

## **Master of e-tourism Management**

### **Program objectives**

The e-tourism Management M.Sc. program aims to equip students with main e-tourism concepts. It gives students essentials to apply e-marketing at various tourism aspects, in order to achieve the best possible return on investment for tourism service providers, i.e. travel agencies, tourism companies, hotel facilities, and tourism authorities. Key theories and practices of tourism websites design, search engine optimization, and eCommerce models will be afforded to students. The e-tourism Management M.Sc. student will be qualified through a range of modules that combine carefully selected general subjects, which are divided between core and elective courses, in addition to research and practical applications in tourism.

**Duration:** four semesters including writing and examining students' master of research thesis.

### **Registration requirements:**

The applicant must have a bachelor's degree from one of the recognized universities inside or outside Egypt, which are related to tourism, information and communication technology, management, marketing, etc., or any other university qualification with a practical experience in the tourism sector and sufficient knowledge of English language according to the registration requirements.