

CLASS CARD

E-tourism: digital tools and new trends in tourism

Basic classes	Code in the study plan	ECTS
E-tourism: digital tools and new trends in tourism	TiRI-16T	4

Education profile	Practical
Faculty and field of study	Faculty of Physical Education
Studies program in which the subject is realized	Tourism and recreation
Professor's name	Piotr Majdak
Level of studies (eg. bachelor, master)	bachelor
Study year and semester	2/3
Language	English
Method of realization (stationary/ distance learning)	Stationary
Lectures/classes hours	30/30
Form of passing classes	Projects, final writing test
Type of subject (obligatory/ facultative)	Obligatory
Prerequisites	Basics of Tourism

DETAILED INFORMATION

Course aims and objectives

C1	To introduce students to the concepts of e-tourism and digital transformation in the tourism industry.
C2	To develop understanding of key digital technologies used in tourism, such as AI, Big Data, mobile applications, and AR/VR.
C3	To build awareness of digital marketing, e-commerce, and data protection issues in the tourism sector.

LEARNING OUTCOMES IN KNOWLEDGE, SKILLS AND SOCIAL COMPETENCES FOR CLASSES

Directional learning outcomes (symbols)	Reference to the universal characteristics of the first degree PRK level 6 (symbols)	Reference to the characteristics of the second level of PRK level 6 (symbols)	Learning outcomes for the course	Reference to course objectives
KNOWLEDGE				

K_W02	P6U_W	P6S_WK	P_W01 Demonstrates advanced knowledge of the operation of entities in the tourism and recreation sector in the context of the use of digital technologies. Knows and understands the basics of the law governing e-tourism activities, including issues related to personal data protection, copyright, intellectual property, and regulations regarding the provision of electronic services.	C1, C2
K_W08	P6U_W	P6S_WG	P_W02 Knows and understands the complex relationships between humans, technology, and the environment in the context of tourism. Demonstrates knowledge of the role of modern information and communication technologies in shaping sustainable tourism and their impact on individual and societal development.	C1, C3
SKILLS				
K_U02	P6U_U	P6S_UW	P_U01 Is able to independently formulate goals and design tourist offers tailored to various target groups, taking into account current market trends and the opportunities offered by modern information and communication technologies.	C1, C2
K_U03	P6U_U	P6S_UO	P_U02 Is able to independently implement and evaluate the effectiveness and efficiency of tourism activities using appropriate digital and technological tools, adapted to the specific nature of the offer and the needs of recipients.	C2, C3
K_U04	P6U_U	P6S_UW	P_U03 Is able to use modern information and communication tools and technologies to optimize activities in the tourism sector, taking into account operational efficiency, customer communication and offer promotion.	C1,C3
K_U09	P6U_U	P6S_UW	P_U04 Is able to recognize the operating conditions of tourism entities and evaluate them using selected analytical indicators and	C2

			digital tools supporting the decision-making process.	
K_U12	P6U_U	P6S_UW	P_U05 Is able to collect, select and critically analyse information relating to the tourism sector, and then effectively present it using modern digital tools, adapting the form and content of the message to the specificity of the recipients and the context.	C2, C3
K_U14	P6U_U	P6S_UU	P_U06 Is able to use the acquired knowledge and skills in professional practice in the digital tourism sector, carry out tasks using modern technologies, critically evaluate one's own experiences in the work environment and plan and take actions for one's own professional development .	C2, C3
SOCIAL COMPETENCES				
K_K02	P6U_K	P6S_KR P6S_KO	P_K01 takes responsibility for professional decisions made in the digital tourism environment, demonstrates professionalism in action and respects the ethical principles applicable in the industry, including those relating to data protection, copyright and reliable communication with clients.	C2, C3
K_K03	P6U_K	P6S_KO	P_K02 demonstrates initiative and creativity in exploiting market opportunities in digital tourism, undertakes actions in an entrepreneurial and responsible manner, taking into account the needs of the social environment and the possibilities offered by modern technologies.	C2, C3
K_K06	P6U_K	P6S_KK	P_K03 is ready to critically evaluate the knowledge and information acquired in the area of e-tourism, is able to identify his/her own limitations and seek expert opinions and use specialist sources in case of difficulties in solving a problem.	C2, C3

SUBJECT PROGRAM CONTENT DIVISION BY FORMS OF IMPLEMENTATION

FORM OF CLASSES – lectures and exercises		Reference to learning outcomes for classes
Semester 3	<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 – E-commerce in Tourism – Legal Aspects and Data Security in Tourism – Smart and Sustainable Tourism – The Future of Digital Tourism 	P_W01, P_W02

PLANNED METHODS/FORMS/TEACHING MEANS

Term	Form of classes	Teaching methods/forms
3	exercises	Discussion, group work, project
Teaching aids : computer, multimedia projector, thematic presentations		

METHODS OF VERIFYING THE EXPECTED LEARNING OUTCOMES ACHIEVED BY THE STUDENT

Learning outcomes for classes	Assessment methods
P_W01, P_W02, P_U01, P_U02 P_U03 P_U04 P_U05 P_U06 P_K01,P_K02, P_K03,	Project, writing test

Passing the course requires active participation in classes, completion of practical tasks, and preparation and presentation of a final project. Students are required to complete individual and team exercises related to the use of modern technologies in tourism. A written exam will be held at the end of the exercises.

Passing the grading scale

- 5.0 100-90%
- 4.5 89-85%
- 4.0 84-75%
- 3.5 74-65%
- 3.0 64-55%

SAMPLE ASSESSMENT/EXAMINATION ISSUES

- * What is e-tourism and what are its key components?
- * How is artificial intelligence used in the tourism industry?
- * What is Big Data in tourism and how is it applied?
- * How have mobile applications changed the travel experience?
- * What is the difference between augmented reality (AR) and virtual reality (VR) in tourism?

- * What are the main tools of e-marketing in tourism?
- * How does e-commerce operate in the tourism sector?
- * What is the role of data protection and GDPR in tourism?
- * What are current digital trends shaping tourism?
- * What is smart and sustainable tourism?

LITERATURE

basic	<ol style="list-style-type: none"> 1. Leung, R. (2022). Development of Information and Communication Technology: From e-Tourism to Smart Tourism. In: Xiang, Z., Fuchs, M., Gretzel, U., Höpken, W. (eds) Handbook of e-Tourism. Springer, Cham. https://doi.org/10.1007/978-3-030-48652-5_2 2. Hamid, R. A., Albahri, A. S., Alwan, J. K., Al-qaysi, Z. T., Albahri, O. S., Zaidan, A. A., Alnoor, A., Alamoodi, A. H., & Zaidan, B. B. (2021). <i>How smart is e-tourism? A systematic review of smart tourism recommendation system applying data management</i>. Computer Science Review, 39, 100337. https://doi.org/10.1016/j.cosrev.2020.100337 (ScienceDirect) 3. Dolnicar, S. (2022). Market Segmentation for e-Tourism. In: Xiang, Z., Fuchs, M., Gretzel, U., Höpken, W. (eds) Handbook of e-Tourism. Springer, Cham. https://doi.org/10.1007/978-3-030-48652-5_53 4. Mich, L., Garigliano, R. ChatGPT for e-Tourism: a technological perspective. Inf Technol Tourism 25, 1–12 (2023). https://doi.org/10.1007/s40558-023-00248-x
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STUDENT WORKLOAD (1 ECTS point = 25 hours of student work)

Full-time studies		Type of activity
Number of hours to complete the activity	Number of ECTS points	
60	2.4	Activities requiring direct participation of academic teachers (total):
30/30		a) lectures / exercises
		b) other contact hours with the teacher
40	1.6	Other activities (total):
5		a) familiarization with the indicated literature
5		b) collecting materials for the project
5		c) preparation of presentation and description
10		d) studying teaching materials
5		e) developing one's own skills/improving technical skills
10		f) preparation for a test/exam
		g) other (what?)
100	4	Total hours / number of ECTS points

The number of ECTS points that a student obtains in classes developing practical skills: 1.2