

8. How can ICTs help to enhance the productivity, speed, interoperability, reliability, customer-orientation of a tourism business or tourism organisation?
9. Watch the video "Did you know?" Which trends mentioned are relevant for the tourism industry and why?
10. What incidents and developments could restrain the growth of e-Tourism for business to consumer (B2C) relationships?
11. Look at the definitions for „e-Tourism“. Do you think they fit for all businesses and applications in the tourism industry? Why, why not?
12. What is the difference between e-Business and e-Commerce? Support your answer with examples.
13. „Tourism is an information business and information is the lifeblood of tourism.“ (Pauline Sheldon, 1997) Do you agree with this statement? Why, why not?
14. The majority of tourists nowadays start their trip planning online with a search inquiry. Which online sources are there to find information about travel products and services?
15. The majority of tourists nowadays start their trip planning online with a search inquiry. Break down the entire customer journey from the start (search) to the end (after the trip). What are the stages and how can ICTs support travellers in each stage?
16. Look at the example of an e-Tourism value chain provided in the presentation. Think about your last trip or holiday and which services you used. How did your e-Tourism value chain look like before, during and after your trip or holiday?
17. Tourism is a vulnerable system. Which global or regional incidents might have a significant impact on tourism development?
18. Take your answers from question 20. How can ICTs help to compensate these effects?
19. Offline travel sales figures are still much higher than online travel sales. What are the pros and cons of either form of travel purchase (i.e. offline or online)?
20. The USA and Europe are the regions with the most developed and profitable travel industry, but the Asian-Pacific Region has the highest growth rate with respect to the revenues. What do you think are historical and current reasons for this situation?
21. The Online Travel Agency market is dominated by only a few big players (e.g. Expedia, Booking, Ebookers). What are advantages and disadvantages of such an oligopolistic market structure for both consumers as well as service providers?

22. What could be driving forces for increasing the internet penetration rate (and therefore the number of users) in a country?
23. What could be obstacles for increasing the internet penetration rate (and therefore the number of users) in a country?
24. What could be reasons for digital divide in the tourism industry (e.g. compare different types of accommodation providers, destinations, cultural sites)?
25. Visit tourism websites from various hotels. How and to what extent have they reacted to changes in the consumers' lifestyle and behaviour?
26. Visit tourism websites from various tourism destinations. How and to what extent have they have reacted to changes in the consumers' lifestyle and behaviour?
27. What is meant with the term "prosumer"? Support your answer with examples.
28. Why is the tourism industry considered to be "consumer-driven"? Support your answer with examples.
29. What are the key elements of an e-Business Model?
30. How can tourism businesses generate revenue through their websites? Support your answer with examples.
31. What are advantages and disadvantages of the five major online revenue models?
32. With regard to an e-Business model: What could be the value proposition for a hotel website?
33. With regard to an e-Business model: What could be the value proposition for an online travel agency?
34. With regard to an e-Business model: What could be the value proposition for a website of a destination management organisation (DMO)?
35. How can a tourism business identify its competitive advantage?
36. What are the 7 P's in the marketing mix? Select a tourism business or organisation of your choice (e.g. a specific hotel, destination, attraction etc.) and describe in detail how the 7 P's are implemented.
37. Take the same business or organisation like in question 43 and describe the marketing mix using the 7 C's. Where are similarities, where are differences?
38. During the early days of e-Commere, first-mover advantage was touted as one way to success. On the other hand, some suggest that being a market follower can yield rewards

as well. Which approach do you consider as being more successful – first mover or follower? Choose two tourism businesses that support your point.

39. What are the functional and technical requirements and success factors of a state-of-the-art hotel website which supports branding, online sales, customer relationship management, accessibility and findability?
40. Visit the websites of the last three hotels or accommodations you stayed at. What features and services do they offer on their websites, what is missing?
41. Take the hotels from question 48 and search for them in various online hotel booking platforms and compare the prices (for a specific time of stay). Have you found any price differences? What could be reasons for price differences? If there are no price differences, what could be reasons for this?
42. Analyse the business processes (internal & external) in a hotel. Which processes are usually supported by ICTs?
43. How can various distribution strategies increase the revenue for a hotel?
44. What are the advantages of direct and indirect room distribution for hotels?
45. Why should a hotel offer both, a non-binding booking request form and a real-time online booking engine on its website?
46. Select five or more hotel websites (ideally various categories and hotels from different countries) and compare them with regard to the possibility of directly booking rooms online. Is real-time online booking supported on the hotel website? If yes, which booking systems do the hotels use? If not, how else can customers make a room reservation?
47. What possibilities do hoteliers have to reach customers in new sources markets?
48. Which ICT applications and services can increase customer satisfaction in hotels?
49. Which factors should hotelier consider when they choose to cooperate with an online booking platform?
50. Why is not so easy to define a tourism destination? What do the given definitions have in common, what is different?
51. What is a destination management organisation (DMO)?
52. Who are the stakeholders in a tourism destination and what are their information needs?

53. What are the tasks of a DMO? Which relationships between the DMO and its stakeholders exist (b2c, b2b, b2g etc.)?
54. How can ICTs help a DMO to satisfy the information needs of its stakeholders?
55. The challenge for DMOs is to provide the Destination Management System (DMS) that will enable them to operate their complex business relationships with consumers, product suppliers, government and intermediaries in the most efficient and effective way. Which important tasks can be managed through a DMS?
56. Why might it be problematic for DMOs to engage in e-Commerce (e.g. direct bookings)?
57. What possibilities do DMOs have to engage in e-Commerce? Compare the pros and cons of various approaches.
58. What could be reasons for tourism suppliers not to integrate their inventory in a DMS?
59. Analyse the B2B subsites of various DMO websites: who are their major target groups?
60. Analyse the B2B subsites of various DMO websites: How is the content structured? What information is provided and what – in your opinion - is missing?
61. Why is it important for DMOs to implement a Marketing Information System?
62. What is the difference between operational and analytical Customer Relationship Management (CRM)?
63. In general, what possibilities do users have to compare prices for tourism products online and what are the positive and negative side effects for both the consumers and the suppliers of tourism products?
64. What is the function of a Global Distribution System and which ones do you know?
65. How can ICTs help Travel Agencies to avoid disintermediation? Visit the websites of 2 travel agencies and compare the products and services offered?
66. How can ICTs help Tour Operators to avoid disintermediation? Visit the websites of 2 tour operators and compare the products and services offered?
67. What are Meta Travel Search Engines and what are advantages and disadvantages for suppliers of tourism offers?
68. What are advantages and disadvantages of Meta Travel Search Engines for consumers?
69. Read the terms & conditions for hotel partners of OTA/IDS platforms (e.g. expedia, hrs, booking). In how far do they match or differ?

70. What are advantages and disadvantages of the reverse-auction pricing system (i.e. Priceline's Name Your Own Price) for hotel accommodation providers?
71. What are advantages and disadvantages of the reverse-auction pricing system (i.e. Priceline's Name Your Own Price) for consumers?
72. For which other travel products could the reverse-auction pricing system (i.e. Priceline's Name Your Own Price) be profitable, for which not?
73. Visit the website www.booking.com and carry out various hotel searches. Booking.com has become the market leader. What distinguishes booking.com from other booking platforms (e.g. HRS.com)?
74. Google offers the possibility to compare hotel rates and provides links to direct booking platforms by entering, for example, the search phrase „hotels in Vienna“, and thus has turned into a Meta Travel Search Engine. Carry out various search inquiries for hotels in Vienna (or elsewhere). How does Google differ from other Meta Travel Search Engines (e.g. trivago.com)? What are pros and cons of Google as a Meta Travel Search Engine?
75. What is meant with the „sharing economy“ and which companies are key players in the tourism industry?
76. In your opinion, why has the sharing economy gained such a high acceptance among consumers?
77. What are advantages of the sharing economy for consumers, services providers and the society?
78. What are disadvantages of the sharing economy for consumers, services providers and the society?
79. Have you already booked an accommodation via airbnb.com or couchsurfing.com? If yes, why and what was your experience? If not, why not and do you consider to try it in the near future?
80. What are advantages and disadvantages for services such as „eat with a local“ (e.g. www.eatwith.com) for consumers and for restaurants?
81. What are advantages and disadvantages for services such as private „Local Tour-guides“ (e.g. www.toursbylocals.com) for consumers and for professional tour guides?
82. Why is the sharing economy often called a „disruptive“ economy?
83. What is the difference between search engine optimisation and search engine marketing?

84. Through which measures can the position of a web page be improved in the organic search results in a search engine?
85. Why has search engine advertising become so popular among advertisers over the past 10 years?
86. What are the implications of the ad rank formula ($\text{Ad Rank} = \text{max. CPC} \times \text{Quality Score}$) for advertisers?
87. Which factors can influence the quality score of keywords and advertising texts in Google AdWords?
88. Which questions should be answered when planning a Search Engine Advertising campaign?
89. What matching options are there for keywords in Google AdWords?
90. What is meant with the „long tail“ of keywords and how can advertisers take advantage of it?
91. For which stages along the customer life cycle can email be used and how?
92. Which email newsletter subscription models are there, how do they work and what are their advantages and disadvantages for consumers and for providers?
93. What are the steps for planning and implementing an email newsletter campaign?
94. What are the characteristics of mobile services and how can tourism suppliers take advantage of these?
95. What technology is needed in order to identify the geographic location of an individual for providing location based services?
96. Which questions need to be answered when planning a mobile marketing strategy?
97. What should tourism suppliers consider before they decide upon a native web application?
98. What are the advantages and disadvantages of a mobile website version over a native app for a tourism business or a tourism organisation?
99. What is augmented reality and which tourism sectors could benefit the most from this technology?
100. How can quick response codes be used for increasing customer relationships in for example by a hotel, an airline, in a destination?