part of the team, the students develop a work-sharing result in the form of a discussion paper on a topic that is discussed in the whole course led by the respective group.	20	7
	autonomous working	The students work on content on their own and reflect on the research papers as well as up-to-date industry information, which is reflected in a context	30	7

Literature:

The Online Tourism Industry is very fast developing, therefore here are some basic literature advices. For the course it will be updated on the present stage. Also we use many daily online sources to follow the latest development and discuss that.

Journals:

„Information Technology & Tourism" https://www.cognizantcommunication.com/journals-previously-published/information-technology-a-tourism

„Tourism Management" Research, Policies, Practice" http://www.journals.elsevier.com/tourism-management/

ENTER conference proceedings ; ENTER 2005 – today „ Information and Communication Technologies in Tourism"

Buhalis, D. (2002) eTourism: Information technology for strategic tourism management, FT Prentice Hall

Buhalis, D., 2003, eTourism: Information Technology for strategic tourism management, Pearson.

Buhalis, D., A.M. Tjoa and J. Jafari 1998, Information and Communication Technologies in tourism, ENTER'98 Conference Proceedings, Istanbul, Springer-Verlag, Wien-New York.

Buhalis, D., and Schertler, W., 1999, Information and Communication Technologies in tourism, ENTER'99, Springer-Verlag, Wien-New York, ISBN3211832580.

Egger R. and Buhalis D. (editors), 2008, eTourism Case studies: Management & Marketing issues in eTourism, ISBN 0750686677, Butterworth Heinemann Oxford.

Fesenmaier D., Klein, S., and Buhalis, D., 2000, Information & Communication Technologies in tourism, ENTER'2000, Springer-Verlag, Wien-New York, ISBN3211834834.

Fesenmaier, D., Werthner, H., Wober, K, 2006, Destination Recommendation Systems: Behavioural Foundations and Applications HB 0851990231, CABI, London.

Frew A., O'Connor P, Hitz M.(Eds), 2003, Information and Communication Technologies in Tourism,Springer-Verlag Vienna ISBN: 3211839100

Frew A., (Editor) 2004, Information and Communication Technologies in Tourism 2004, Springer-Verlag Vienna ISBN: 3211206698

Frew A., (Editor) 2005, Information and Communication Technologies in Tourism: Proceedings of the International Conference in Innsbruck, Austria, Springer-Verlag Vienna ISBN: 3211241485

Höpken, W., Gretzel, U., Law, R., (Eds.), 2009, Information and Communication Technologies in Tourism 2009, Proceedings of

the ENTER2009, Innsbruck, Austria, XIV, 517 p. 92 illus., ISBN: 978-3-211-93970-3

Gary Inkpen 1998, Information Technology for Travel and Tourism, Longman, ISBN: 0582310024

Gretzel, U; Law, R., Fuchs, M., (Eds.), 2010, Information and Communication Technologies in Tourism 2010, Proceedings of the ENTER2010, Lugano, Switzerland, 642 p. 90 illus., ISBN: 978-3-211-99406-1

Mills, M. and Rob Law (Editors), 2005, Handbook of Consumer Behaviour,Tourism and the Internet Haworth Press Inc.,U.S. ISBN: 078902599X

Kärcher, K, 1997, Reinventing Package Holiday Business, DeutscherUniversitätsVerlag, Berlin.

Laudon, K., 2004, E-Commerce: Business. Technology. Society.: Case Book Update, Prentice Hall, ISBN: 0321269373

Lawrence, E., Newton, S., Corbitt, B., Braithwaite, R., Parker, C., 2002, Technology of internet business, Wiley, Australia.

Marcussen, Carl H. 1999, Internet Distribution of European Travel and Tourism Services, Research Centre of Bornholm, Denmark, http://www.crt.dk/media/Internet_distribution_CHM.pdf

Marcussen, Carl H. 2006, Internet and Distribution of European Travel Updates, Centre for Regional and Tourism Research, Denmark http://www.crt.dk/UK/Staff/chm/P_CHM.htm

Nyheim, P., McFadden, F., Connolly, D., 2005, Technology strategies for the hospitality industry, Pearson-Prentice Hall, New Jersey.

O'Connor, P, Höpken, W., Gretzel, U.,(Eds.), 2008, Information and Communication Technologies in Tourism 2008, Proceedings of the ENTER2008, Innsbruck, Austria, XV, 591 p. 120 illus., ISBN: 978-3-211-77279-9

O'Connor, P., 1999, Electronic information distribution in tourism and hospitality, Oxford: CAB.

O'Connor P., 2004, Using Computers in Hospitality, Thomson Learning ISBN: 1844800458

Poon, A., 1993, Tourism, technology and competitive strategies, Oxford: CAB International.

Porter, M, 2001, Strategy and the Internet, Harvard Business Review, March, pp.62-78

Sheldon, P.J. Wöber,K., Fesenmaier D.R. (Eds) 2001, Information and Communication Technologies in Tourism 2001: Proceedings of the International Conference in Montreal, Canada, 2001: Springer-Verlag Vienna ISBN: 3211836497

Sheldon, P, 1997, Tourism Information Technology, CABI Publishing, Oxford, England, ISBN: 0851991815

Werthner, H. and Klein, S., 1999, Information Technology and Tourism - A challenging relationship, Springer, New York.

Wöber, K.W. A.J. Frew M. Hitz (Editors) 2002, Information and Communication Technologies in Tourism 2002: Springer-Verlag Vienna ISBN: 3211837809

All the ENTER Publications are relevant:

Personen, J, Neidhardrt, J. (2019) Information and Communication Technologies in Tourism 2019, Springer

WTO, 1999, Marketing tourism destinations online: strategies for the information age, World Tourism Organization, Madrid.

WTO, 1994, Global Distribution Systems in the Tourism Industry, World Tourism Organisation, Madrid.

WTO, 2001, eBusiness for Tourism: Practical; guidelines for destinations and businesses, Madrid: World Tourism Organisation

Last update of the Module Description:	*Prof. Dr. Claudia Brözel (12.4.2019)*