

week	date	time	topic
1	13.10.	14:00 - 15:30	Introduction and organizational issues
2	19.10.	12:15 - 13:45	eBusiness - QuoVadis?
	20.10.	14:15 - 15:45	Defining the business: fundamentals in strategy and business models
3	26.10.	12:15 - 13:45	Introduction: Group Assignments
	27.10.	14:15 - 15:45	Web quality management

week	date	time	topic	essays (group)	group presentation (group)
4	02.11.	12:15 - 13:45	The Tourism eBusiness Ecosystem and Global Distribution Systems	<ul style="list-style-type: none"> <li>Defining the tourism industry (8)</li> <li>Destination management: tasks and approaches (9)</li> </ul>	
	03.11.	14:15 - 15:45	Cybermediaries and the transformation of the value chain	<ul style="list-style-type: none"> <li>Multi-channel marketing in tourism (10)</li> <li>Dis-intermediation in tourism (11)</li> <li>Cybermediation in tourism (12)</li> </ul>	
5	09.11.	12:00 - 14:00	Research exercise		
	10.11.	14:15 - 15:45	Tourism products and services	<ul style="list-style-type: none"> <li>Service definition: tourism as experience good (13)</li> <li>The long tail phenomenon and tourism (14)</li> <li>Recommender systems in tourism (15)</li> </ul>	
6	16.11.	12:15 - 13:45			Tourism cases: group 1 - Hotel group 2 - Hotel search
	17.11.	14:15 - 15:45	The customer buying cycle and CRM	<ul style="list-style-type: none"> <li>Dystopian view of eBusiness/ eTourism (16)</li> <li>Utopian view of eBusiness/ eTourism (17)</li> </ul>	
7	23.11.	12:15 - 13:45			Tourism cases: group 3 - Specialist hotel offerings group 4 - Family Web sites
	24.11.	14:15 - 15:45	Prosuming and service configuration	<ul style="list-style-type: none"> <li>IT and service configuration (18)</li> <li>Digital divide and tourism (19)</li> <li>IT4development &amp; tourism (20)</li> </ul>	
8	30.11.	12:15 - 13:45	Guest lecture		
	01.12.	14:15 - 15:45			Tourism cases: group 5 - Electronic Travel Guide group 6 - Responsible/Eco tourism group 7 - Traditional Airline Alliance
9	07.12.	12:15 - 13:45	Guest lecture		
	08.12.	14:15 - 15:45			Tourism cases: group 8 - Low-cost Airline group 9 - Travel agency group 10 - Online travel Agency
10	04.01.	12:15 - 13:45	Content management	<ul style="list-style-type: none"> <li>Content licensing: Open Content and Creative Common License (21)</li> <li>IT and the security of (air-)travel (22)</li> <li>IT and data protection (1)</li> </ul>	

	05.01.	14:15 - 15:45			Tourism cases: group 11 - User generated content group 12 - Priceline other e-commerce case: group 13
11	11.01.	12:15 - 13:45	Revenue streams and pricing models	<ul style="list-style-type: none"> <li>• Pricing models for tourism products (2)</li> <li>• Biased listing (3)</li> <li>• Standardization in tourism: challenges and approaches (4)</li> </ul>	
12	19.01.	14:15 - 15:45	Service innovation	<ul style="list-style-type: none"> <li>• IT innovation in tourism: tourism as driver of IT innovation, open issues, major areas of innovation (5)</li> <li>• IT innovation in hotels (6)</li> <li>• Tourism 2.0 (7)</li> </ul>	
13	26.01.	<b>8:30 - 10:00 (Leo 18)</b>			other e-commerce case: group 14, group 15, group 16
	26.01.	<b>10:15 - 11:45 (Leo 18)</b>			other e-commerce case: group 17 business model: group 18, group 19
	26.01.	14:15 - 15:45 (Leo 1)			business model: group 20, group 21 scenario: group 22
14	01.02.	12:15 - 13:45	Summary & conclusion		
	02.02.	14:15 - 15:45	Summary & conclusion		