

## COURSE SYLLABUS

**Course title:** Digitalization in tourism

**Study programme and level:**

Tourism Enterprise  
Management, 1st / Bachelor's  
degree study programme

**Content (Syllabus outline):**

1. Overview of the use of information technologies and their role in tourism management
  - 1.1. Challenges of tourism management
  - 1.2. The fundamental challenges of digitization, digitalization and digital transformation in tourism today
2. Frameworks and tools for evaluating the usefulness of information technologies in tourism
  - 2.1. Adoption of technologies (TOE, TAM, DIF)
  - 2.2. Use of technologies
  - 2.3. Assessment tools (CBA)
3. Specifics of the use of information technologies in tourism contexts
  - 3.1. Food and accommodation catering
  - 3.2. Tour operators and travel agencies
  - 3.3. Transportation
  - 3.4. Tourist attractions and destinations
4. Digital technologies and tourist distribution
  - 4.1. User-generated content and online reputation
  - 4.2. Digital tourism ecosystem
  - 4.3. Direct distribution (websites, online booking system, importance of direct bookings)
  - 4.4. Indirect distribution (online brokers, metasearch engines, computer reservation systems, channel operators)
5. Information technology as an upgrade or added value of the tourism product
  - 5.1. The perspective of the tourist and his experience
  - 5.2. The aspect of the tourist provider and his business
6. Current thematic areas and trends in the use of information technologies in tourism and tourist management
  - 6.1. Internet of things, wearables, big data, blockchain technology
  - 6.2. Robots, artificial intelligence, autonomous vehicles
  - 6.3. Immersive technologies