MODULE DESCRIPTION

Module Title	E-Marketing, Social Media & Digital Technologies in Tourism & Hospitality				
Module Code	HTL - 487				
Module Type	Elective				
Level	Undergraduate				
Year/Semester	Any semester from 4 – 8				
Instructor's Name	**TBA**				
ECTS	6	**Lectures/week**	3 academic hours	**Laboratories/week**	N/A
Module Overview	**Aim:** This module examines the guidelines for formulating destination-oriented marketing goals and strategies through the most popular trends in social media and digital technologies; these cover the trend issues and challenges influencing tourism destination marketing and the elements that combine to create an integrated destination marketing system. In addition, it explores digital technologies and social media as they are becoming a big part of the way our society communicates, which entails becoming an even more important art of the marketing landscape.				
Learning Outcomes	By the end of this module, students should be able to: ▪ gain a comprehensive understanding of the concepts, components, tools and opportunities associated with the unique fusion of e-marketing and tourism; ▪ plan and implement an effective e-marketing campaign that includes the most suitable electronic channels for tourism businesses; ▪ learn how to actively improve the effectiveness of a website's search ▪ strategy both organic and paid; ▪ gain an in-depth understanding of the techniques used to engage and ▪ convert website visitors; ▪ analyse the performance of an e-marketing effort against the goals of a ▪ particular campaign; ▪ demonstrate an appreciation of the rapidly evolving digital media industry by developing life-long learning skills of self-directed research and trends monitoring; ▪ apply the communication, organisation and management skills required to successfully work within digital media projects; ▪ align digital marketing with the hospitality and tourism objectives, and also, develop a digital marketing strategy with measurable objectives; ▪ create a toolkit of digital marketing skills to be applied in the hospitality and tourism sector, including applying the knowledge to create and effectively manage social media, display, search marketing, email				

	marketing, online press releases, mobile and online advertising and marketing campaigns, demonstrating the ability to drive visitor traffic to a website and improve online conversion.	
Prerequisites	N/A	
Module Content	Information Technology Adoption & Application E-Marketing Fundamentals - Concepts and Components Website optimization Organic Search Strategies Search Engine Optimization (SEO) Paid Search Strategies (Pay Per Click) Email Marketing Mobile Marketing Website Analytics & eMetrics Online PR Travel research The travel agency reboot Social sharing programs-reviews Case studies and success stories Measuring and monitoring digital marketing performance	
Teaching Methodology	Lectures	Class notes, handouts, cases studies/examples
	Multimedia	PowerPoint, audio and visual
	Class Assignments	Quizzes, group exercises, sample problems and solutions are provided for each chapter
Bibliography	Required	▪ Santos, J., D., Silva, O., L., 2019. *Digital Marketing Strategies for Tourism, Hospitality, and Airline Industries (Advances in Marketing, Customer Relationship Management, and E-services) 1st Edition*, IGI Global.
	Recommended	▪ Waluyo, A., B., Tan, L., 2022. *Mobile Computing and Technology Applications in Tourism and Hospitality (Advances in Hospitality, Tourism, and the Services Industry),* Business Science Reference. ▪ Dinis, M., G., Bonixe, L., Lamy, S., Breda, Z., 2021. *Impact of New Media in Tourism (Advances in Hospitality, Tourism, and the Services Industry),* IGI Global. ▪ Nyheim, P., D., Connolly, D., J., 2018. *Technology Strategies for the Hospitality Industry (What's New in Culinary & Hospitality) 3rd Edition,* Pearson.

Language of Instruction	English
Assessment	The assessment of students is made up of two components: ▪ continuous assessment (40 marks) ▪ final written exam (60 marks) The 40 marks of the continuous assessment are allocated as follows: ▪ the midterm exam (20 marks), ▪ attendance (5 marks), ▪ 2 assignments / projects (15 marks) The final written exam carries 60 marks and takes place at the end of each academic semester. This exam tests the whole content of a subject taught in the current semester. The final mark for each subject is the sum of the continuous assessment mark and the final written exam. Continuous Assessment + Final Exam = 100 marks 40 marks + 60 marks = 100 marks **THE PASSING MARK FOR EACH SUBJECT IS 50/100**

Mark's Description	**MARK RANGE**	**GENERAL CHARACTERISTICS**
Excellent	96 - 100	Exceptional breadth and depth of knowledge and understanding of the area of study; evidence of extensive and appropriate selection and critical evaluation/synthesis/analysis and of reading/research beyond the prescribed range, in both breadth and depth, to advance work/direct arguments; exceptional demonstration of relevant skills; excellent communication; performance deemed to be beyond expectation.
	91 - 95	Outstanding/excellent knowledge and understanding of the area of study as the student is typically able to go beyond what has been taught; evidence of extensive and appropriate selection and critical evaluation/synthesis/ analysis of reading/research within the prescribed range, to advance work/direct arguments; excellent demonstration of relevant skills; excellent communication; performance deemed according to expectation of the level.
Very good	88 - 90	Very good knowledge and understanding of the area of study as the student is typically able to relate facts/concepts together with some ability to apply to known/taught contexts; evidence of appropriate selection and evaluation of reading/research, some beyond the prescribed range, may rely on set sources to advance work/direct arguments; demonstrates autonomy in approach to learning; very good demonstration of relevant skills; strong communication skills.
	84 - 87	
	81 - 83	
Good	76 - 80	

	71 - 75 66 - 70	Good knowledge and understanding of the area of study balanced towards the descriptive rather than analytical; evidence of appropriate selection and evaluation of reading/research but generally reliant on set sources to advance work/direct arguments; good demonstration of relevant skills, though may be limited in range; communication shows clarity but structure may not always be coherent.
Satisfactory	61 - 65 56 - 60 50 - 55	Knowledge and understanding is satisfactory to deal with terminology, basic facts and concepts but fails to make meaningful synthesis; some ability to select and evaluate reading/research however work may be more generally descriptive; strong reliance on available support set sources to advance work; arguments may be weak or poorly constructed; adequate demonstration of relevant skills over a limited range; communication/presentation is generally competent but with some weaknesses.
Fail	21 - 49	Unsatisfactory in knowledge and understanding of the area of study; some ability to select and evaluate reading/research however work is more generally descriptive; fails to address some aspects of the brief; a limited use of sources to advance work; arguments may be weak/poor or weakly/poorly constructed; demonstration of relevant skills over a reduced range; communication shows limited clarity, poor presentation, structure may not be coherent.
	0 - 20	Highly unsatisfactory or no evidence of knowledge or understanding of the subject or taught concepts; facts reproduced in a disjointed or decontextualised manner; fails to address the outcomes addressed by the brief; typically ignores important sources in development of work and data/evidence inappropriately used; weak technical and practical competence hampers ability to demonstrate/communicate achievement of outcomes.