

**SYLLABUS**  
**Academic year 2018-2019**

**1. Information regarding the programme**

1.1 Higher education institution	<b>Universitatea Babeș-Bolyai</b>
1.2 Faculty	<b>Business</b>
1.3 Department	<b>Hospitality Services</b>
1.4 Field of study	<b>Business Administration</b>
1.5 Study cycle	<b>Bachelor</b>
1.6 Study programme / Qualification	<b>Business Administration in Hospitality Services</b>

**2. Information regarding the discipline**

2.1 Name of the discipline	<b>E-COMMERCE FOR TOURISM</b>		
2.2 Code	<b>ILE0080</b>		
2.3 Course coordinator	Associate Prof. Mihaela-Filofteia Tutunea		
2.4 Seminar coordinator	Associate Prof. Mihaela-Filofteia Tutunea		
2.5. Year of study	<b>3</b>	2.6 Semester	<b>1</b>
2.7. Type of evaluation	<b>C</b>	2.8 Type of discipline	<b>Optional</b>

**3. Total estimated time (hours/semester of didactic activities)**

3.1 Hours per week	3	Of which: 3.2 lecture	2	3.3 seminar/laboratory	1
3.4 Total hours in the curriculum	42	Of which: 3.5 lecture	28	3.6 seminar/laboratory	14
Time allotment:				hours	
Learning using manual, course support, bibliography, course notes					8
Additional documentation (in libraries, on electronic platforms, field documentation)					14
Preparation for seminars/labs, homework, papers, portfolios and essays					14
Tutorship					2
Evaluations					2
Other activities: .....Exam preparation					6
3.7 Total individual study hours		58			
3.8 Total hours per semester		100			
3.9 Number of ECTS credits		4			

**4. Prerequisites (if necessary)**

4.1. curriculum	1.	-
4.2. competencies	2.	-

**5. Conditions (if necessary)**

5.1. for the course	The course takes place in room with computer connected to the Internet, with installed software packages and video projector; Students are not allowed to delay and do not leave the room during the lectures; It is forbidden to use mobile phones in any way; In each course, students participate in interactive activities and complete quizzes on the topics presented
5.2. for the seminar /lab activities	The labs takes place in room with computers connected to the Internet, with installed software packages and video projector; Students are not allowed to delay and do not leave the room during the labs; The use of telephones is not allowed in any way during the laboratories; All study and practical work materials are available to students on Google Drive; Each student has the obligation to participate actively and

	interactively in the solving of the laboratory tasks, and the individual results are saved on GD in each lab;
--	---

## 6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> <li>gathering, processing, and analysing data regarding the interaction between a company/ an organisation and the external environment</li> <li>providing assistance for running a company/ an organisation as a whole</li> </ul>
Transversal competencies	<ul style="list-style-type: none"> <li>implementing ethical principles, norms, and values within one's own rigorous, efficient, and responsible strategy of work</li> </ul>

## 7. Objectives of the discipline (outcome of the acquired competencies)

7.1 General objective of the discipline	Acquiring knowledge about ICT tools and their use in business administration from tourism industry and specific activities in the digital environment
7.2 Specific objective of the discipline	<p>Acquiring knowledge about</p> <ul style="list-style-type: none"> <li>the ITC solutions dedicated to tourism industry and new ITC trends in tourism; generating and the management of supply and demand in E-tourism; the peculiarities of online distribution in E-tourism;</li> <li>systems and technologies in E-Tourism: cyber-hotels, transportation and reservations, travel agents, tour operators, etc.; concepts related to operational management in E-tourism; E-destinations, DMS solutions</li> </ul> <p>Identification of:</p> <ul style="list-style-type: none"> <li>E-tourism market dynamic; New trends in M-tourism; New trends on global e-tourism and digital segment Romanian features;</li> <li>E-commerce solution and platforms for tourism, analyze and use</li> <li>SEO, SEM tools for online tourism</li> <li>The online payment systems and online security</li> <li>The online and web analytics tools</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Remarks
ITC and its role in digital business development	Presentation, interactive exposure, practical examples from business environment, students participation	1 course
E-business and e-commerce – general concepts, forms and models	Presentation, interactive exposure, practical examples from business environment, students participation	1 course
Distribution of online services	Presentation, interactive exposure, practical examples from business environment, students participation	1 course
Tourism offline - E-tourism - M-tourism	Presentation, interactive exposure, practical examples from business environment, students participation	1 course
Specific ICT Applications for online tourism - free, open source, cloud solutions	Presentation, interactive exposure, practical examples from business environment, students participation	2 courses
Online payments systems and security transaction issues	Presentation, interactive exposure, practical examples from business environment, students participation	1 course
E-commerce in tourism - Solutions and platforms – analysis and use	Presentation, interactive exposure, practical examples from business environment, students participation	2 courses
Online advertising solutions for tourism - SEO, SEM	Presentation, interactive exposure, practical examples from business environment, students participation	2 courses

Analysis of online tourism activities	Presentation, interactive exposure, practical examples from business environment, students participation	1 course
Bibliography	<p>O'Connor, P, Electronic information distribution in tourism and Hospitality, CabiPublishing, New York, 2000</p> <p>Buhalis, D, Electronic Information Distribution in Tourism and Hospitality, Pearson Education, 2003</p> <p>Buhalis, D, E tourism - information technology in strategic tourism management, Prentice Hall, 2003</p> <p>Buhalis, D, Information technology for small and medium-sized tourism enterprises, 1999</p> <p>Curtis G, Cobham D, Business information systems, Analysis, design, and practice, 6th edition, Prentice Hal, 2008</p> <p>Nyheim P, McFadden F, Connolly D, Technology Strategies for Hospitality industry, Pearson Prentice Hall, 2004</p> <p>Sheldon, P., Information Technologies for Tourism, CAB, Oxford, 1997</p> <p>Tesone D.V, Hospitality Information systems and E-commerce, Ed. John Wiley&amp;sons, 2006</p> <p>Turban, E., Volonino, L., Information technology for management. Transforming organizations in the digital economy, John Wiley&amp;sons, Inc., 2010</p> <p>Werthner, H. and Klein, S., Information Technology and Tourism – A Challenging Relationship, Springer, New York, 1999</p> <p>Any other documentation, printed or digital tutorials, help websites, etc., relevant to studied material;</p>	

8.2 Seminar / laboratory	Teaching methods	Remarks
ITC and its role in digital business development	Practical exercises, discussion, problematization	1 lab
E-business and e-commerce – general concepts, forms and models	Practical exercises, discussion, problematization	1 lab
Distribution of online services	Practical exercises, discussion, problematization	1 lab
Tourism offline - E-tourism - M-tourism	Practical exercises, discussion, problematization	1 lab
Specific ICT Applications for online tourism - free, open source, cloud solutions	Practical exercises, discussion, problematization	2 labs
Online payments systems and security transaction issues	Practical exercises, discussion, problematization	2 labs
E-commerce in tourism - Solutions and platforms – analysis and use	Practical exercises, discussion, problematization	2 labs
Online advertising solutions for tourism - SEO, SEM	Practical exercises, discussion, problematization	1 lab
Analysis of online tourism activities	Practical exercises, discussion, problematization	2 labs
ITC and its role in digital business development	Practical exercises, discussion, problematization	1 lab
Bibliography	<p>O'Connor, P, Electronic information distribution in tourism and Hospitality, CabiPublishing, New York, 2000</p> <p>Buhalis, D, Electronic Information Distribution in Tourism and Hospitality, Pearson Education, 2003</p> <p>Buhalis, D, E tourism - information technology in strategic tourism management, Prentice Hall, 2003</p>	

	<p>Buhalis, D, Information technology for small and medium-sized tourism enterprises, 1999</p> <p>Curtis G, Cobham D, Business information systems, Analysis, design, and practice, 6th edition, Prentice Hall, 2008</p> <p>Nyheim P, McFadden F, Connolly D, Technology Strategies for Hospitality industry, Pearson Prentice Hall, 2004</p> <p>Sheldon, P., Information Technologies for Tourism, CAB, Oxford, 1997</p> <p>Tesone D.V, Hospitality Information systems and E-commerce, Ed. John Wiley &amp; sons, 2006</p> <p>Turban, E., Volonino, L., Information technology for management. Transforming organizations in the digital economy, John Wiley &amp; sons, Inc., 2010</p> <p>Werthner, H. and Klein, S., Information Technology and Tourism – A Challenging Relationship, Springer, New York, 1999</p> <p>Any other documentation, printed or digital tutorials, help websites, etc., relevant to studied material;cs;</p>
--	--

**9. Corroborating the content of the discipline with the expectations of the epistemic community, professional associations and representative employers within the field of the program**

ITC knowledge and skills are absolutely necessary and are required specifically in any company  
 Contents and tools presented in the course are used in all national and international companies  
 All the ITC instruments presented are used in digital business environment and specific for online tourism

**10. Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share in the grade (%)
10.4 Course	Understanding the concepts presented Logical consistency; Ability to apply concepts learned in business environment	test	5
10.5 Seminar/lab activities	Ability to apply concepts learned; individual study	homework	5
	95% - active and interactive attendance	Files saved on GD	10
	Individual projects – I, II	During semester	60
	Projects presentation -compulsory	Last two weeks	20
10.6 Minimum performance standards			
- basic knowledge of all studied modules and their application in practical examples - practical skills in using the studied software tools			

Date \_\_\_\_\_ Course coordinator  
**Mihaela-Filofteia Tutunea, Phd**

Seminar coordinator  
**Mihaela-Filofteia Tutunea, Phd**

Date of Approval \_\_\_\_\_

Head of Department  
**Oana Adriana Gică, Phd**



UNIVERSITATEA  
BABEȘ-BOLYAI

FACULTATEA DE  
**BUSINESS**  
IN PARTNERSHIP



Str. Horea nr. 7  
Cluj-Napoca, RO-400174  
Tel: 0264-599170  
tbs@tbs.ubbcluj.ro  
www.tbs.ubbcluj.ro

