

Course Code	COP3VN202				
Course Title	DIGITAL TRANSFORMATION IN TOURISM				
Type of Course	Vocational Minor				
Semester	III				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	Basic idea about digital technology and its usages				
Course Summary	The students will gain an in-depth understanding on various digital applications in tourism and hospitality industry.				

**Course Outcomes (CO):**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Discuss and evaluate the concept, stages, and trends of Digital	E	P	Instructor-created exams / Quiz/Seminar/ Assignments/ Discussion/ External

	transformation			Examination
CO2	Evaluate the impact of digitization on tourists	E	P	Instructor-created exams / Quiz/Seminar/ Assignments/ Discussion/Debate/ External Examination
CO3	Appreciate the role of digitization in tourism and hotel operations	U	C	Instructor-created exams / Quiz/Seminar/ Assignments/ Discussion/ External Examination
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### Detailed Syllabus:

Module	Unit	Content	Hrs	Marks 70
<b>I</b>	<b>Introduction to Digital Transformation in Tourism</b>		<b>12</b>	<b>15</b>
	1	Digital Transformation: Concepts and scope	2	
	2	Stages of digital transformation	2	
	3	Digital Trends in Hospitality Industry- AI(Artificial Intelligence) and Chat GPT, Chatbot, IoT(Internet of Things),VR(Virtual reality) & AR(Augmented Reality), Voice on Search, Robotics	8	
<b>II</b>	<b>Digital Tourists</b>		<b>12</b>	<b>20</b>
	4	Digital Tourists- Meaning & definition	1	
	5	Digital Touch Points in Tourism and Hospitality Industry	1	
	6	5 stages of Travel Consumer Journey	2	
	7	Tourism Apps- Advantages & Features of Mobile applications	2	
	8	Mobile apps as a marketing tool	2	
	9	Digital interpretation	2	
	10	Use of audio / video guides and apps	2	
<b>III</b>	<b>Digital Economy in Tourism</b>		<b>12</b>	<b>20</b>
	11	Concept and main elements of digital economy in tourism	3	
	12	Digital platforms in hotel industry	3	
	13	Essential features of a tourism business website	2	
	14	Online payment modes-internet and mobile banking, cards, wallets, m payment interface, sharing economy platforms, blockchain technology and crypto currency	4	
<b>IV</b>	<b>Digitalization in Hotels</b>		<b>9</b>	<b>15</b>
	15	Digitalization in Hotels: Advantages and applications in daily operations	4	
	16	Property Management system (PMS) and interfaces	3	

	17	Systems used in Point of Sale (House Keeping, Front office, Restaurant etc.)	2	
<b>V</b>	Practicum: It is recommended to conduct the practical exercises.		<b>30</b>	
	1	Recommended to implement the following: Conduct a debate on the challenges faced in adoption of digitization		
	2	Conduct at least two case study on international hotel brands - Marriott, Accor and Radisson hotels in India		
	3	Use online booking platforms and simulations to teach students how to make reservations for accommodations, flights, and activities. Conduct group discussions.		
	4	Conduct workshops on digital marketing strategies specific to the travel and tourism industry.		
	5	Arrange visits to technology companies specializing in travel solutions. Provide students with exposure to the latest innovations and trends in the digital technology sector		

References:

1. Dredge, D., Phi, G., Mahadevan, R., Meehan, E. & Popescu, E.S. (2018), Digitalization in Tourism: In-depth analysis of challenges and opportunities.
2. Diana Foris, Adriana Florescu, Tiberi Foris and Sorin Barabas (2020). Improving the Management of Tourist Destinations: A New Approach to Strategic Management at the DMO Level by Integrating Lean Techniques
3. Khurramov O.K. The Highlight Priorities for The Development of Digital Tourism in Uzbekistan.
4. Tonino Pencarelli (2020). The digital revolution in the travel and tourism industry
5. OECD (2020). Preparing tourism businesses for the digital future, Chapter 2, OECD Global Tourism Trends and Policies 2020