

## **Chapter 13 Outline**

Electronic Marketing  
The Internet  
Web Sites  
Email and Fax  
Hospitality and Tourism Sites  
Case Examples

## **Competencies**

1. Delineate the role of electronic marketing. (p. 183)
2. Describe Internet uses. (pp. 183–184)
3. Identify key points for web site development. (pp. 184–185)
4. Discuss email and fax marketing. (p. 185)