

HTM 35100: E-Business for the Hospitality and Tourism Sector

Course Description

This course introduces the students to the technological foundation of the internet, e-business strategies and models, as well as the social and ethical issues concerning the internet. The students will gain a better understanding of how hospitality and tourism organizations conduct internet-based activities, and have integrated their online and overall business strategies.

Pre-requisite

Hospitality and Tourism Management majors only; HTM 17300, HTM 18100, HTM 23100, and (CNIT 13600 or CS 11000)

Pre- or concurrent requisite: HTM 31200.

Course Objectives

At the completion of the course, the student will be able to:

Identify and describe the unique features of e-commerce technologies and discuss their business significance.

Identify and describe the various online business models.

Develop a working knowledge of the approaches that hospitality and tourism businesses use to resolve market strategy issues.

Develop a better understanding of online consumer behavior.

Develop strategic marketing recommendations for businesses.

Develop a working knowledge of website design features and characteristics.

Describe the tools and skills necessary in commercial website development.

Comprehend the principles of ethics as applied to e-commerce.