

# CERTIFICATE OF ACCOMPLISHMENT

iversity hereby attests that according to the criteria set by the course instructor,

**Markus Zametter**

has successfully completed the following course:

## **eTourism: Communication Perspectives**

Introductory course in eTourism that equips learners with the awareness, knowledge and skills to understand ICTs and their influences in shaping tourism and hospitality from the communication science perspectives.

Timeframe: October 2015 to December 2015  
by Prof. Lorenzo Cantoni

**Grade: A**



---

PROF. LORENZO CANTONI



Università  
della  
Svizzera  
italiana

---

**About USI – Università della Svizzera italiana**  
USI – Università della Svizzera italiana is Switzerland's most international university. It is distinctive because of the originality of its degree curricula and areas of research, and provides a collegiate, dynamic, and multicultural atmosphere: a powerful magnet for motivated students and talented researchers.

**About iversity**  
iversity.org is a platform for online courses where instructors and universities from all over the world offer interactive academic courses. iversity ensures a high level of quality across its offerings in its effort to broaden the access to higher education online.



Please note:  
This certificate does not affirm that the student was enrolled at the mentioned institution(s) or confer any form of degree or credit.

## Holder of the Certificate

### 1.1 Family Name

Zametter

### 1.2 First Name

Markus

### 1.3 Date and Place of Birth

Undefined, Undefined

### 1.4 Student ID

0001876934

## General Information

### 2.1 Course Title

eTourism: Communication Perspectives

### 2.2 Course Of Study

Communications

### 2.4 Course Duration

8 weeks

### 2.5 Course Level

Introductory

### 2.6 Course Language

English

### 2.8 Course Workload

3-4h/week

### 2.3 Course Instructor(s)

Prof. Lorenzo Cantoni  
Dr. Nadzeya Kalbaska  
Dr. Elena Marchiori  
Dr. Silvia Matilde De Ascaniis

### 2.7 Course Organisations

USI — Università della Svizzera italiana

# Course Description

## 3.1 Course Content

- Chapter 1. Communication: an introduction to its nature and history (October 5-9, 2015)
- Chapter 2. The Online Communication Model (OCM) and the quality of online contents (October 12-16, 2015)
- Chapter 3. Usability analysis and web analytics (October 19-23, 2015)
- Chapter 4. Localization of online content (October 26-30, 2015)
- Chapter 5. B2B activities and eLearning within the hospitality and tourism domain (November 2-6, 2015)
- Chapter 6. User Generated Contents (UGCs) & Web 2.0 (November 9-13, 2015)
- Chapter 7. Reputation in online media (November 16-20, 2015)
- Chapter 8. Argumentation in online travel reviews (November 23-27, 2015)

## 3.2 Course Requirements

No prior knowledge is needed for this course, participants should only come equipped with natural curiosity to the field of ICTs and tourism.

## 3.3 Learning Objectives

By the end of the course, learners will know:

- what communication is, and its major components, ICTs and their relevance to the tourism field.
- how to be aware of the crucial role played by communication and ICTs within the tourism and hospitality sectors.
- current eTourism applications, technologies and practices.
- how to map different communication activities within the tourism sector.
- what kinds of online training courses can be used for the knowledge upgrade within tourism and hospitality.
- how to run a usability test and how to make usages analysis of a website or mobile app.
- how to plan, run and evaluate eTourism related activities, especially when it comes to the analysis of online reputation of a tourism destination.

## 3.4 Learning / Teaching Techniques

This course uses video-based lectures, cases, accompanying quizzes, as well as additional online materials, activities and discussions via the iversity fora.

# Examination

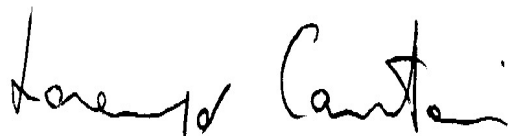
## 4.1 Number and type of Assessment(s)

The final assessment is an automatically evaluated exam. The tested contents are based on proposed videos and reading materials.

## 4.2 Grading Scheme

Points	Grade
25–30	A
19–24	B
13–18	C
7–12	D
0–6	F

## 4.3 Description of overall grade



---

PROF. LORENZO CANTONI  
USI — Università della Svizzera italiana  
2016-01-07



**Università  
della  
Svizzera  
italiana**

---

# Statement of Participation

iversity hereby certifies that **Markus Zametter** has participated in the following course:

## eTourism: Communication Perspectives

Taught from October 2015 to December 2015 by Prof. Lorenzo Cantoni, Dr. Nadzeya Kalbaska, Dr. Elena Marchiori, and Dr. Silvia Matilde De Ascaniis.

Introductory course in eTourism that equips learners with the awareness, knowledge and skills to understand ICTs and their influences in shaping tourism and hospitality from the communication science perspectives.

### About USI — Università della Svizzera italiana

USI – Università della Svizzera italiana is Switzerland’s most international university. It is distinctive because of the originality of its degree curricula and areas of research, and provides a collegiate, dynamic, and multicultural atmosphere: a powerful magnet for motivated students and talented researchers.



**Università  
della  
Svizzera  
italiana**