



ORM  
in tourism

# INTERNATIONAL CONSUMERS' MOTIVATIONAL DRIVERS FOR EWOM

E-MICRO COURSE





# General description

- Piloted in XAMK
- 1.04 – 30.04.2022
- 1 ECTS
- In the framework of the course “International marketing”
- 30 students (exchange and Finnish)
- the content of the course was discussed on the project meeting in Prague in October 2021
- in XAMK Learn (online learning environment) was used



# Teaching materials and case studies

- Zuzana Kvítková (Prague, Czech Republic)
  - Fake reviews and fake accounts
- Kristína Medeková, Kristína Pompurová, Andrej Malachovský, Tomáš Makovník, Ľubica Šebová, Radka Marčeková, Ivana Šimočková (Banská Bystrica, Slovakia)
  - Online Reviews of Tourism Destinations on the Social Network Facebook
- Tiia-Mari Eilola, Natalia Kushcheva (Mikkeli, Finland)
  - Original Sokos hotel Vaakuna



# E-module content

- e-module was totally online
- time management was controlled by the students
- case studies, articles, Internet links, a quiz
- students finished the e-micro course in 2-3 weeks
- on the basis of the teaching material, it was created a quiz
  - suggested 10 questions
  - time limit was 15 minutes
  - 1 student didn't pass the quiz



# Students' feedback

- The final feedback from the students are collected automatically by “Tuudo” by the end of the course
- The overall grade for the course is 4,1
  - “It was interesting to see how online reputation is followed in other countries”
  - “Teaching and materials were good. Tests were really difficult, and there wasn't enough time, because some questions were long, so it takes time to read them. It is not nice to do tests on hurry. I would need even little more time”
  - “I really liked the course, the part concerning online reputation, was informative”
  - “The survey is too long for me...”



Questions? Comments?

Thank you!

Natalia Kushcheva

Tiia-Mari Eilola

1.06.2022