

Study programme : MAS Tourism			
Name of subject: E-Business in Tourism			
Teacher : Uglješa V. Stankov			
Course status : Elective (T, LT, H)			
ECTS number: 6			
Condition: None			
Course objectives Students will be introduced to the most common uses of electronic technologies in modern business. Special emphasis is placed on introducing students to e-commerce, as the most important activity of e-commerce in tourism.			
Outcome of the course At the end of the course, the student is able to interpret different strategies of e-business in tourism, create plans for managing e-business in tourism, develop strategies for mobile business, evaluate different Internet payment systems in tourism, integrate different e-services in the tourism sector and evaluate the factors that affect the success of e-business in tourism.			
Course content <i>Theoretical classes</i> Introduction to E-Commerce. The importance of e-commerce in tourism. E-commerce models. E-commerce infrastructure. E-environment. E-business strategies. Organizational structures for e-commerce. Project management in e-business. E-commerce. E-Procurement and Supply Chain Management. Payment systems on the Internet. Customer relationship management. E-services. Mobile business. The Sharing Economy. E-business in tourism in Serbia. Directions for the development of e-commerce in tourism. <i>Practical classes</i> Practical introduction to the most important electronic technologies in the business of tourism companies. Mastering the work in several software (<i>Microsoft Project</i> , <i>Microsoft Dynamics</i> 365). Preparation for the presentation of a seminar paper.			
Literature <i>Basic literature:</i> 1 . Radenković, B., Despotović-Zrakić, M., Bogdanović, Z., Barać, D., Labus, A. (2015): Electronic Business. Faculty of Organizational Sciences. Belgrade. <i>Supplementary literature:</i> 1 . Stankov, U. (2020): E-tourism. University of Novi Sad, Faculty of Science, Department of Geography, Tourism and Hotel Management, Novi Sad. 2 . Xiang, Z. Fuchs, M., Gretzel, U., Höpken, W. (2022). Handbook of e-Tourism. Springer , Cham.			
Number of hours of active instruction: 6	Theoretical Teaching: 3	Practical classes: 2 + 1 + 0	
Teaching methods 1. Oral presentation method 2. Illustrative and demonstrative method (work on a computer)			
Proficiency assessment (maximum number of points 100)			
Pre-examination obligations	Points	Final exam	Points
activity during the lecture	5	Written exam	30-45
Practical classes	5	oral exam	-
colloquium	40	
Seminars	5		