

Poster Abstracts

18

S. Elliot, M. Joppe

Evolving E-Tourism in Teaching and Research

The University of Guelph's School of Hospitality and Tourism Management (HTM) program is Canada's most long-standing and arguably most prestigious university hospitality degree program. A review of the curriculum highlighted an e-tourism gap in the marketing area.

To reduce this gap, HTM faculty established an alliance with Meridian Reservation Systems, Inc. (Meridian) in order to inform and facilitate the development of e-marketing curriculum at the University of Guelph. This poster discusses this partnership and the on-going work in this area.