MODULE TITLE:

Web 2.0 and Tourism Marketing

RESPONSIBLE FOR THE MODULE:

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SECTOR	Tourism Management Department	
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CO-INSTRUCTORS	-	

HOURS *(per week)*:

LANGUAGE OF TEACHING: GREEK [ ]   ENGLISH [V]

AIM OF THE MODULE *(content and acquired skills)*

The aim of this module is to analyze the particularities of the Web 2.0 environment as a means of implementing tourism marketing principles. The basic concepts of this section include the tourism marketing in a digital environment, the tourism experience, storytelling and traveler buying process. Other topics of this module include the marketing mix and the social media use.

Finally, students will learn how to design and apply tourism marketing strategies in order to promote the hotel services.

MODULE CONTENTS *(outline – titles of lectures)*

1. Web 2.0 use in the hotel industry
2. Tourism marketing principles
3. Tourist needs
4. UGC in the hotel industry
5. Promoting tourism services
6. Use of social media in the hotel sector

TEACHING METHOD *(lectures – labs – practice etc)*

Lectures and practical application through case studies

LEARNING OUTCOMES

Upon the completion of this module the student will be able to:

1. To understand the traveler buying process.
2. To understand the use of social media in the hotel industry
3. To apply tourism marketing principles in hospitality with the use of the tourism marketing mix
4. To design and apply social media promotion strategies in the hotel sector
5. To design and apply web 2.0 means in the tourism distribution channels.

LEARNING OUTCOMES - CONTINUED

Learning Outcomes	*Educational Activities*	*Assessment*	*Students Work Load (hours)*
The students will be able to understand the tourism distribution channels	Lectures, slides and videos show and discussion, study at home	Intermediate control tests and assigments	
The students will be able to design and apply social media promotion strategies in the hotel sector	Practical exercise, practice in groups and study at home	Intermediate control tests and assigments	
The students will be able to distinguish the digital and traditional uses of tourism marketing concepts	Presentation and practical application from the students	Intermediate control tests and assigments	
The students will be able to design and apply web 2.0 and tourism promotion strategies in the hotel sector	Practical exercise, practice in groups and study at home	Intermediate control tests and assigments	
		TOTAL	

OBLIGATORY & SUGGESTED BIBLIOGRAPHY:

1. Fotis J, Buhalis D, Rossides N (2012) Social media use and impact during the holiday travelplanning process. In: Fuchs M, Ricci F, Cantoni L (eds) Information and

communication technologies in tourism 2012. Springer, Vienna

2. Google Think Insights (2013) The 2013 traveler: Available at:
    http://www.google.ca/think/research-studies/2013-traveler.html. Accessed Nov 2013

3. Viglia G (2014) Behavioral pricing, online marketing behavior, and analytics.
    PalgraveMacmillan, New York

4. Xiang Z, Wang D, O'Leary JT, Fesenmaier DR (2014) Adapting to the internet: trends in
    travelers'use of the web for trip planning. J Travel Res. Published online before print, 24
    Feb 2014.doi:10.1177/0047287514522883

5. Zeithaml VA, Bitner MJ, Gremler DD (2012) Services marketing: integrating customer
    focus across the firm, 6th edn. McGraw-Hill, New York

6. Zhou L, Zhang P, Zimmermann HD (2013) Social commerce research: an integrated view.

7. Sigala M, Christou E, Gretzel U (2012) Social media in travel, tourism and hospitality:
    theory,practice and cases. Ashgate, Surrey