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B.Com Honours

Semester 3

Calicut University

DIGITAL TRANSFORMATION IN TOURISM

Course Code: COM3VN202 • Module SYLLABUS Notes

Official Course Syllabus

Course Code: COM3VN202

Course Title: DIGITAL TRANSFORMATION IN TOURISM

Course Type: Vocational Minor

Academic Level: 200-299

Credits: 4 Credits

Course Summary: The students will gain an in-depth understanding on various digital applications in tourism and hospitality industry.

Module I: II Digital Economy in Tourism

- **Unit 11:** Concept and main elements of digital economy in tourism
- **Unit 12:** Digital platforms in hotel industry
- **Unit 13:** Essential features of a tourism business website
- **Unit 14:** Online payment modes-internet and mobile banking, cards, wallets, m payment interface, sharing economy platforms, blockchain technology and crypto currency

Module I: ncluding their needs, decision-making processes, and travel journey. AnP Seminar/Presentation/ examination CO3 Utilize various market segmentation techniques to identify and target specific tourist segments, and develop effective positioning strategies. AppCourse project Case analysis * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge (F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M) Detailed Syllabus:

Module I: ndustry-Service Quality in Tourism

- **Unit 5:** Role of Marketing in Tourism-Marketing Strategies in Tourism- Digital Marketing in Tourism- Role of Social Media in Tourism Marketing

Module I: VTourism Pricing and Distribution Channels

- **Unit 16:** Pricing in Tourism: Meaning and Definition- Definition of Pricing-Pricing in the Context of Tourism
- **Unit 17:** Objectives of Pricing-Revenue Maximization-Market Penetra- tion-Market Skimming- Competitive Pricing
- **Unit 18:** Factors Influencing Pricing
- **Unit 19:** Methods of Pricing-Cost-Based Pricing-Value-Based Pricing- Competition-Based Pricing
- **Unit 20:** Pricing Strategies-Differential Pricing-Dynamic Pricing-Psy- chological Pricing-Discount and Allowance Pricing

- **Unit 21:** Distribution Channels: Definition, Nature, and Importance-Definition of Distribution Channels- Nature of Tourism Distribution Channels- Importance of Distribution Channels in Tourism

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