

## Tárgytematika / Course Description E-marketing in Tourism

KGNM\_TRTA130

**Tárgyfelelős neve /**

**Teacher's name:** dr. Happ Éva

**Félév / Semester:** 2024/25/1

**Beszámolási forma /**

**Assesment:** Folyamatos számonkérés

**Tárgy heti óraszám /**

**Teaching hours(week):** 0/2/0

**Tárgy féléves óraszám /**

**Teaching hours(sem.):** 0/0/0

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### OKTATÁS CÉLJA / AIM OF THE COURSE

#### Objectives

In this course, we examine how organizations working in the tourism and hospitality sector capitalize on digital marketing and social media building consumer-to-consumer interactions to support their marketing efforts and leverage customer trust. We view these issues under the conditions of digital transformation from a strategic and a practical perspective, rather than a technical or platform perspective. We will study how to create engaging content for platforms such as Facebook, Instagram, and Twitter, as well as how to identify influencers, deliver content to a targeted audience, manage customer-created content and measure the success of the company's efforts.

The course is practical oriented. It reviews theoretical materials based on Case studies and hands-on exercises.

This course will equip learners with the skills they need to promote their company's products or services, or their own personal brand using social media. Additionally, learners will gain an understanding of how they can use social media to manage the e-reputation and measure the effectiveness of those efforts.

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### TANTÁRGY TARTALMA / DESCRIPTION

#### Content

1. Introduction
2. Overview of E-marketing Techniques
3. Case study
4. Digitalisation in tourism
5. E-commerce
6. Case study
7. Online Media and Advertising
8. Case study

9. Social Networking and User-generated Content (UGC)
  10. Case study
  11. Websites
  12. Case study
  13. Mobile Marketing
  14. Case study
  15. Summary
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## SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

### Attendance policy

I expect you to come to every class on time and with your reading and writing assignments completed, prepared to participate in discussion and group work. You are allowed three absences during the semester, which you should save for illness and emergencies that prevent you from attending class. Regardless of the reason for your absences, you will be penalized beginning with your fourth absence from class. Please sign the attendance sheet when you come to the class.

### Assessment

In-class Presentation	40 %
Case study presentation	60 %

#### In-class presentation

Each student has to identify a theme related to the course, apply some sort of hands-on analysis upon it, make a presentation of the same in the class, and lead the subsequent discussion. Each student will conduct a 15-minute PPT presentation and also provide the questions for a 10-minute discussion on the topic provided. The presentation should be informative on the topic, and creativity is more than welcomed.

#### Case study presentation

Students should be ready to discuss the case studies/lectures. Most class time will be collaborative learning sessions devoted to discussing the issues and ideas raised in the case studies; questions, comments, and responses from students are critical to this discussion.

### Final evaluation

0 - 50 %	insufficient
51 - 66 %	sufficient
67 - 80 %	average
81 - 90 %	well done
91 - 100 %	excellent

All course materials are posted to Moodle (szelearning.sze.hu)

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### **KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL**

*Stephen Dann, Susan Dann: E-Marketing: Theory and Application, Macmillan International Higher Education, 2011 (ISBN 0230364713)*

*World Tourism Organization: Handbook on E-marketing for Tourism Destinations - Fully Revised and Extended Version 3.0, WTO, 2014, (ISBN 9284415748)*

*Roman Egger, Dimitrios Buhalis: ETourism Case Studies, Taylor & Francis Group, 2015, (ISBN 1138131156)*

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### **AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL**