

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

Syllabus
of the academic discipline
"ECONOMICS AND INTERNET COMMUNICATIONS
IN TOURISM"
for students of speciality
8.14010301 "The Science of Tourism" (by types)
of all forms of study

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Самостійне електронне текстове мережеве видання

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Syllabus of the academic discipline "Economics and Internet
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The thematic plan of the academic discipline and its contents according to the modules and themes are given. Plans of lectures, seminars, practical and laboratory studies, materials to consolidate knowledge (tasks for independent work, control questions), criteria for students' knowledge evaluation and professional competences which a student should have after studying the academic discipline are provided.

Recommended for students of subject area 1401 "Services Sector", speciality 8.14010301 "The Science of Tourism".

Подано тематичний план навчальної дисципліни та її зміст за модулями й темами. Вміщено плани лекцій, семінарських, практичних та лабораторних занять, матеріали для закріплення знань (завдання для самостійної роботи, контрольні запитання), критерії оцінювання знань студентів, професійні компетентності, якими повинен володіти студент після вивчення дисципліни.

Рекомендовано для студентів галузі знань 1401 "Сфера обслуговування" спеціальності 8.14010301 "Туризмознавство".

Introduction

Tourism is one of the most profitable and dynamic sectors of the world economy today. The tourism industry accounts for 10 % of the world gross domestic product, more than 1/3 of the world trade in services and 7 % in investment. The successful development of tourism is associated with such key sectors as transport and communications, trade, construction, agriculture, consumer goods and others. But tourism directly or indirectly affects not only the economy but also social policy, culture, traditions, way of life, public health and so on. Thereby, tourism also stands a powerful tool of human interaction.

Computerisation of modern tourism activities is one of the most characteristic features of this industry in the leading countries of the world tourism market. The information and its timely transfer play a decisive role in all areas of tourism, therewith modern information technologies in tourism become the most important factor of economic growth in this sector.

The Internet allows travel companies to inform their multimillion target audience about the suggested services with minimal costs. Advertising on the Internet can send text, picture, audio and video information, and evaluate the effectiveness of activities by feedback from the target audience. The development of virtual tourism should also be mentioned – trips to museums, galleries, cities, parks or other places of interest using a home PC. These virtual journeys encourage tourists to see in the real world that they have met online.

The impact of Internet technology on the development of tourism is huge, as it is directly related to improving the efficiency of both each company and the entire tourism industry in general. This directly affects the competitiveness of firms in the market today.

The academic discipline "Economics and Internet Communications in Tourism" is an optional one and is taught according to the curriculum of the master's academic degree of speciality 8.14010301 "The Science of Tourism" for full-time and distance learning.

1. Description of the academic discipline

Name of indicators	Subject area, speciality, academic degree	Academic discipline features	
Number of credits: full-time learning: 2; distance learning: 2	Subject area: 1401 "Services Sector"	full-time learning	distance learning
Content modules: 1	Speciality: 8.14010301 "The Science of Tourism"	Optional	
Total number of hours: full-time learning: 60; distance learning: 60		Academic year	
		1st	1st
		Semester	
		1st	1st, 2nd
		Lectures	
Hours per week for the full-time learning: classes: 4; individual work: 7	Academic degree: master	Practical and seminar studies	
		6	6
		Laboratory work	
		4	4
		Independent work	
		38	38
Assessment: final test			

The ratio of class hours to independent work makes 58 %.

2. The goal and objectives of the academic discipline

The **goal** of teaching the academic discipline is to provide knowledge and skills in the use of Internet technologies at enterprises of the tourism industry and the economic evaluation of the effectiveness of their use.

To achieve the goal the following **tasks** are set:

mastering the basic principles of online support of the product promotion for tourism businesses;

mastering the skills in self-analysis and planning marketing activities of the tourism industry actors accounting for the means of Internet technologies and global trends of economic development.

"Economics and Internet Communications in Tourism" is an academic discipline that studies contemporary internet technologies and their possible use at enterprises of the tourism industry in order to improve their image and competitiveness.

The object of the academic discipline is the technology of Internet promotion of tourism services.

The subject of the academic discipline is the process of building the marketing merchandising policy for a company of the tourism industry taking into account global trends in Internet technologies exploitation.

A student starts the study of the academic discipline having listened to the arts and professional disciplines. Theoretical and methodological basis of the academic discipline are such subjects as: "Informatics," "Fundamentals of the Tourism Business", "World Economy and International Economic Relations", "Business Administration", "Marketing". In turn, knowledge of the academic discipline ensures the successful comprehension of such academic disciplines as: "Innovation Technologies in Tourism", "Marketing Communications in the Tourism Activity", as well as the performance of term papers, research projects, writing master's diploma thesis.

Students receive the necessary knowledge during lectures and practical tasks, laboratory work in the process of learning. The most difficult issues are submitted for review and discussion at the seminars. The independent work of students is also of great importance when studying and consolidating knowledge.

For the completion of the academic discipline, the student should **know**:
the types and classification of modern Internet technologies;

the advantages and disadvantages of using Internet technologies at the enterprises of the tourism industry;

the theoretical and organizational principles of building a system of marketing communications for enterprises of the tourism industry, using the techniques of online technologies;

the types and ways of commercialising tourism services using the tools of Internet technology;

the peculiarities of the use of Internet technologies in improving the image and competitiveness of tourism enterprises;

the methods of analysis of the profile of consumers studying online resources, including mobile applications;

indicators for evaluating the online activity of the population;

the features of the creation, maintenance and use of online booking;

the provision of technical and organisational support of a virtual 3D-tour and visit;

the criteria for assessing the quality of Internet resources;

the methods of evaluating the economic efficiency of the use of Internet technologies in order to promote tourism products;

the methods of evaluating the effectiveness of virtual tours at tourist sites;

the methods of the efficiency diagnosis of a website and other online resources in tourism;

be able to:

analyse the activity of the online technology users;

determine the socio-demographic profile of Internet users, their preferences, needs and style of behaviour;

analyse the use of various portable devices;

determine the best plan for the use of Internet technologies as a tool of the marketing communication system at a company of the tourism industry;

assess the economic impact and effectiveness of the use of the Internet technology tools at the enterprises of the tourism industry;

define Internet technologies for supporting the promotion of tourism products; recommend to use the tools of Internet technologies;

develop a procedure for evaluating the effectiveness of the use of Internet technologies;

evaluate the effectiveness of social media and social networks;

substantiate the use of certain Internet technologies in order to improve the image and competitiveness of an enterprise of the tourism industry.

The process of teaching focuses on a student's acquisition of professional competences listed in Table 2.1 and Annex A.

Table 2.1

Professional competences that students receive after studying the academic discipline

Competence code	Competence name	Competence constituents
BDIT	Make the best decisions using Internet technologies	Identify a set of Internet communications techniques necessary for the promotion of a tourist product
		Identify effective ways to commercialise tourism services for the enterprises of the tourism industry
DITSC	Develop ideas for commercialising tourism services	Use mobile applications in tourism activities
		Develop the concept of a virtual tour (3D-visit) of a tourist attraction
		Choose online booking systems of travel services for different categories of objects

3. The contents of the academic discipline

Content module 1

The use of Internet technologies at enterprises of the tourism industry

Theme 1. The use of the tools of Internet technologies in tourism

1.1. Classification of Internet technologies in tourism.

The role of e-commerce in tourism development. Effective use of social media and social networks. The use of the systems of online booking and purchasing tickets. Development and use of electronic maps and routes. Systems of 3D mapping and virtual visits to tourist sites.

1.2. Modern trends in the use of Internet technologies in tourism.

Indicators of the Internet activity. Regional differences in the use of Internet technologies. Social Indicators of the use of Internet technologies in different countries. Statistics of usage of portable devices in different regions of the world. The dependence between the level of use of mobile devices and the level of efficiency of Internet technologies.

1.3. Analysis of behaviour of the users of online travel resources.

Technical features and advantages of online booking. Using Internet technologies before, during and after the trip. Statistics of the use of Internet resources at different stages of the trip. Search requests of the travellers. The types of information most requested by users. Strategic and operational objectives for a tourism Internet resource development.

Theme 2. The use of mobile technologies in tourism

2.1. Mobile applications and their performance on the tourist Internet market.

Types of mobile applications. The role of mobile applications in increasing sales of tourism products. Statistics of the use of mobile applications in the world. Portable devices that have received the largest distribution and the highest level of use in different countries. Benefits of using mobile applications in tourism promotion.

2.2. The profile of the mobile application users.

Socio-demographic characteristics of users of mobile applications. Behaviour of users of mobile applications, their time on the Internet. Statistics of the usage of mobile applications by different groups of consumers. The needs

and demands of different groups of users towards the content of mobile applications.

2.3. The provision of the high performance level of mobile technologies.

Configuring access channels to work with Internet resources using mobile technologies. Criteria for evaluating the quality of mobile technologies. Organisation of cooperation with stakeholders in the tourism Internet market. Using QR-codes and geolocation. Access from a mobile device to social networks and online communities before, during and after the trip.

Theme 3. Virtual tours and 3D-visits to tourist sites

3.1. The support of the development and use of virtual tours and 3D-visits.

Types of virtual tours used for cities and tourist objects. Technical and organisational support of virtual 3D-tours and visits. The use of Google and Yandex maps, geolocation systems, online galleries. Platforms providing the user access to virtual tours. Advantages and disadvantages of the 3D-visits technology. The efficiency of virtual tours in increasing the number of visitors to tourist sites.

3.2. The world experience in using virtual tours and 3D-visits.

The use of virtual technologies for palaces and parks of France. Poland's experience in the implementation of online visits to museums. 3D-visits practice applied at towers in France and Germany. The overview panorama of cities. The examples of using cartographic labels with information about the various tourist attractions of a city. The use of images at different times and seasons. The efficiency of using the complex of Internet technologies with the most popular and visited tourist sites in the world taken as an example.

Theme 4. The systems of online booking and purchasing of tourism services

4.1. Commercialisation of tourist services.

Types of tourism services and the methods of their commercialisation. Technical features for providing online-booking and purchasing of tickets. Requirements for a system of online booking and purchasing of services. Algorithmic processes of online booking and purchasing of tickets. Performers of each operation, mutual connection between the different actors involved in the process of booking and buying tickets. Criteria for evaluating the effectiveness of the system. Forms of feedback. Questionnaires, the methods of evaluation of the satisfaction by terms of a service.

4.2. The provision of availability of an online service for booking tickets.

The integration process of online booking and purchasing tickets in the front office site. Generating traffic and tools to increase the number of users of the resource. Contextual and banner advertisements. SEO-optimisation aimed at an increase in online reservations and buying of tickets. The use of hyperlinks and partner networks. Methods of assessing the effectiveness of the use of a technology of Internet promotion. Methods of assessing the effectiveness of the resources of electronic commerce.

Theme 5. The analysis of the image and brand of a tourist site using Internet technologies

5.1. The image and reputation in the Internet.

Methods of diagnosis of the image and reputation of a tourist attraction using Internet technologies. Methods of evaluation of the efficiency of a website and other online resources of a company. The use of online questionnaires and surveys of consumers. The brand as a set of symbols and signs. Analysis of the experience of other countries in the competitiveness and image areas. Using a complex of Internet technologies in the system of marketing communications in order to improve the tourist image of an object or area. Internet support in the branding of cities and regions.

5.2. The monetisation of the use of Internet technologies in tourism.

Economic evaluation of the efficiency of use of Internet technologies. Methods of increasing the economic efficiency of Internet technologies for enterprises of the tourism industry.

4. The structure of the academic discipline

From the beginning of studying the academic discipline every student ought to be acquainted with the syllabus and methods of conducting studies, with the form, content and extent of every module, and also with all of the types of control and methods of assessment of professional competences.

The process of learning consists in consecutive and detailed working on the educational modules. The educational module is a nearly separate independent block of a discipline which logically combines several elements of the academic discipline in the content and relationships. The plan of themes of the discipline includes two modules (Table 4.1).

The structure of a test credit of the academic discipline

Theme	Hours				
	Full-time and distance learning				
	total	including			
		lectures	practical, seminar studies	laboratory work	independent work
Content module 1					
The use of Internet technologies at enterprises of the tourism industry					
<i>Theme 1.</i> The use of the tools of Internet technologies in tourism	11	2	2		7
<i>Theme 2.</i> The use of mobile technologies in tourism	11	2	2		7
<i>Theme 3.</i> Virtual tours and 3D-visits to tourist sites	12	2		2	8
<i>Theme 4.</i> The systems of online booking and purchasing of tourism services	11	2		2	7
<i>Theme 5.</i> The analysis of the image and brand of a tourist site using Internet technologies	15	4	2		9
Total hours for module 1	60	12	6	4	38

5. The plan of seminars

A seminar study is the form of lesson, at which a teacher organises a discussion of previously chosen topics, for which students prepare theses of reports. A teacher evaluates students' presentations and reports covering the points set (Table 5.1), their speeches, activity in discussions, abilities to form and assert their own positions and so on during every seminar. Final assessments for every seminar are put in the register. Seminar marks are taken into account when accumulating the final score on this discipline.

Table 5.1

The list of seminar themes

Theme	Questions	Hours	Reading
<i>Theme 2.</i> The use of mobile technologies in tourism	<p><i>The topic of the seminar "The analysis of the demands of the users of online resources of an enterprise of the tourism industry"</i></p> <ol style="list-style-type: none"> 1. The methodology of questioning the users of online resources. 2. The definition of socio-demographic characteristics and the profile of the users of online resources, their needs and wishes. 3. The methods of strategic market segmentation, macro- and micro-segmentation. 4. Determination of a target market segment. 5. Development of unique offers concerning the wishes of the target segment 	2	Main: [1 – 4]. Additional: [12; 16; 33]
<i>Theme 5.</i> The analysis of the image and brand of a tourist site using Internet technologies	<p><i>The topic of the seminar "Improving the competitiveness of territories"</i></p> <ol style="list-style-type: none"> 1. The criteria for the analysis of competitiveness of recreational areas. 2. The types of local tourism resources. 3. The ways to improve the competitiveness of territories. 4. Economic evaluation of measures to improve the competitiveness of territories 	1	Main: [1 – 2; 6]. Additional: [15 – 16; 31 – 33]
Writing the module test		1	
Total hours		4	–

6. The plan of practical studies

A practical study is the form of lesson during which a teacher organises the detailed consideration of certain theoretical fundamentals of the academic discipline and forms students' skills in the practical application of them through doing individual tasks.

A practical study is carried out with the help of preliminarily prepared methodical material – tests for assessment of the mastery of the theoretical material, a set of practical problems with various levels of sophistication. A practical lesson includes the preliminary control of students' knowledge, abilities and skills, raising a general point to argue and discuss with the participation of students, solving and evaluation of control problems (Table 6.1).

The list of themes for practical studies

Theme	Questions	Hours	Recommended reading
<i>Content module 1.</i> The use of Internet technologies at enterprises of the tourism industry	<i>Task 1.</i> Building a system of marketing communications on the Internet for an enterprise of the tourism industry. Evaluation of the economic efficiency of the suggested measures	1	Main: [1; 5; 7 – 8] Additional: [11 – 12; 16; 24 – 25; 30]
	<i>Task 2.</i> Identification of the global market leaders on the key indicators of the use of online technologies and mobile devices	1	Main: [3; 7; 10] Additional: [15 – 16; 22]
Total hours		2	–

6.1. Examples of typical practical tasks according to the themes

Content module 1

The use of Internet technologies at enterprises of the tourism industry

Theme 1. The use of the tools of Internet technologies in tourism

Level 1. Describe the most common international and regional systems of online-booking of tickets (for different modes of transportation), rooms in accommodations and other tourist services. Classify the requirements set by consumers for such systems.

Level 2. Describe the procedure of request verification and technical requirements for equipment used at the sites listed in the reservation system database (by variants). How can the number of cancellations of pre-booked services be reduced?

Level 3. Suggest a plan of integration of the national system of booking travel services/objects in the national tourism market infrastructure and selected international systems.

Theme 2. The use of mobile technologies in tourism

Level 1. Describe the most widely used portable devices in different countries. Explain what Internet technologies should be used to attract the consumers of each analysed type of portable device.

Level 2. Conduct a strategic segmentation of the market of Internet applications. Describe the socio-demographic profile of users of mobile applications.

Level 3. Do macro- and micro-segmentation of the market of mobile applications for enterprises of the tourism industry. Define the target segment. Describe the strategies involving representatives of the target segment to use internet technologies (online booking systems and ticketing, virtual tours, online notifications about the activities, social networks and professional groups, individual offices).

7. The themes of laboratory studies

Laboratory work is a form of instruction at which students conduct personal simulation experiments under the guidance of a teacher, investigate the practical confirmation of the defined theoretical propositions of the academic discipline (Table 7.1). During the laboratory work, students gain professional competences and practical experience with computer hardware and related software products. Students make individual reports on the results of the performance in the laboratory class and defend these reports to the teacher.

Table 7.1

The list of themes for laboratory studies

Theme	Programme questions	Hours	Recommended reading
Content module 1.			
The use of Internet technologies at enterprises of the tourism industry			
<i>Theme 3.</i> Virtual tours and 3D-visits to tourist sites	<i>Task 3.</i> Developing the concept of a virtual tour (3D-visit) for a tourist attraction (by variants). Economic evaluation of the feasibility of using the online support of a tourist site	2	Main: [4 – 6; 9]. Additional: [20; 23 – 25; 28; 31]
<i>Theme 4.</i> The systems of online booking and purchasing of tourism services	<i>Task 4.</i> Developing the plan of integration of tourist infrastructure facilities into international and regional reservation systems. The strategy of the implementation support at the local level	2	Main: [1; 7; 9]. Additional: [13; 21; 24; 30; 32]

8. Independent work

Independent work of a student (IWS) is a form of the educational process in which a student runs the scheduled tasks independently under the methodical guidance of a teacher.

The purpose of the IWS is mastering the full syllabus and formation of students' general and professional competences that play a significant role in the future professional qualifications of the top-level specialist.

The time of individual work for the full-time students is determined by the curriculum and makes 63 % (38 hours) of the total time allocated for the discipline (60 hours). The student should become an active participant in the learning process while executing individual work, learn to develop a conscious attitude to mastering the theoretical and practical knowledge, navigate freely in the information area, bear individual responsibility for the quality of his/her training. IWS includes:

- processing lecture materials;
- studying the recommended literature, basic terms and concepts of the discipline themes;
- practical training and seminars;
- preparing for presentations at seminars; in-depth lectures on particular topics or issues;
- individual assignments (resolving individual and complex computational tasks) for the studied topic; essays on the given issues;
- search (selection) and review of the literary sources on the given problems; analytical review of scientific publications;
- control of the students' personal knowledge with questions for self-control;
- preparation for test papers and other forms of current control, the module test (colloquium);
- systematisation of the materials studied.

An essential element of successful learning of the academic discipline is the independent work of students on special domestic and foreign economic literature, recommendations of famous specialists in the field of automation of the tourism activity, standard acts on state regulation of the tourism industry, statistical data. The main types of independent work, which are offered to the students in order to gain the theoretical knowledge of the academic discipline are listed in Table 8.1.

Table 8.1

The tasks for independent work of students and forms of control

Theme	Independent work content	Hours	Forms of control	Recommended reading
1	2	3	4	5
Content module 1				
The use of Internet technologies at enterprises of the tourism industry				
<i>Theme 1.</i> The use of the tools of Internet technologies in tourism	Search, selection and review of the literature on a given theme, performing <i>practical task 1</i> "Building a system of marketing communications on the Internet for an enterprise of the tourism industry"	7	Checking the homework, presentations (reports, the project chapter)	Main: [1; 5; 7 – 8]. Additional: [11 – 12; 16; 23 – 25; 30]
<i>Theme 2.</i> The use of mobile technologies in tourism	Search, selection and review of the literature on a given theme, preparation for <i>the seminar</i> on the theme "The analysis of the demands of the users of online resources of an enterprise of the tourism industry", performing <i>practical task 2</i> "Determination of the global market leaders by the key indicators of the use of online technologies and mobile devices", preparation for the oral quiz on themes 1 – 2	7	Checking the homework, presentations (reports, the project chapter), an oral quiz on themes 1 – 2	Main: [1 – 4]. Additional: [12; 16; 33]
<i>Theme 3.</i> Virtual tours and 3D-visits to tourist sites	Search, selection and review of the literature on a given theme, performing <i>practical task 3</i> "Developing the concept of a virtual tour (3D-visit) for a tourist attraction (by variants). Economic evaluation of the feasibility of using the online support of a tourist site"	8	Checking the homework, presentations (reports, the project chapter)	Main: [3; 6 – 7; 10]. Additional: [15 – 16; 18 – 20; 22; 30]
<i>Theme 4.</i> The systems of online booking and purchasing of tourism services	Search, selection and review of the literature on a given theme, performing <i>practical task 4</i> "Developing the plan of integration of tourist infrastructure facilities in international and regional reservation systems. The strategy of the implementation support at the local level", preparation for the oral quiz on themes 3 – 4	7	Checking the homework, presentations (reports, the project chapter), an oral quiz on themes 3 – 4	Main: [1; 3; 8; 10]. Additional: [17 – 19; 22; 26; 30]

Table 8.1 (the end)

1	2	3	4	5
<i>Theme 5.</i> The analysis of the image and brand of a tourist site using Internet technologies	Search, selection and review of the literature on a given theme, preparation for <i>the seminar</i> on the theme "Improving the competitiveness of territories". Preparation for the oral quiz on theme 5. Preparation for the final test	9	Checking the homework, presentations (reports, the project chapter), an oral quiz on theme 5	Main: [1 – 2; 6]. Additional: [15 – 16; 31 – 33]
Total hours for module 1		38	–	–

8.1. Questions for self-control

Theme 1. The use of the tools of Internet technologies in tourism

1. Give a definition of the term "Internet technology".
2. Types of Internet technologies widely used by companies of the tourism industry.
3. Describe the role of e-commerce in tourism development.
4. The main indicators of the effectiveness of social media and social networks.
5. Terms of online booking and purchasing of tickets.
6. Features of electronic maps and routes.
7. Technical requirements for the operation of 3D maps and virtual visits to tourist sites.
8. What are the indicators of Internet activity of the population?
9. What are the social indicators of using Internet technologies in different countries?
10. Compare the statistics of the usage of portable devices in various regions of the world.
11. What is the connection between the level of use of mobile devices and the level of efficiency of Internet technologies?
12. What are the advantages and disadvantages of using a system of online booking and purchasing of tickets?
13. What Internet technologies do travellers use before, during and after the trip?
14. Compare the usage statistics of Internet resources at different stages of a trip.

15. What are the most popular search requests of the consumers of tourist services?

16. What are the strategic and operational objectives of the tourism online resource?

Theme 2. The use of mobile technologies in tourism

1. Name the types of mobile applications.

2. Describe the role of mobile applications in increasing sales of tourism products.

3. Explain the statistics of using mobile applications by regions of the world.

4. Name the portable devices that have received the largest distribution and the highest level of use in different countries.

5. The benefits of using mobile applications to promote tourism.

6. Describe the methods of determining the profile of a user of services.

7. What software helps to define the profile of a user of services on the Internet?

8. Describe the socio-demographic characteristics of users of mobile applications.

9. Identify the behaviour of users of mobile applications, their time on the Internet.

10. Consider the usage of mobile applications by different groups of consumers.

11. What are the main needs and demands of different groups of users towards the content of mobile applications?

12. Describe the requirements for configuration of access channels to work with Internet resources using mobile technologies.

13. The criteria for assessing the quality of mobile technologies.

14. Describe the conditions of the cooperation with intermediaries on the tourism Internet market.

15. Give a definition of the term "geolocation".

16. Describe the algorithm for the creation and application of QR-codes.

17. What is the role of QR-codes and geolocalisations in promoting tourism?

18. Describe the conditions that provide mobile access to social networks and online communities before, during and after the trip.

19. What are the requirements for the quality of mobile applications?

20. What are the criteria for assessing the effectiveness of the use of mobile applications?

Theme 3. Virtual tours and 3D-visits to tourist sites

1. What kinds of virtual tours are used for cities and tourist sites?
2. Describe the technical and organisational support of a virtual tour and 3D-visit.
3. What are the benefits of using Google and Yandex maps, geolocation systems, online galleries?
4. The resources of online galleries.
5. Name the platforms for user access to virtual tours.
6. Describe the requirements to the platforms of user access to virtual tours.
7. What is the difference between a virtual tour and a 3D-visit?
8. What are the advantages and disadvantages of using the technology of a 3D-visit?
9. What are the performance criteria for the use of virtual tours to increase the number of visitors to tourist sites?
10. Describe the experience of using virtual technologies at tourist sites in France, Poland, Germany, Russia and Ukraine.
11. What is the difference between the panorama and 3D-visits?
12. Prove that it makes sense to use the image of different times and seasons.
13. What are the performance criteria for the use of complex Internet technologies of the most popular and visited tourist sites in the world.

Theme 4. The systems of online booking and purchasing of tourism services

1. Name the types of tourist services and the ways of their commercialisation.
2. Technical support of the function of online booking and purchasing of tickets.
3. Describe the system requirements to online booking and purchasing of tickets.
4. Describe the algorithm of the processes of online booking and purchasing of tickets.
5. Name the performers of each transaction, the relationship between the different actors involved in the process of booking and buying tickets.
6. What are the criteria for evaluating the effectiveness of online booking and purchasing services?

7. Name different feedback forms.
8. Why is it important to use a feedback form?
9. Explain why it is important to integrate the process of online booking and purchasing tickets in the front office site.
10. What tools can be used to attract more users to the resource?
11. The differences between contextual and banner advertising.
12. Explain the advantages and disadvantages of using contextual and banner advertising.
13. What are the stages of SEO optimisation of a site?
14. What measures should be taken in order to increase the online ticket bookings and sales?
15. When should a hyperlink be used?
16. What are the conditions of the use of partner networks?
17. What methods of evaluating the effectiveness of Internet promotion technologies are there?
18. What are the methods of evaluating the efficiency of an e-commerce resource?

Theme 5. The analysis of the image and brand of a tourist site using Internet technologies

1. What are the methods of diagnosis of the image and reputation of a tourist object?
2. What are the methods of evaluation of the efficiency of a website and other online resources of a company?
3. What are the conditions of using online questionnaires and surveys?
4. What are the benefits of using online questionnaires and surveys of consumers?
5. What is the difference between the image and reputation?
6. What is the connection between the image and competitiveness?
7. Examine the experience of other countries in the competitiveness and image areas.
8. What are the features of the use of a complex internet technology in the marketing communication system to improve the tourism image of an object or area?
9. Describe how to organize and provide technical support for online branding of cities and regions.

10. The methods of economic evaluation of the effectiveness of the use of Internet technologies.

11. What are the criteria for assessing the effectiveness of the use of Internet technologies?

12. What methods of improving economic efficiency of Internet technologies for enterprises of the tourism industry can be used?

9. Individual consulting

Individual consulting is provided according to the schedule of individual work in the form of individual lessons, consultations, control and presentation of individual tasks, control and presentation of current module tasks et cetera.

The forms of tutorials are as follows:

a) designed to supervise the learning of the theoretical material:

consultations: individual (question – answer) and group (considering typical examples and situations) ones;

b) designed to supervise the practical material comprehension:

individual and group consultations;

c) for the integrated assessment of mastering the syllabus material:

personal defence of the projects/papers.

10. Teaching methods

Teaching the discipline involves active and interactive methods of studies – problem lectures, mini-lectures, work in small groups, seminars, discussions, brainstorming, case-method, presentation, introductory (initial) games, the project work method, the method of scenarios, banks of visual aids (Tables 10.1 and 10.2).

The basic differences between active and interactive methods of studies on the one hand and traditional ones on the other hand are determined not only by a teaching technique, but also by high efficiency of the educational process which aims at: high motivation of students; practical use of theoretical knowledge; increase of students' consciousness; bringing up the ability to make independent decisions; making a person capable for team work; contribution to social integration; acquisition of disputing skills; nurturing the ability to compromise.

**Distribution of forms and methods enhancing the learning process
according to the themes of the academic discipline**

Theme	The practical application of educational technologies
<i>Theme 1.</i> The use of the tools of Internet technologies in tourism	A problem lecture on the theme "The spread of Internet technologies in various regions of the world", working in small groups, presentation of the results, banks of visual aids
<i>Theme 2.</i> The use of mobile technologies in tourism	A mini-lecture on the theme "Development of mobile applications to promote tourism services", the banks of visual support, the business game
<i>Theme 3.</i> Virtual tours and 3D-visits of tourist sites	A problem lecture on the theme "The efficiency of virtual tours", working in small groups, presentation of the results, banks of visual aids
<i>Theme 4.</i> The systems of online booking and purchasing of tourism services	A problem lecture on the theme "The impact of market trends of the Internet technology tools on commercialisation in tourism", working in small groups, presentation of the results, banks of visual aids
<i>Theme 5.</i> The analysis of the image and brand of a tourist site using Internet technologies	A problem lecture on the theme "The role of cultural heritage in the valorisation of the territory, shaping its image and competitiveness in the regional and global market", working in small groups, presentation of the results, banks of visual aids

A problem lecture is one of the most important elements of problem-based teaching of students. It provides, along with the consideration of primary lecture materials, setting and consideration of a range of controversial issues that have not been properly studied in science and are relevant to the theory and practice. A problem lecture is characterised by profound argumentation of the delivered material. It helps students to form independent creative thinking, teaches them cognitive skills. Students become participants in scientific inquiry and problem solving.

A mini-lecture includes presentation of the educational material within a short period of time and is characterised by large capacity, complexity of logical constructs, images, proofs and generalisations. It is usually held as a part of a research lesson. A mini-lecture differs from a full-length lecture by a much shorter duration. Usually a mini-lecture lasts no more than 10 – 15 minutes and is used to concisely convey the new information to all students. A mini-lecture is often used as part of a coherent theme that expresses a full-

length lecture and it is desirable not to bore the audience. Then the information is delivered consequently by several segments, among which other forms and methods of teaching are applied.

Table 10.2

The methods of enhancing the studies

Themes	Practical implementation of the methods	Methods of enhancing the studies
<i>Theme 1.</i> The use of the tools of Internet technologies in tourism	<i>Task 1</i> "Building a system of marketing communications on the Internet for an enterprise of the tourism industry. Evaluation of the economic efficiency of the suggested measures"	Brainstorming, working in small groups
<i>Theme 2.</i> The use of mobile technologies in tourism	<i>The seminar</i> on the theme "The analysis of the demands of the users of online resources of an enterprise of the tourism industry"	Seminars-discussions, presentations
<i>Theme 3.</i> Virtual tours and 3D-visits to tourist sites	<i>The competence-oriented task</i> "Determining the profile of users of online resources of the enterprise of the tourism industry"; <i>task 2</i> "Determination of the global market leaders by the key indicators of the use of online technologies and mobile devices"	Brainstorming, working in small groups, script methods
<i>Theme 4.</i> The systems of online booking and purchasing tourism services	<i>Task 3</i> "Developing the concept of a virtual tour (3D-visit) for a tourist attraction (by variants). Economic evaluation of the feasibility of using the online support of a tourist site"	Brainstorming, presentations
<i>Theme 5.</i> The analysis of the image and brand of a tourist site using Internet technologies	<i>The seminar</i> on the theme "Improving the competitiveness of territories"; <i>task 4</i> "Developing the plan of integration of tourist infrastructure facilities to international and regional reservation systems. The strategy of the implementation support at the local level"	Brainstorming, working in small groups

A seminar-discussion suggests exchange of views between participants concerning the present topic, and also develops thought, helps to form views and beliefs, cultivates the ability to formulate ideas and express them, teaches to estimate suggestions of other people, take a critical approach to one's own opinion.

Brainstorming is a method of solving urgent problems in undertime. Its idea is to express as many ideas as possible in a small interval of time, to discuss them and choose the right ones.

A presentation – making a speech to an audience – is used to represent particular achievements, make a report on the performance of individual assignments, a project work. Presentations can be individual, such as one student's performance, and group ones, that include two or more students.

Working in small groups enables the instructor to structure practical and seminar studies in the form and context, creates a possibility for every student to participate in work under the theme of study, provides forming personal qualities and experience of social relations.

A script method develops scenarios of possible behaviour and specific events in the future.

Banks of visual aids help to activate the learning process on the themes of the academic discipline with the help of visual illustrative examples.

11. Methods of assessment

The system evaluating the competences received by a student (Table 2.1) takes into account classes, which include lectures, seminars, practical studies and performing independent work according to the syllabus of the academic discipline. Evaluation of the student's competences is carried out on the cumulative 100-point system. According to the Provisional Regulations "On the procedure of the assessment of students' performance via the accumulative score-rating system" approved by S. Kuznets KhNUE, control measures include:

current control which is exercised over the semester during lectures, practical lessons, seminars and is evaluated with the amount of points (maximum 100 points; minimum, allowing students to pass the final test, 60 points);

module control which is performed on the basis of current control during the respective module and aims to make an integrated assessment of the student's knowledge after studying a logically completed part of the discipline – the content module;

final/semester control which is performed in the form of a final test, according to the schedule of the educational process.

Current control over this discipline is conducted in the following forms:

active work at lectures;

active participation in performing practical tasks;

active participation in the discussion and presentation of materials at seminars;

defence of a complex laboratory project (which consists of relatively independent practical problems (presented in Table 7.1) and includes the development of a coherent strategy of integrating the national tourism infrastructure or individual recreational facilities into the international systems of managing recreational resources;

current testing;

a written test paper;

an individual oral quiz.

The oral quiz is conducted at the end of a semester. *Module control* over the discipline is held with a written test paper.

An example of a typical task to control module 1

1. The theoretical question.

Provide the classification of Internet technologies. Describe the differences between them.

2. The diagnostic task.

Develop a programme of using Internet communications at an enterprise of the tourism industry. Substantiate the expediency of the suggested measures.

3. The heuristic task.

Describe the concept of a virtual visit to tourist sites. What are the requirements for technical and organizational support of a virtual tour? Substantiate the effectiveness of its implementation.

The total score for writing the control module consists of the accumulated points for all tasks that are rounded to the integer number by the mathematical rules. The maximum score that a student can receive for all tasks equals 12, including:

3 points for the theoretical problem:

1 point for drawing up the classification of Internet technologies;

2 points for explaining the differences between various Internet technologies;

4 points for the diagnostic task:

1 point for the definition of the term "Internet communications";

1 point for the explanation of the selected types of Internet communications that are appropriate to be included into the system of Internet communications at a specific tourist enterprise;

1 point for establishing the requirements for technical equipment of the workplace of a manager at tourism enterprises;

1 point for grounding the implementation of a selected system of Internet technologies at an enterprise of the tourism industry.

5 points for the heuristic task:

1 point for the definition of the term "a virtual visit";

1 point for explanation of the peculiarities of the virtual visit to a tourist site;

1 point for an explanation of the requirements for technical and organisational support of a virtual tour;

2 points – for substantiating the efficiency of launching a virtual visit and pre-estimation of common expenditures.

The procedure of current control. The assessment of students' knowledge at seminars and practical lessons and performance of individual tasks is based on the following criteria:

understanding, the level of learning the theory and methodology of the examined problems;

the level of learning the facts concerning the academic discipline;

acquaintance with the recommended up-to-date literature, Internet sources on the given questions;

the ability to combine theory with practice when solving realistic problems, performing tasks, making calculations for individual work and collective disputes;

logic, structure, style of representation of material in written works and oral presentations, the ability to defend their own position, to generalise information and draw conclusions;

logical correctness and substantiation of generalising conclusions following the fulfilment of the complex laboratory work.

The maximal possible score is given if every task performed by a student or his/her verbal answer meets all the noted requirements. Absence of any constituent reduces the mark by a proper number of points. In the evaluation of individual tasks, the quality, independence and timeliness of presenting the performed tasks to a lecturer (according to the schedule of the educational process) are taken into consideration. If any of the requirements are not met, the mark can be decreased.

Evaluation criteria of a student's individual work. The general criteria of the evaluation of out-of-class independent work are: the depth and strength of knowledge, the level of thinking, the ability to systematise knowledge of certain themes, to make informed decisions, mastery of the categorical framework, skills and techniques of solving practical problems, the

ability to find the necessary information, perform its classification and processing, self-realisation at practical lessons and seminars.

The criteria for evaluating the structural and logical chapters of the complex laboratory work are:

the ability to conduct critical and independent assessment of certain issues;

the ability to explain alternative views and the personal opinion, position on certain problematic issues;

application of analytical approaches;

quality and clarity of presentation of reasons;

logic, structuring and validity of conclusions concerning specific recommendations;

independence of work;

proper technical grounding of the suggested measures;

design.

A student passes the academic discipline successfully if the total score obtained according to the results of the final/semester tests equals 100. The minimal score for the current and module control during the semester is 60.

The final mark for the discipline is calculated on the basis of the cumulative system including the points obtained for the semester work and current control. The total result in points per semester makes *"60 or more points – passed," "59 or less points – not passed"* and is entered into the register of the academic discipline – *"The Statement of Success"*. In the case of less than 60 points the student must try to pass the test after examinations, in the time scheduled by the dean of the faculty, but not later than two weeks after the start of the next semester. If the student receives less than 60 points again, the dean of the faculty will appoint a board of three teachers led by the head of the subdepartment and define the term for resitting the test, followed by a decision in accordance with the current legislation: "passed" – the student continues to study according to the schedule, "not passed", the dean of the faculty offers the student a repeated individual study of this discipline during the next period of training.

12. The scores a student can obtain

The evaluation system of the formed professional competences for full-time students is presented in Table 12.1.

Table 12.1

Professional competences	Training week	Hours	Forms of study				Competence evaluation	
							Forms of control	Maximum score
1	2	3	4				5	6
Content module 1. The use of Internet technologies at enterprises of the tourism industry								
BDIT	Identifying a set of Internet communications techniques necessary for the promotion of a tourist product	1	Classes	2	Lecture	<i>Theme 1.</i> The use of the tools of Internet technologies in tourism	Work at the lecture	1
		1		2	Practical lesson	Practical task 1 "Building a system of marketing communications on the Internet for an enterprise of the tourism industry"	Active participation in carrying out practical tasks	5
		1	IWS	7	Preparation for a lesson	Search, selection and review of the literature on the given theme	Checking the homework, presentation, report	3
DITSC	Using mobile applications in tourism activities	2	Classes	2	Lecture	<i>Theme 2.</i> The use of mobile technologies in tourism	Work at the lecture	1
		2		2	Practical lesson	A seminar on the theme "The analysis of the demands of the users of online resources of an enterprise of the tourism industry", practical task 2 "Determination of the global market leaders by the key indicators of using online technologies and mobile devices"	Active participation in carrying out practical tasks	5
		2	IWS	7	Preparation for a lesson	Search, selection and review of the literature on the given theme; revision of materials for the oral quiz for themes 1 – 2	Checking the homework, presentation, report, an oral quiz for themes 1 – 2	7

Table 12.1 (the end)

1		2	3	4		5	6		
28	DITSC	Developing the concept of a virtual tour (3D-visit) of a tourist attraction	3	Classes	2	Lecture	<i>Theme 3. Virtual tours and 3D-visits to tourist sites</i>	Work at the lecture	1
			3		2	Laboratory work	Practical task 3 "Developing the concept of a virtual tour (3D-visit) for a tourist attraction (by variants). Economic evaluation of the feasibility of using the online support of a tourist site"	Active participation in carrying out practical tasks	8
			3	IWS	8	Preparation for a lesson	Search, selection and review of the literature on the given theme	Checking the homework, presentation, report	10
	BDIT	Identifying effective ways to commercialise tourism services for the enterprises of the tourism industry	4	Classes	2	Lecture	<i>Theme 4. The systems of online booking and purchasing tourism services</i>	Work at the lecture	1
			4		2	Laboratory work	Practical task 4 "Developing a plan of integration of tourist infrastructure facilities into international and regional reservation systems. The strategy of the implementation support at the local level"	Active participation in carrying out practical tasks	8
			4	IWS	7	Preparation for a lesson	Search, selection and review of the literature on the given theme; revision of materials for the oral quiz for themes 3 – 4	Checking the homework, presentation, report, an oral quiz for themes 3 – 4	14
Scientific work				Participation in contests, writing a scientific article		10			
Total hours		60		Maximal score on the academic discipline		100			

The maximal score that a student can accumulate during a week, the forms and methods of training are given in Table 12.2.

Table 12.2

Distribution of points by weeks

Types of studies		Study weeks					Exam	Total
		1	2	3	4	5	6	
Assessment schedule, points per week								
Methods of control	Lectures (active work)	1	1	1	1	2		6
	Practical lessons (active work)	1	1	1	1	1		5
	Tasks by themes (work at practical and laboratory lessons)	4	4	4	4	4		20
	Presentation (report)	3	3	3	3	3		15
	Individual oral quiz		4		4	4		11
	Competence-oriented tasks			10	10			20
	Written tests					12		15
	Participation in scientific work						10	8
Total scores per week		9	13	19	23	26	10	100
Accumulation of scores		9	22	41	64	90	100	

The final mark for the academic discipline is based on the Provisional Regulations "On the Procedure of the Assessment of Students' Performance Via the Accumulative Score-rating System" approved by S. Kuznets KhNUE and is converted into the final ECTS mark (Table 12.3). Scores on this scale are entered in the registry, the student's individual education plan and other academic documents.

Table 11.3

Scores: the national and ECTS scales

Total score for all tasks	ECTS score	The assessment according to the national scale	
		for an exam, term project (paper), training	for a final test
90 – 100	A	excellent	passed
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactory	
60 – 63	E		
35 – 59	FX	unsatisfactory	not passed
1 – 34	F		

12. Recommended reading

12.1. Main

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Annexes

Annex A
Table A.1

The structure of the components of the professional competences on the academic discipline "Statistics of International Tourism" according to the National Qualifications Framework of Ukraine

The components of a competency formed under the theme	Minimal experience	Knowledge	Skills	Communication	Autonomy and responsibility
1	2	3	4	5	6
Theme 1. The use of the tools of Internet technologies in tourism					
Identifying a set of Internet communication techniques necessary for the promotion of a tourist product	Methodology of using Internet technologies to improve the image and competitiveness of the tourist attraction	Technical and organisational conditions necessary for the use of Internet technologies by enterprises of the tourism industry	Determining the optimal level of automation operating company of tourism	Establishing cooperation with contractors and increasing the loyalty of customers of travel services using Internet technologies	Analysing the effectiveness of the use of Internet technologies at enterprises of the tourism industry
Theme 2. The use of mobile technologies in tourism					
Using mobile applications in tourism activities	Classification and characterisation of mobile applications	Features of functioning of mobile applications concerning the technical parameters of portable devices	Developing tours and planning routes for individual tourists and organised groups using specialised software	Determining the behaviour of users of mobile Internet applications; building the communication strategy in accordance with their preferences	Identifying requirements for IT infrastructure for the development and promotion of tourist destinations

Annex A (the end)
Table A.1 (the end)

1	2	3	4	5	6
Theme 3. Virtual tours and 3D-visits to tourist sites					
Developing the concept of a virtual tour (3D-visit) of a tourist attraction	Technical and organisational conditions necessary for establishing and maintaining a virtual tour and 3D-visit to a tourist site	Software and hardware necessary for the design and operation of virtual 3D-routes	Developing the concept and route of a virtual tour and 3D-visit to a tourist attraction	Generating the ways of increasing the number of users of online resources of a virtual tour / 3D-visit	Providing economic assessment of the performance of a virtual tour / 3D-visit to tourist attractions and proving the feasibility of its implementation
Theme 4. The systems of online booking and purchasing of tourism services					
Choosing online booking systems of travel services for different categories of objects	The experience and principles of working of international and national reservation systems	Algorithm of the procedure of online booking of travel services, the quality criteria of the booking system	Choosing reservation systems, optimal for tourism enterprises; developing a strategy for the integration of the tourist infrastructure in existing systems	Determining the profile of consumers of tourism services, their style of behaviour and socio-demographic characteristics	Applying the methods for evaluating efficiency of online booking and purchasing travel services
Theme 5. The analysis of the image and brand of a tourist site using Internet technologies					
Identifying effective ways to commercialise tourism services for the enterprises of the tourism industry	Methods of research of preferences of consumers using online resources	Elements of the image of tourism firms on the Internet, combining traditional techniques and new media services in promoting modern requirements for travel brands	Developing proposals to improve the use of tools of Internet technologies to increase sales of travel services	Identifying the needs and demands of different groups of users for the content of Internet resources (including mobile applications) of enterprises of the tourism industry	Defining the criteria of evaluating the quality of Internet resources of a company of the tourism industry

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НАВЧАЛЬНЕ ВИДАННЯ

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В ТУРИЗМІ"**

**для студентів спеціальності
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