

Unit 2 – e-Tourism (THM1002)

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:
<ul style="list-style-type: none">a. Identify computing principles, applications and skills for their adoption in the tourism and hospitality industry;b. Recognise the importance of using computing and ICT in various areas in tourism, travel and hospitality;c. Establish how ICT tools and computing technology form the basis of Information Systems aimed at sustaining business and customers' needs in tourism;d. Recognise how relevant e-Tourism and e-business concepts are vital in tourism organisations;
Knowledge – at the end of the module/unit the learner will have been exposed to the following: (This can be a list of knowledge/content items)
<ul style="list-style-type: none">a. An understanding of the role of people, process and technology in tourism and hospitality organisations.b. An understanding of how to develop Innovative ideas about the application of information technology in tourism and hospitality organisations.c. An appreciation of how value can be created through ICT for customers in tourism and hospitality organisations.
Skills – at the end of the module/unit the learner will have mastered the following skills:
Applying knowledge and understanding The learner will be able to: <ul style="list-style-type: none">a) Demonstrate the use of various ICT tools in tourism, travel, and hospitality.b) Demonstrate the dynamic interaction between ICTs and tourism.c) Apply ICT in the management of tourism, travel, and hospitality business organisations.d) Use the e-Tourism concept as applied within an e-business perspective.e) Demonstrate the challenges between demand driven and supply driven e-Tourism.
<i>Judgment Skills and Critical Abilities</i> The learner will be able to: <ul style="list-style-type: none">a) Contrast the different ICT tools and applications used in tourism, travel and hospitality.b) Critically evaluate the implications that ICT tools have on tourism business organisationsc) Analyze different types of information systems which could be implemented in various organisations in the tourism, hospitality and travel industries.d) Investigate the importance of the development of e-Tourism in organisations in the tourism, travel and hospitality sectors.