

GENERAL INFORMATION		
Course coordinator	Tomislav Car , PhD, Assistant Professor Maya Ivanova , PhD, Associate Professor	
Course title	E-Business in Hospitality	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Course status	compulsory	
Year	2 nd	
ECTS credits and form of instruction	ECTS credits	3 ECTS
	Number of hours (L+P+S)	30 (15+0+15)
COURSE DESCRIPTION		
1.1. Course objectives		
To introduce students to the concept of e-business and the dynamic environment that defines it. To enable students to recognise the motivations, reasons, causes and effects of the use of e-business in the hospitality industry (<i>from the perspective of the different problem areas defined by the course content</i>). One of the final and most important objectives of the course is to enable students to formulate/design/improve business concepts using the knowledge, skills and competences acquired.		
1.2. Course enrolment requirements		
Passed Business Informatics course (1st year)		
1.3. Expected course learning outcomes		
Upon successful completion of the course, students will be able to: <ul style="list-style-type: none"> ▪ Recognise the importance of the development of modern business and the (<i>digital</i>) environment that determines the development(s) of business in the hospitality industry. ▪ Correctly interpret and describe the importance of e-business in the hospitality industry; ▪ Recognise and describe e-business from two perspectives: Macro and micro level; ▪ Synthesise and combine the acquired knowledge to improve the level of e-business. 		
1.4. Course content		
The context of modern e-commerce, Tourism Distribution system – online intermediaries, e-business in tourism, Internet/www as a business platform (Web 1.0, 2.0, 3.0, 4.0), Relationships in e-business – merchant and agent model, Cash-flows in e-business, Introduction to computer graphics ,Platform economy in tourism, Computer Graphics, Office business - digital marketing, Social media (networks), Analytical Google tools and e-business, SEO/SEM, SERP, Google Ranking Factors, Website audit (sem rush analysis) and website optimisation, Security and e-business, Challenges of e-business in the hospitality industry		
1.5. Types of teaching (add an 'X')	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> practicals <input type="checkbox"/> distance learning <input type="checkbox"/> field-based learning	<input checked="" type="checkbox"/> independent tasks <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input checked="" type="checkbox"/> mentoring work <input type="checkbox"/> other _____

1.6. Students' obligations							
Attendance (lectures, seminars / exercises), preparation and presentation of a case study, teamwork, part-time exam and final exam.							
1.7. Monitoring students' work (indicate the relevant form of monitoring by adding an 'X')							
Course attendance	1	Activity / Participation		Seminar paper		Experimental work	
Written exam	0,5	Oral exam		Essay		Research	
Project		Continuous assessment	0,8	Report		Practice	0,7
Portfolio							
1.8. Assessment and evaluation of student work during classes and at the final exam							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.9. Essential reading and the number of copies provided in relation to the current number of course participants							
Title						Number of copies	Number of students
Busulwa, R., Evans, N., Oh, A. (2021). Hospitality Management and Digital Transformation , 1 st Editions. London & NY: Routledge.						5	
1.10. Additional reading							
<ul style="list-style-type: none"> ▪ Marques, J. (2023). Digital transformation of the Hotel Industry: Theories, practices, and global challenges. Springer Nature. ▪ Waluyo, A. B., & Tan, L. (Eds.). (2022). Mobile Computing and Technology Applications in Tourism and Hospitality. IGI Global. 							
1.11. Quality monitoring methods ensuring the acquisition of expected knowledge, skills and competencies							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							