



National Kaohsiung University of Hospitality and Tourism

International Bachelor Program in Tourism Management (ITM)

Course Outline

Subject : 旅遊業電子商務及營收管理 E-Business
and Revenue Management in Tourism

Credit : 3

Course Hours : 3

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Teaching Purpose	This course will prepare the student to face the constantly evolving challenges and opportunities offered by digital technologies to the tourism industry.
Course Content	Overall, the course is structured in two blocks. The first one focuses on the foundations and state of the art of digital technologies applied in the tourism industry. The second (and practical) half of the course studies the application of such technologies for tourism management through the key functions of revenue management.
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