

TP0078: E-BUSINESS AND INNOVATION IN TOURISM ORGANIZATIONS AND ENTERPRISES

COURSE OUTLINE

GENERAL

SCHOOL	Interdepartmental School		
ACADEMIC UNIT	Interdepartmental Course		
LEVEL OF STUDIES	Postgraduate Course		
COURSE CODE	TP0078	SEMESTER	A
COURSE TITLE	e-Business and Innovation in Tourism Organizations and Enterprises		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
LECTURES	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Special background		
PREREQUISITE COURSES:	No		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek (see Student Performance Evaluation section regarding English as assignment and evaluation language)		
IS THE COURSE OFFERED TO	YES		

ERASMUS STUDENTS	
COURSE WEBSITE (URL)	https://tourism- pms.aegean.gr/index.php/spoudes/mathimata

LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
<p>The module defines the meaning and scope of e-business and innovation in tourism. All aspects of e-business are discussed in detail and the concepts of innovation and creativity are examined as core strategic component for sustainable development. The module focuses in strategies, methods and tools for adoption of digital innovations. Selected case studies are analyzed, and practical do's and don'ts highlighted. Current and future trends in technology and research are presented and discussed.</p> <p>Successful completion of the module will improve the following cognitive skills of the students:</p> <ul style="list-style-type: none"> - Obtaining extensive knowledge regarding the role and importance of information and communication technologies (ICT) for contemporary tourism enterprises, tourists, and the market in general. - Developing understanding and critical thinking regarding the suitability, the benefits and the limitations of technology for current and future applications. - Developing management skills and capability to recognize opportunities to improve tourism services through innovative use of ICT - Gaining knowledge regarding the limitations and challenges associated with introduction and adoption of technological innovations by organizations, enterprises and tourists. - Developing the necessary capability to recognize, evaluate, analyze and solve

complex business problems and apply theoretical background in real-world situations.

- Developing the skills to create an integrated e-business plan, from the conception of an innovative digital idea, to the practical details of ICT introduction and utilization.
- Developing the skills to assess the viability of an e-business proposal regarding the role and potential of ICT
- Developing the skills to evaluate business proposals
- Developing the skills to self-evaluate business ideas and plans
- Developing leadership skills, from innovative creative thinking to effective and successful communication and presentation of business ideas that inspire stakeholders.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
	<i>Respect for difference and multiculturalism</i>
<i>Adapting to new situations</i>	<i>Respect for the natural environment</i>
<i>Decision-making</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Working independently</i>	<i>Criticism and self-criticism</i>
<i>Team work</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an international environment</i>	<i>.....</i>
<i>Working in an interdisciplinary environment</i>	<i>Others...</i>
<i>Production of new research ideas</i>	<i>.....</i>

Information search, processing and analysis, use of technology tools

Identification and adaptation to new conditions and situations

Decision making

Autonomous work

Team work and cooperation

Creation of new business and research ideas

Design and management of projects

Development of social, business, and personal ethics and responsibility

Evaluation of projects, criticism and self-assessment

Free, creative and productive approach and thinking

SYLLABUS

Module Contents (Syllabus):

- Introduction, the concept of e-business, module description, contents and processes, educational tools and methods
- Modern tourism and e-business, technological advances
- e-business models
- e-business systems
- e-business marketing (digital marketing)
- Innovation and creativity
- Special e-business issues and topics
- e-business strategies and tools
- Business plan (for e-business)
- Latest research and innovations in the field of e-business in tourism, future trends
- Selected cases and specific applications (adjusted to class needs)
- Guidance for business problem solving, report writing and presentation of ideas
- Guidance for e-business plan creation, practical issues

TEACHING and LEARNING METHODS - EVALUATION

<p style="text-align: center;">DELIVERY</p> <p><i>Face-to-face, Distance learning, etc.</i></p>	<ul style="list-style-type: none"> • Face to face • Synchronous distance learning • Asynchronous distance learning 	
<p style="text-align: center;">USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</p> <p><i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<ul style="list-style-type: none"> • Use of ICT in teaching, through a fully interactive digital learning environment • Lectures with digital slides on synchronous distance-learning platform (virtual/ digital classroom) • Communication and information exchange based on asynchronous distance learning platform and through conventional digital communication means (skype, e-mail etc.) • Upload of lectures with complete digitized content for self-study and content understanding by students. • Upload of curriculum, information, guides, lecture slides and other module material in asynchronous distance learning platform • Guidance to students regarding utilization of described methods and technologies, interactive student project presentations with digital distance learning means. 	
<p style="text-align: center;">TEACHING METHODS</p> <p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational</i></p>	<p><i>Activity</i></p>	<p><i>Semester workload</i></p>
	Lectures	30
	Assignments	81
	Self-study	39
	Course total	150

<p><i>visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	
<p>STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>Student performance is evaluated based on the following:</p> <ul style="list-style-type: none"> • Bibliographic research (literature review) and creation of source collections: 10% • Tourism destination research (primary, macro or micro oriented), analysis and presentation of conclusions: 40% • Creation of e-business plan (innovative start-up or organization enhancement) and presentations: 40% • Problem solving during lectures, critical thinking and creative contribution, additional assignments and activities: 10% <p>Evaluation and feedback in Greek. Written assignments also accepted in English (feedback in Greek or English).</p>

ATTACHED BIBLIOGRAPHY

<p>- Suggested bibliography:</p> <ul style="list-style-type: none"> • A variety of scientific papers, technical articles, reports and other very recent sources is given as reference to the students during each lecture, for

further information and study. The collection and presentation of the sources is dynamic and completed during the whole semester; adjusted to the needs of the module and the students of the class. Additionally, an extensive bibliographical collection with approximately 200 recent widely acknowledged scientific articles is given to the students in order to support their business plan assignment. The collection is annually updated.

- Main reference library:

1. e-Business models

(37 sources)

1. Achtenhagen, L., Melin, L., & Naldi, L. (2013). Dynamics of business models—strategizing, critical capabilities and activities for sustained value creation. *Long range planning*, 46(6), 427-442.
2. Aithal, P. S. (2016). A Review on various E-business and M-business models & Research Opportunities. *International Journal of Management, IT and Engineering*, 6(1), 275-298.
3. Amit, R., & Zott, C. (2001). Value creation in e-business. *Strategic management journal*, 22(6-7), 493-520.
4. Aquilani, B., Serpico, E., Silvestri, C., & Ruggieri, A. (2015). Offline and online customer satisfaction in B2C markets: Towards an overall customer satisfaction framework. In *Handbook of Research on Managing and Influencing Consumer Behavior* (pp. 311-364). IGI Global.
5. Baden-Fuller, C., & Haefliger, S. (2013). Business models and technological innovation. *Long range planning*, 46(6), 419-426.
6. Berre, A. J., de Man, H., Lew, Y., Elvesæter, B., & Ursin-Holm, B. M. (2013). Open business model, process and service innovation with VDML and ServiceML. In *Enterprise Interoperability: Research and Applications in Service-oriented Ecosystem* (Proceedings of the 5th International IFIP Working Conference IWIE 2013) (Vol. 10, p. 127). John Wiley & Sons.
7. Brzozowska, A., & Bubel, D. (2015). E-business as a new trend in the economy. *Procedia Computer Science*, 65, 1095-1104.
8. Cao, K., & Yang, Z. (2016). A study of e-commerce adoption by tourism websites in China. *Journal of Destination Marketing & Management*, 5(3), 283-289.

9. Casadesus-Masanell, R., & Ricart, J. E. (2010). From strategy to business models and onto tactics. *Long range planning*, 43(2-3), 195-215.
10. Čiarnienė, R., & Stankevičiūtė, G. (2015). Theoretical framework of e-business competitiveness. *Procedia-Social and Behavioral Sciences*, 213, 734-739.
11. Dubosson-Torbay, M., Osterwalder, A., & Pigneur, Y. (2002). E-business model design, classification, and measurements. *Thunderbird International Business Review*, 44(1), 5-23, John Wiley & Sons, Inc.
12. Escobar-Rodríguez, T., & Carvajal-Trujillo, E. (2014). Online purchasing tickets for low cost carriers: An application of the unified theory of acceptance and use of technology (UTAUT) model. *Tourism Management*, 43, 70-88.
13. Ford, C. (2013, September). Smartphone apps on the mobile web: an exploratory case study of business models. In *Third Annual International Conference on Engaged Management Scholarship*, Atlanta, Georgia, 3(1), 1-25..
14. Gorevaya, E., & Khayrullina, M. (2015). Evolution of business models: past and present trends. *Procedia Economics and Finance*, 27, 344-350.
15. Guo, L., Wei, Y. S., Sharma, R., & Rong, K. (2017). Investigating e-business models' value retention for start-ups: the moderating role of venture capital investment intensity. *International Journal of Production Economics*, 186, 33-45.
16. Guo, Z. (2016). A literature review of representation models of e-business models from the perspective of value creation. *American Journal of Industrial and Business Management*, 6, 129-135.
17. Heikinniemi, I., 2019. *Business Model Development for E-commerce Initiative*, Metropolia University of Applied Sciences, Helsinki.
18. Iizuka, K., Iizuka, Y., & Suematsu, C. (2013). E-business process modeling issues: From the viewpoint of inter-organizational process efficiency and information sharing. *Procedia Computer Science*, 22, 820-827.
19. Langvinienė, N., & Daunoravičiūtė, I. (2015). Factors influencing the success of business model in the hospitality service industry. *Procedia-Social and Behavioral Sciences*, 213, 902-910.
20. Li, W., & Dai, Y. (2015). Research on Value Evaluation of E-commerce Business Model. In *KES*, 60 1328-1336).

21. Lund, M., & Nielsen, C. (2014). The evolution of network-based business models illustrated through the case study of an entrepreneurship project. *Journal of Business Models*, 2(1), 105-121.
22. Matteo, C., 2019. "E-business evolution: an analysis of mobile applications' business models", *Technology Analysis & Strategic Management*, 32(1) ,88-103
23. Phillips, P. A., & Wright, C. (2009). E-business's impact on organizational flexibility. *Journal of Business Research*, 62(11), 1071-1080.
24. Raguseo, E., Neirotti, P., & Paolucci, E. (2017). How small hotels can drive value their way in infomediation. The case of 'Italian hotels vs. OTAs and TripAdvisor'. *Information & Management*, 54(6), 745-756.
25. Ricart, J., & Casadesus-Mananell, R. (2009). From strategy to business models and to tactics. *Harvard Business School*, 1-43.
26. Ritala, P., Golnam, A., & Wegmann, A. (2014). Coopetition-based business models: The case of Amazon. com. *Industrial Marketing Management*, 43(2), 236-249.
27. Roma Strulak-Wójcikiewicz, N. W. ł. H., 2020. Science Direct-"Applying the Business Model Canvas to Design the E-platform for Sailing Tourism", *Procedia Computer Science*, 176, 1643-1651
28. Soteriades, M., Aivalis, C., & Varvaressos, S. (2004). E-marketing and E-commerce in the Tourism Industry: A Framework to Develop and Implement Business Initiative, 158, *Tourism Today*.
29. Stephan Reinhold , Florian J. Zach, Christian Laesser, 2020. E-Business Models in Tourism, *Handbook of e-Tourism*, 1-30
30. Teece, D. J. (2018). Business models and dynamic capabilities. *Long Range Planning*, 51(1), 40-49.
31. Veit, D., Clemons, E., Benlian, A., Buxmann, P., Hess, T., Kundisch, D., ... & Spann, M. (2014). Business models. *Business & Information Systems Engineering*, 6(1), 45-53.
32. Wirtz, B. W., Pistoia, A., Ullrich, S., & Göttel, V. (2016). Business models: Origin, development and future research perspectives. *Long range planning*, 49(1), 36-54.
33. Zhu, Z., Zhao, J., Tang, X., & Zhang, Y. (2015). Leveraging e-business process for business value: A layered structure perspective. *Information & Management*, 52(6), 679-691.

34. Κακούρης Α. (2013), Ηλεκτρονική Επιχειρηματικότητα: e-Επιχειρείν, Υπουργείο Παιδείας και Θρησκευμάτων, Γενική Γραμματεία Δια Βίου Μάθησης, Εκπαιδευτικό υλικό για τα κέντρα δια βίου μάθησης, σελίδες 1-82

35. 2. Somboonvechakarn, C., Taiphapoon, T., Anuntavoranich, P., & Sinthupinyo, S. (2022). Communicating innovation and sustainability in family businesses through successions. *Heliyon*, 8(12), e11760.

36. Soteriades, M., Aivalis, C., & Varvaressos, S. (2004). E-marketing and E-commerce in the Tourism Industry: A Framework to Develop and Implement Business Initiatives. *Tourism Today* *Tourism Today*.

37. Teece, D. J. (2018). Business models and dynamic capabilities. *Long Range Planning*, 51(1), 40-49.

II. E-Business Systems

(25 sources)

1. Azevedo, P. S., Azevedo, C., & Romão, M. (2014). Application Integration: Enterprise Resource Planning (ERP) Systems in the Hospitality Industry. A Case Study in Portugal. *Procedia Technology*, 16, 52-58.

2. Azevedo, P. S., Azevedo, C., & Romão, M. (2013). ERP Systems in the hospitality industry: value creation and critical success factors. *Egitania Scientia*, 5-18.

3. Azevedo, P. S., Romão, M., & Rebelo, E. (2014). Success factors for using ERP (Enterprise Resource Planning) systems to improve competitiveness in the hospitality industry. *Tourism & Management Studies*, 10, 165-168.

4. Azevedo, P. S., Romão, M., & Rebelo, E. (2012). Advantages, limitations and solutions in the use of ERP systems (enterprise resource planning)–A case study in the hospitality industry. *Procedia Technology*, 5, 264-272.

5. Daghfous, A., & Barkhi, R. (2009). The strategic management of information technology in UAE hotels: An exploratory study of TQM, SCM, and CRM implementations. *Technovation*, 29(9), 588-595.

6. Dima, I. C., Ţenescu, A., & Bosun, P. (2014). Informational Stocks and e-Logistic Management of a Tourism Company. *International Letters of Social and Humanistic Sciences (ILSHS)*, 16, 75-85.

7. Garrido-Moreno, A., Lockett, N., & García-Morales, V. (2014). Paving the way for CRM success: The mediating role of knowledge management and organizational commitment. *Information & Management*, 51(8), 1031-1042.
8. James, A. (2015). Optimisation, security, privacy and trust in e-business systems. *Journal of Computer and System Sciences*, 81(6), 941-942.
9. Li, L., & Law, R. (2012). Technology-mediated management learning in hospitality organisations. *International Journal of Hospitality Management*, 31(2), 451-457.
10. Li, Z., & Xi, Z. W. (2012). Integration with JavaEE framework to build tourism e-business system. In *Advanced Technology in Teaching* (pp. 197-204). Springer, Berlin, Heidelberg.
11. Luck, D., & Lancaster, G. (2013). The significance of CRM to the strategies of hotel companies. *Worldwide hospitality and tourism themes*, 5(1), 55-66.
12. Madanhire, I., & Mbohwa, C. (2016). Enterprise resource planning (ERP) in improving operational efficiency: Case study. *Procedia CIRP*, 40, 225-229.
13. Mohammed, N. U. (2012). Customer relationship management in hospitality sector. *Journal of good governance and sustainable development*, 1(1), 40-47.
14. Muneta Aramendia, M. E., & Ollo López, A. (2013). ICT Impact on tourism industry. *International Journal of Management Cases 2013* 15 (2): 87-98.
15. Oltean, F. D., Gabor, M. R., & Conțiu, L. C. (2014). Relation between information technology and performance: An empirical study concerning the hotel industry in Mures County. *Procedia Economics and Finance*, 15, 1535-1542.
16. Pitoska, E. (2013). E-tourism: The use of internet and information and communication technologies in tourism: The case of hotel units in peripheral areas. *Tourism in Southern and Eastern Europe*, 335-344.
17. Ruiz-Molina, M. E., Gil-Saura, I., & Moliner-Velázquez, B. (2010). Good environmental practices for hospitality and tourism. *Management of Environmental Quality: An International Journal*.
18. Samaniotis C., Wright G., Niros A., Niros M., & Qing S. D. (2017). Antecedents of purchase intentions in growing and declining markets: empirical evidence from China and Greece. Paper presented at the 5th International Conference on Contemporary Marketing Issues (ICCMi 2017), June 21-23, Thessaloniki, Greece, p.p. 384-390

19. Shadrack Katuu (2020) Enterprise Resource Planning: Past, Present, and Future, *New Review of Information Networking*, 25:1, 37-46
20. Sigala, M. (2005). Integrating customer relationship management in hotel operations: managerial and operational implications. *International Journal of Hospitality Management*, 24(3), 391-413.
21. Stipanović, C., & Rudan, E. (2014). The new strategic orientation in innovating hospitality logistics system. *Tourism and hospitality management*, 20(2), 195-206.
22. Wang, S., Li, L., Wang, K., & Jones, J. D. (2012). e-Business systems integration: a systems perspective. *Information Technology and Management*, 13(4), 233-249.
23. Li, Z., & Xi, Z. W. (2012). Integration with JavaEE framework to build tourism e-business system. In *Advanced Technology in Teaching* (pp. 197-204). Springer, Berlin, Heidelberg.
24. Γκιτσάλης, Ν. Π. (2009). Διεπιχειρησιακά συστήματα ηλεκτρονικού επιχειρείν με χρήση υπηρεσιών διαδικτύου.
25. Μητάκος, Θ. (2015). Πληροφοριακά Συστήματα Διοίκησης [ηλεκτρ. βιβλ.]. Αθήνα: Σύνδεσμος Ελληνικών Ακαδημαϊκών Βιβλιοθηκών. Διαθέσιμο στο: <http://hdl.handle.net/11419/74>, 8.

III. Digital marketing

(58 sources)

1. Abou-Shouk M., Soliman M.(2021), The impact of gamification adoption intention on brand awareness and loyalty in tourism: The mediating effect of customer engagement, *Journal of Destination Marketing & Management*
2. Aggarwa B., Kchitiz R., Supple M., Carlisle T., Villaruz T., (2015) Top Digital Marketing Trends for the Hospitality Industry.
3. Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7),1177-1190.
4. Arjita J., Sandeep P., (2019), Digital marketing: Concepts & Aspects, *International Journal of Advanced Research (IJAR)*, 7.2 260-266.

5. Aswathy, R. V., & Nair, V. R. (2020). A study on digital marketing and its impact. *Our Heritage*,68(30),7557-7561
6. Bovykina K., (2014) How Digital Marketing is Transforming the Tourism Industry
7. Camilleri, M., Camilleri, M. A., & Acocella. (2018). *Travel marketing, tourism economics and the airline product*. Springer International Publishing.
8. Castro, S., Silva, S. C., & Duarte, P. (2017). Do Digital Marketing really boost city tourism? Evidences from Porto's Experience. *European Journal of Applied Business and Management*, 3(3).
9. Chiang, C.-T. (2020), "Developing an eMarketing model for tourism and hospitality: a keyword analysis", *International Journal of Contemporary Hospitality Management*, Vol. 32 No. 10, pp. 3091-3114.
10. Choudhury, M., & Srikanth, I. G. (2014). A Comparative Study on E-Commerce Verses M-Commerce: The Future of Online Marketing'. Choudhury, M. & Srikanth, IG (2014), A Comparative Study On" E-Commerce Verses M-Commerce: The Future of Online Marketing", *National research Journal of Sales & Marketing Management*, 1(2)
11. Cimbaljević, M. (2015). Social media marketing in tourism and hospitality.
12. Dai, T., Hein, C., & Zhang, T. (2019). Understanding how Amsterdam City tourism marketing addresses cruise tourists' motivations regarding culture. *Tourism Management Perspectives*, 29, 157-165.
13. Das, B., & Subudhi, R. (2016). Engagement pattern of customers in digital & social media marketing: A study on effect of age group. *Parikalpana: KIIT Journal of Management*, 12(1)
14. De Pelsmacker, P., Van Tilburg, S., & Holthof, C. (2018). Digital marketing strategies, online reviews and hotel performance. *International Journal of Hospitality Management*, 72, 47-55
15. Derouiche M., (2014) E-marketing in the Hospitality Industry
16. Dolegaa L., Rowea F, Branaganb E. (2021) Going digital? The impact of social media marketing on retail website traffic, orders and sales, *Journal of Retailing and Consumer Services*
17. Eid, R., & El-Gohary, H. (2013). The impact of E-marketing use on small business enterprises' marketing success. *The Service Industries Journal*, 33(1), 31-50

18. El-Gohary, H. (2012). Factors affecting E-Marketing adoption and implementation in tourism firms: An empirical investigation of Egyptian small tourism organisations. *Tourism management*, 33(5), 1256-1269.
19. Fernández-Rovira, C. & Valdés, J. & Molleví, G. & Nicolas-Sans, R. (2021), The digital transformation of business, Towards the datafication of the relationship with customers, *Technological Forecasting and Social Change*, Vol. 162 No. 1, pp. 1-12.
20. Gerrikagoitia, J. K., Castander, I., Rebón, F., & Alzua-Sorzabal, A. (2015). New trends of Intelligent E-Marketing based on Web Mining for e-shops. *Procedia-Social and Behavioral Sciences*, 175(1), 75-83.
21. Goneos-Malka, A., Grobler, A., & Strasheim, A. (2013). Suggesting new communication tactics using digital media to optimize postmodern traits in marketing. *Communicatio*, 39(1), 122-143.
22. Grace O., (2014) Effective marketing strategies for the hospitality industry
23. Gul Gilal F. ,Paul J.,Gul Gilal N. ,Gul Gilal R. (2021) , The Role of Organismic Integration Theory in Marketing Science: A Systematic Review and Research Agenda , *European Management Journal*
24. Hallikainen, H., & Laukkanen, T. (2018). National culture and consumer trust in e-commerce. *International Journal of Information Management*, 38(1), 97-106.
25. Harvey B., (2016) Digital Marketing Strategy Conference: Using Personalization to Disrupt the Market”
26. Jimura, Takamitsu & Lee, Timothy. (2020), The impact of photographs on the online marketing for tourism: The case of Japanese-style inns, *Journal Of Vacation Marketing*. Vol. 26 No. 3, pp. 354-364.
27. Jung, T. H., Ineson, E. M., & Green, E. (2013). Online social networking: Relationship marketing in UK hotels. *Journal of Marketing Management*, 29(3-4), 393-420.
28. Kannan, P. K. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22-45.
29. Kasambu, N., & Sritharan, R. (2020). A STUDY ON PROBLEMS AND PROSPECTS OF E-MARKETING. *Studies in Indian Place Names*, 40(3), 3447-3456

30. Kavoura, A., & Stavrianea, A. (2014). Economic and social aspects from social media's implementation as a strategic innovative marketing tool in the tourism industry. *Procedia Economics and Finance*, 14, 303-312.
31. Ketter, E., & Avraham, E. (2021) #StayHome today so we can #TravelTomorrow: tourism destinations' digital marketing strategies during the Covid-19 pandemic. *Journal of Travel & Tourism Marketing*, 38(8), 819-832.
32. Kim, S. S., & Wang, D. (2019). Preface to journal of travel & tourism marketing special issue on future of tourism marketing. *Journal of Travel and Tourism Marketing*, 36(7).
33. Kladou, S., & Mavragani, E. (2015). Assessing destination image: An online marketing approach and the case of TripAdvisor. *Journal of Destination Marketing & Management*, 4(3), 187-193..
34. Kumar R., (2014), *Digital Marketing Resolutions for Hospitality Industry: A strategic approach*
35. Labanauskaitė, D., Fiore, M., & Stašys, R. (2020). Use of E-marketing tools as communication management in the tourism industry. *Tourism Management Perspectives*, 34, pp.1-8..
36. Leeflang, P. S., Verhoef, P. C., Dahlström, P., & Freundt, T. (2014). Challenges and solutions for marketing in a digital era. *European management journal*, 32(1), 1-12.
37. Li, L., and Zhang, J. (2021) Research and Analysis of an Enterprise E-Commerce Marketing System Under the Big Data Environment. *Journal of Organizational and End User Computing (JOEUC)*, 33(6), 19.
38. Lin, H. & Han, X. & Lyu, T. & Ho, W. & Xu, Y. & Hsieh T. & Zhu, L. & Zhang L. (2020). Task-technology fit analysis of social media use for marketing in the tourism and hospitality industry: a systematic literature review. *Analysis of social media use for marketing*, Vol. 32 No. 8, pp. 2677-2715
39. Mariani, M. M., Di Felice, M., & Mura, M. (2016). Facebook as a destination marketing tool: Evidence from Italian regional Destination Management Organizations. *Tourism management*, 54, 321-343.
40. Minazzi, R., & Lagrosen, S. (2013). Investigating social media marketing in the hospitality industry: Facebook and European hotels. In *Information and Communication Technologies in Tourism 2014* (pp. 145-157). Springer, Cham.

41. Miquel-Romero, M. J., & Adame-Sánchez, C. (2013). Viral marketing through e-mail: the link company-consumer. *Management Decision*.
42. Morris, N. (2009). Understanding digital marketing: marketing strategies for engaging the digital generation
43. Neha A., (2017) Use smart data marketing to maximize your hotel bookings
44. Olsona, E. & Olson, K. & Czaplewskia, A. & Keya, T. (2021). Business strategy and the management of digital marketing, *Business Horizons*, pp. 275-283
45. Ponzoa, J. & Erdmann, A. (2021), E-Commerce Customer Attraction: Digital Marketing Techniques, Evolution and Dynamics across Firms, *Journal of Promotion Management*, pp. 1-19.
46. Purba, M.I., Simanjutak, D. C. Y., Malau, Y. N., Sholihat, W., Ahmadi, E. A. (2021) The effect of digital marketing and e-commerce on financial performance and business sustainability of MSMEs during COVID-19 pandemic in Indonesia. *International Journal of Data and Network Science*, 5(3), 275-282.
47. Saura, J.R. (2021). Using Data Sciences in Digital Marketing: Framework, methods, and performance metrics. *Journal of Innovation & Knowledge*, 6(2), 92-102.
48. Semeradova, T., & Vávrová, J. N. (2016). Using a systemic approach to assess Internet marketing communication within hospitality industry. *Tourism Management Perspectives*, 20, 276-289
49. Shirisha, M. (2018). Digital Marketing Importance in the New Era. *International Journal of Engineering Technology Science and Research*, 5(1)
50. Siakali M., Masouras A. & Papademetriou C., (2017) E-Marketing in Hospitality Industry: Foundations and Strategies, *International Journal of Management and Business Studies*, , Vol. 7, pp. 50- 54
51. Sigala M., Haller C. (2019) The Impact of Social Media on the Behavior of Wine Tourists: A Typology of Power Sources In: Sigala M., Robinson R. (eds) *Management and Marketing of Wine Tourism Business*. Palgrave Macmillan, Cham, pp 139-154
52. Skudiene, V., Auruskeviciene, V., & Sukeviciute, L. (2015). Internationalization model revisited: e-marketing approach. *Procedia-Social and Behavioral Sciences*, 213, 918-924.
53. Smith, K. T. (2011). Digital marketing strategies that Millennials find appealing, motivating, or just annoying. *Journal of Strategic marketing*, 19(6), 489-499.

54. Sullivan, Y. W., & Kim, D. J. (2018). Assessing the effects of consumers' product evaluations and trust on repurchase intention in e-commerce environments. *International Journal of Information Management*, 39, 199-219.

55. Tan, G. W. H., Lee, V. H., Hew, J. J., Ooi, K. B., & Wong, L. W. (2018). The interactive mobile social media advertising: An imminent approach to advertise tourism products and services?. *Telematics and Informatics*, 35(8), 2270-2288

56. Tsourgiannis, L. and Valsamidis, S. (2019), "Digital marketing in tourism: why Greek tourists use digital marketing applications like Airbnb", *International Journal of Culture, Tourism and Hospitality Research*, Vol. 13 No. 4, pp. 473-486.

57. Vaughan P., *The essential step-by-step guide to internet marketing*, Hubspot

58. Woodcock, M. D. S. N. D. (2014). *Journal of Research in Interactive Marketing*. *Marketing*, 8(1), 4-17

IV. General and Special Topics

(28 sources)

1. Akhtar, N., Khan, N., Mahroof Khan, M., Ashraf, S., Hashmi, M. S., Khan, M. M., & Hishan, S. S. (2021). Post-COVID 19 tourism: will digital tourism replace mass tourism?. *Sustainability*, 13(10), 5352.

2. Andreu, L., Aldás, J., Bigné, J. E., & Mattila, A. S. (2010). An analysis of e-business adoption and its impact on relational quality in travel agency-supplier relationships. *Tourism Management*, 31(6), 777-787.

3. Arenas, Alvaro (2019) "How does IT affect design centricity approaches: Evidence from Spain's smart tourism ecosystem", *International Journal of Information Management*, 45 pp.149-162

4. Bigne, E., Nicolau, J. L., & William, E. (2021). Advance booking across channels: The effects on dynamic pricing. *Tourism Management*, 86, 104341.

5. Carlisle, S., Ivanov, S., & Dijkmans, C. (2021). The digital skills divide: evidence from the European tourism industry. *Journal of Tourism Futures*.

6. Casadesus-Masanell, Ramon, and Joan Enric Ricart. "From strategy to business models and onto tactics." *Long range planning* 43.2 (2010): 195-215.

7. Da Silva A., Da Rocha H. "M-Travelling: Mobile Applications in Tourism". 5(2012): 618-629
8. Fusté-Forné, F., & Jamal, T. (2021). Co-creating new directions for service robots in hospitality and tourism. *Tourism and Hospitality*, 2(1), 43-61.
9. Grant, Kevin, et al. "'Risky business': Perceptions of e-business risk by UK small and medium sized enterprises (SMEs)." *International Journal of Information Management* 34.2 (2014): 99-122.
10. Hamid, R. A., Albahri, A. S., Alwan, J. K., Al-Qaysi, Z. T., Albahri, O. S., Zaidan, A. A., ... & Zaidan, B. B. (2021). How smart is e-tourism? A systematic review of smart tourism recommendation system applying data management. *Computer Science Review*, 39, 100337.
11. Huang D., Goo J., Nam K., Yoo C., "Smart tourism technologies in travel planning: The role of exploration and exploitation." (2016)
12. Huang D., Backman K., Backman S., Chang L. "Exploring the implications of Virtual Reality Technology in Tourism Marketing: An integrated research framework". 18(2016) : 116-128
13. Ifinedo, Princely. "An empirical analysis of factors influencing Internet/e-business technologies adoption by SMEs in Canada." *International Journal of Information Technology & Decision Making* 10.04 (2011): 731-766.
14. Jing, Qi, et al. "Security of the internet of things: Perspectives and challenges." *Wireless Networks* 20.8 (2014): 2481-2501.
15. Kloch, Christian, Ebbe B. Petersen, and Ole Brun Madsen. "Cloud based infrastructure, the new business possibilities and barriers." *Wireless Personal Communications* 58.1 (2011): 17-30.
16. Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism management*, 29(3), 458-468.
17. Molz Germann J. "Social Networking Technologies and the moral economy of alternative tourism: The case of couchsurfing.org" 43 (2013): 210-230
18. Oliveira, Tiago, and Maria F. Martins. "Understanding e-business adoption across industries in European

19. Papatheodorou, A. (2021). A review of research into air transport and tourism: Launching the Annals of Tourism Research Curated Collection on Air Transport and Tourism. *Annals of Tourism Research*, 87, 103151.
20. Rehman, S. U., Elrehail, H., Alshwayat, D., Ibrahim, B., & Alami, R. (2023). Linking hotel environmental management initiatives and sustainable hotel performance through employees' eco-friendly behaviour and environmental strategies: a moderated-mediated model. *European Business Review* 35 (2), pp. 184-201.
21. Sigala, M., 2018. New technologies in tourism: From multi-disciplinary to anti-disciplinary advances and trajectories. *Tourism Management Perspectives*, 25, pp. 151-155.
22. Taylor, Michael, and Andrew Murphy. "SMEs and e-business." *Journal of small business and enterprise development* 11.3 (2004): 280-289.
23. Tiago, F., Gil, A., Stemberger, S., & Borges-Tiago, T. (2021). Digital sustainability communication in tourism. *Journal of Innovation & Knowledge*, 6(1), 27-34.
24. Tribe, J., & Paddison, B. (2023). Critical tourism strategy. *Annals of Tourism Research*, 98, 103511.
25. Ukpabi, Dandison C., and Heikki Karjaluoto. "Consumers' acceptance of information and communications technology in tourism: A review." *Telematics and Informatics* 34.5 (2017): 618-644.
26. Varnali, Kaan, and AysEgÜL Toker. "Mobile marketing research: The-state-of-the-art." *International Journal of Information Management* 30.2 (2010): 144-151.
27. Xinping S., Ziqi L., (2015). Inter-firm dependence, inter-firm trust, and operational performance: The mediating effect of e-business integration. *Information & Management*. Vol. 52, pp. 943 – 950.
28. Zhu, Z. & Lin, S.-f., 2018. Understanding entrepreneurial perceptions in the pursuit of emerging e-business opportunities: The dimensions and drivers. *Computers in Human Behavior*, pp. 1-10.

V. Destination Management and ICT

(50 sources)

1. Almeida-Santana, A., & Moreno-Gil, S. (2017). New trends in information search and their influence on destination loyalty: Digital destinations and relationship marketing. *Journal of destination marketing & management*, 6(2), 150-161.
2. Amparo Cervera-Tauleta Carmen Pérez-Cabañero, Walesska Schlesinger (2019). Experience management as an innovative approach in emerging Mediterranean destinations. *Journal of Business Research*, volume 101, pages 536-547.
3. Avila-Robinson, A., & Wakabayashi, N. (2018). Changes in the structures and directions of destination management and marketing research: A bibliometric mapping study, 2005–2016. *Journal of Destination Marketing & Management*, 10, 101-111.
4. Avraham, E. (2016). Destination marketing and image repair during tourism crises: The case of Egypt. *Journal of Hospitality and Tourism Management*, 28, 41-48.
5. Bassano, C., Barile, S., Piciocchi, P., Spohrer, J. C., Iandolo, F., & Fisk, R. (2019). Storytelling about places: Tourism marketing in the digital age. *Cities*, 87, 10-20.
6. Berrozpe, A., Campo, S., & Yagüe, M. J. (2019). Am I Ibiza? Measuring brand identification in the tourism context. *Journal of Destination Marketing & Management*, 11, 240-250.
7. Bianchi, R. V., & de Man, F. (2021). Tourism, inclusive growth and decent work: A political economy critique. *Journal of Sustainable Tourism*, 29(2-3), 353-371.
8. Cartier, E. A., & Taylor, L. L. (2020). Living in a wildfire: The relationship between crisis management and community resilience in a tourism-based destination. *Tourism Management Perspectives*, 34, 100635.
9. Cervera-Taulet, A., Pérez-Cabañero, C., & Schlesinger, W. (2019). Experience management as an innovative approach in emerging Mediterranean destinations. *Journal of Business Research*, 101, 536-547.
10. Chi, H. K., Huang, K. C., & Nguyen, H. M. (2020). Elements of destination brand equity and destination familiarity regarding travel intention. *Journal of Retailing and Consumer Services*, 52.
11. Estêvão, J., Carneiro, M. J., & Teixeira, L. (2020). Destination management systems' adoption and management model: proposal of a framework. *Journal of Organizational Computing and Electronic Commerce*, 1-22.

12. Femenia-Serra, F., & Ivars-Baidal, J. A. (2021). Do smart tourism destinations really work? The case of Benidorm. *Asia Pacific journal of tourism research*, 26(4), 365-384.
13. Figueredo, M., Cacho, N., Thome, A., Cacho, A., Lopes, F., & Araujo, M. (2017, December). Using social media photos to identify tourism preferences in smart tourism destination. In *2017 IEEE International Conference on Big Data (Big Data)* (pp. 4068-4073). IEEE.
14. Filieri, R., Yen, D., & Yu, Q. (2021). #ILoveLondon: An exploration of the declaration of love towards a destination on Instagram. *Tourism Management* (85), 104291.
15. Franzoni, S., & Bonera, M. (2019). How DMO can measure the experiences of a large territory. *Sustainability*, 11(2), 492.
16. Galvez-Rodriguez, M. & Alonso-Canadas, J & Haro-de-Rosario, A. & Caba-Perez, C. (2020). Exploring best practices for online engagement via Facebook with local destination management organizations (DMOs) in Europe: A longitudinal analysis. *Tourism Management Perspectives*, 34, pp.1-11.
17. Gato, M., Dias, Á., Pereira, L., da Costa, R. L., & Gonçalves, R. (2022). Marketing communication and creative tourism: An analysis of the local destination management organization. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(1), 40.
18. Gössling, S., & Higham, J. (2021). The low-carbon imperative: Destination management under urgent climate change. *Journal of Travel Research*, 60(6), 1167-1179.
19. Hall, C. M., Higgins-Desbiolles, F., & Seyfi, S. *Tourism Management Perspectives Journal*.
20. Hardy, A., & Aryal, J. (2020). Using innovations to understand tourist mobility in national parks. *Journal of Sustainable Tourism*, 28(2), 263-283.
21. Hristov, D., Scott, N., & Minocha, S. (2018). Distributed leadership typologies in destination management organisations. *Tourism management perspectives*, 28, 126-143.
22. Ivars-Baidal, J. A., Celdrán-Bernabeu, M. A., Mazón, J. N., & Perles-Ivars, Á. F. (2019). Smart destinations and the evolution of ICTs: a new scenario for destination management? *Current Issues in Tourism*, 22(13), 1581-1600.

23. Jiménez-Barreto, J., Rubio, N., Campo, S., & Molinillo, S. (2020). Linking the online destination brand experience and brand credibility with tourists' behavioral intentions toward a destination. *Tourism Management*, 79, 104101.
24. Kim, K., Park, O. J., Yun, S., & Yun, H. (2017). What makes tourists feel negatively about tourism destinations? Application of hybrid text mining methodology to smart destination management. *Technological Forecasting and Social Change*, 123, 362-369.
25. Kozak, N. & Kozak, M. (2019). Social Media Usage Among Top European DMOs. *Tourist Destination Management*, 1, pp1-14.
26. Li, S. C., Robinson, P., & Oriade, A. (2017). Destination marketing: The use of technology since the millennium. *Journal of destination marketing & management*, 6(2), 95-102.
27. Li, S. C., Robinson, P., & Oriade, A. (2017). Destination marketing: The use of technology since the millennium. *Journal of destination marketing & management*, 6(2), 95-102.
28. Lin, L. P. L., Huang, S. C. L., & Ho, Y. C. (2020). Could virtual reality effectively market slow travel in a heritage destination?. *Tourism Management*, 78, 104027.
29. Lund, N. F., Cohen, S. A., & Scarles, C. (2018). The power of social media storytelling in destination branding. *Journal of destination marketing & management*, 8, 271-280.
30. Marasco, A., Buonincontri, P., van Inker, M., Orłowski, M., & Okumus, F. (2018). Exploring the role of next-generation virtual technologies in destination marketing. *Journal of Destination Marketing & Management*, 9, 138-148.
31. Marasco, A., Buonincontri, P., van Niekerk, M., Orłowski, M., & Okumus, F. (2020). How Effective are Virtual Reality Experiences as Destination Marketing Tools?. *Rosen Research Review*, 1(1), 9.
32. María del Mar Gálvez-Rodríguez, Juana Alonso-Cañadas, Arturo Haro-de-Rosario, Carmen Caba-Pérez (2020). Exploring best practices for online engagement via Facebook with local destination management organisations (DMOs) in Europe: A longitudinal analysis. *Tourism Management Perspectives*, Volume 34, 100636
33. Mariani, M. M., Di Felice, M., & Mura, M. (2016). Facebook as a destination marketing tool: Evidence from Italian regional Destination Management Organizations. *Tourism management*, 54, 321-343.

34. Marques, C., Vinhas da Silva, R., & Antova, S. (2021). Image, satisfaction, destination and product post-visit behaviours: How do they relate in emerging destinations? *Tourism Management* (85),104293
35. Michalkó, G., Irimiás, A., & Timothy, D. J. (2015). Disappointment in tourism: Perspectives on tourism destination management. *Tourism Management Perspectives*, 16, 85-91.
36. Murray, N., Lynch, P., & Foley, A. (2022). Strategic nets in tourism destinations: investigating the learning processes underpinning dynamic management capabilities. *Industrial Marketing Management*, 106, 363-375.
37. Narangajavana, Y., Callarisa Fiol, L., Moliner Tena, M., Rodríguez Artola, R., & Sánchez García, J. (2017). The influence of social media in creating expectations. An empirical study for a tourist destination. *Annals of Tourism Research* (65), pp. 60-70.
38. Okumus, B., & Cetin, G. (2018). Marketing Istanbul as a culinary destination. *Journal of Destination Marketing & Management*, 9, 340-346.
39. Pan, B., & Li, X. R. (2011). The long tail of destination image and online marketing. *Annals of Tourism Research*, 38(1), 132-152.
40. Pan, X., Rasouli, S., & Timmermans, H. (2021). Investigating tourist destination choice: Effect of destination image from social network members. *Tourism Management* (83), 104217
41. Pearce, D. G., & Schänzel, H. A. (2013). Destination management: The tourists' perspective. *Journal of Destination Marketing & Management*, 2(3), 137-145.
42. Pennington-Gray, L. (2018). Reflections to move forward: Where destination crisis management research needs to go. *Tourism management perspectives*, 25, 136-139.
43. Pino, G., Peluso, A. M., Del Vecchio, P., Ndou, V., Passiante, G., & Guido, G. (2019). A methodological framework to assess social media strategies of event and destination management organizations. *Journal of Hospitality Marketing & Management*, 28(2), 189-216.
44. Raun, J., Ahas, R., & Tiru, M. (2016). Measuring tourism destinations using mobile tracking data. *Tourism Management*, 57, 202-212.
45. Reinhold, S., Laesser, C., & Beritelli, P. (2018). The 2016 St. Gallen consensus on advances in destination management. *Journal of destination marketing & management*, 8, 426-431.

46. Sigala, M. & Robinson, R. (2019). *Wine Tourism Destination Management and Marketing*. Cham: Palgrave Macmillan.
47. Shu-pei, T. (2017). E-loyalty driven by website quality: The case of destination marketing organization websites. *Journal of Organizational Computing and Electronic Commerce* (27), pp. 2662-279.
48. Streimikiene, D., Svagzdiene, B., Jasinskas, E., & Simanavicius, A. (2021). Sustainable tourism development and competitiveness: The systematic literature review. *Sustainable development*, 29(1), 259-271.
49. Vassakis, K., Petrakis, E., Kopanakis, I., Makridis, J., & Mastorakis, G. (2019). Location-based social network data for tourism destinations. In *Big data and innovation in tourism, travel, and hospitality* (pp. 105-114). Springer, Singapore.
50. Villamediana-Pedrosa, J. D., Vila-Lopez, N., & Küster-Boluda, I. (2019). Secrets to design an effective message on Facebook: an application to a touristic destination based on big data analysis. *Current Issues in Tourism*, 22(15), 1841-1861.