

Subject: E-tourism: digital tools and new trends in tourism

GENERAL INFORMATION

Organization unit	Faculty of Physical Education Chair of Tourism and Recreation Chairman: Prof. Paweł Tomaszewski
Course name	E-tourism: digital tools and new trends in tourism
Subject code	TiRI-16T
Teaching language	English
Type of subject (obligatory/ facultative)	obligatory
Level of studies (eg. bachelor, master)	bachelor
Study year	2
Semester	3
ECTS points	4
Professor	PhD Piotr Majdak
Studies program in which the subject is realized	Tourism and recreation
Method of realization (stationary/ distance learning)	Stationary
Prerequisites	Basics of Tourism

DETAILED INFORMATION

Course aims and objectives

<ul style="list-style-type: none"> – To introduce students to the concepts of e-tourism and digital transformation in the tourism industry. – To develop understanding of key digital technologies used in tourism, such as AI, Big Data, mobile applications, and AR/VR. – To build awareness of digital marketing, e-commerce, and data protection issues in the tourism sector.

Main topics

No	Topic
Lectures/classes	
1-15	<ul style="list-style-type: none"> – Safety rules during classes – Introduction to E-tourism – Digital Trends in Tourism – Artificial Intelligence in Tourism – Big Data and Analytics in Tourism – Mobile Technologies and Tourism Applications – Augmented and Virtual Reality in Tourism – E-marketing in Tourism



	<ul style="list-style-type: none">- E-commerce in Tourism- Legal Aspects and Data Security in Tourism- Smart and Sustainable Tourism- The Future of Digital Tourism
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CONDITIONS FOR PASSING CLASSES:

Active participation in classes, completion of practical tasks, and preparation and presentation of the final project, writing test.
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Full-time studies		Type of activity
Number of hours to complete the activity	Number of ECTS points	
		Activities requiring direct participation of academic teachers (total)
60	2	a) Lectures/exercises
		Other forms of classes/education to achieve the intended learning outcomes (in total)
10	0.5	a) Familiarization with the indicated literature
5	0.3	b) Collecting materials for the project
5	0.3	c) Preparation of presentation and description
10	0.4	d) Studying teaching materials
		e) Developing your own skills/improving your technical skills
10	0.5	f) Preparation for a test/exam
100	4	Total hours/ECTS points

Number of ECTS points that a student obtains in classes developing practical skills: 2,0

Author of the class card:	Name, surname and email
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