



Facultatea de Business

Str. Horea nr. 7
Cluj-Napoca, RO-400174
Tel.: 0264-59.91.70
Fax: 0264-59.01.10
tbs@tbs.ubbcluj.ro
www.tbs.ubbcluj.ro



UNIVERSITATEA BABEŞ-BOLYAI
TRADIȚIE ȘI EXCELENȚĂ

SYLLABUS Academic year 2016-2017

1. Information regarding the programme

1.1 Higher education institution	Universitatea Babeş-Bolyai
1.2 Faculty	Business
1.3 Department	Hospitality Services
1.4 Field of study	Business Administration
1.5 Study cycle	Master
1.6 Study programme / Qualification	ADMINISTRAREA AFACERILOR ÎN OSPITALITATE ȘI TURISM INTERNATIONAL (cu predare în limba engleză)

2. Information regarding the discipline

2.1 Name of the discipline	Solutii De Tehnologia Informatiei Si Comunicare Pentru Ospitalitate Si Turism/IT&C Solutions For Hospitality And Tourism					
2.2. Code	IME0044					
2.3 Course coordinator	Associate Prof. Mihaela Tutunea					
2.4 Seminar coordinator	Associate Prof. Mihaela Tutunea					
2.5. Year of study	2	2.6 Semester	2	2.7. Type of evaluation	C	
					2.8. Type of discipline	Mandatory

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

3.1 Hours per week	3	Of which: 3.2 lecture	1	3.3 seminar/laboratory	1
3.4 Total hours in the curriculum	24	Of which: 3.5 lecture	12	3.6 seminar/laboratory	12
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					4
3.7 Total individual study hours	44				
3.8 Total hours per semester	75				
3.9 Number of ECTS credits	3				

4. Prerequisites (if necessary)

4.1. curriculum	1. Information Technology, Databases
4.2. competencies	2.

5. Conditions (if necessary)

5.1. for the course	courses and labs are carried out in rooms with computers network, Internet connection, video projector
5.2. for the seminar /lab activities	courses and labs are carried out in rooms with computers network and Internet connection, video projector



6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> gathering, processing, and analysing economic data for business management business environment research for substantiation of business decisions implementing business development strategies in the hospitality industry
Transversal competencies	<ul style="list-style-type: none"> identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient work within a team

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

7.1 General objective of the discipline	Acquiring knowledge about specific software solutions and ICT tools used in online tourism
7.2 Specific objective of the discipline	Acquiring knowledge about <ul style="list-style-type: none"> ICT implications and new trends in traditional and online tourism Peculiarities of online distribution in online tourism; Specific online platforms used in online tourism: cyber-hotels, transportation and reservations platforms, travel agents, tour operators, online destinations, DMS solutions, etc; New trends in M-tourism; mobile applications in tourism Specific solutions for online tourism presences design Online promotion tools used in tourism

8. Content

8.1 Course	Teaching methods	Remarks
ICT implications and new trends in traditional and online tourism	Presentation, interactive exposure, practical examples from traditional and online business environment	ICT infrastructure for tourism - from traditional to online;
Business Communication in the digital environment – role and solutions. Case studies from hospitality industries and tourism (1)	Presentation, interactive exposure, practical examples from traditional and online business environment	Communication, business communication – role and solution in online environment
Business Communication in the digital environment – role and solutions. Case studies from hospitality industry and tourism (2)	Presentation, interactive exposure, practical examples	Communication, business communication – specific



	from traditional and online business environment	solutions for hospitality industry and tourism
Specific software solutions for online tourism (1)	Presentation, interactive exposure, practical examples from traditional and online tourism	Organizational solutions in tourism; Information systems for tourism industry; tourism info mediators; Online travel companies; solutions and platforms for tourism; digital tour- operators;
Specific software solutions for online tourism (2)	Presentation, interactive exposure, practical examples from online tourism	Online booking system; Global distribution systems; Clouding solutions; Online tourism destinations management; DMS Systems; Internet - based solutions; Clouding solutions
From E-tourism to M-tourism	Presentation, interactive exposure, practical examples from traditional and online tourism	Mobile users' infrastructure; M-tourism; mobile applications for tourism; augmented reality in tourism
Generating traditional and mobile web presences for tourism	Presentation, interactive exposure, practical examples from traditional and online tourism	Freeware and open source solutions for tourism traditional and mobile website design
Promotional strategies and policies in online tourism	Presentation, interactive exposure, practical examples from traditional and online tourism	Online promotion solutions, SEM, SEO for tourism
Best practices in the use of information technologies and communication in tourism and hospitality	Presentation, interactive exposure, practical examples	Strategies, solutions, case studies
<p>Bibliography Buhalis, Dimitrios, E-tourism - information technology in strategic tourism management, Prentice Hall, 2003 Buhalis, Dimitrios, Information technology for small and medium-sized tourism enterprises, 1999 Nyheim Peter, McFadden Francis, Connolly Danile, Technology Strategies for Hospitality industry, Pearson Prentice Hall, 2004</p>		



Turban, E., Volonino, L., Information technology for management. Tranforming organizations in the digital economy, John Wile&sons, Inc., 2010
Any other documentation, printed or digital tutorials, websites, etc., relevant to studied topics;

8.2 Seminar / laboratory	Teaching methods	Remarks
ICT implications and new trends in traditional and online tourism	Practical exercises, discussion problematization	Practical applications
Business Communication in the digital environment – role and solutions. Case studies from hospitality industries and tourism (1)	Practical exercises, discussion problematization	Practical applications
Business Communication in the digital environment – role and solutions. Case studies from hospitality industry and tourism (2)	Practical exercises, discussion problematization	Practical applications
Specific software solutions for online tourism (1)	Practical exercises, discussion problematization	Practical applications
Specific software solutions for online tourism (2)	Practical exercises, discussion problematization	Practical applications
From E-tourism to M-tourism	Practical exercises, discussion problematization	Practical applications
Generating traditional and mobile web presences for tourism.	Practical exercises, discussion problematization	Practical applications
Promotional strategies and policies in online tourism	Practical exercises, discussion problematization	Practical applications
Best practices in the use of information technologies and communication in tourism and hospitality	Practical exercises, discussion problematization	Practical applications
Bibliography	Buhalis, Dimitrios, E-tourism - information technology in strategic tourism management, Prentice Hall, 2003 Buhalis, Dimitrios, Information technology for small and medium-sized tourism enterprises, 1999 Nyheim Peter, McFadden Francis, Connoly Danile, Technology Strategies for Hospitality industry, Pearson Prentice Hall, 2004 Turban, E., Volonino, L., Information technology for management. Tranforming organizations in the digital economy, John Wile&sons, Inc., 2010	



	Any other documentation, printed or digital tutorials, websites, etc., relevant to studied topics;
--	--

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

ICT 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 software solutions and tools 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; Capacity to apply concepts learned	Written/oral	5%
10.5 Seminar/lab activities	Ability to use specific software solutions; individual study Interest and interactive participation	Individual homework	5%
	90% attendance	Labs saved on server	10 %
Final tests	Project I - individual project	Presentation – last two weeks	20%
	Project II – individual project		60%
10.6 Minimum performance standards			
Basic knowledge and using all software solutions and tools studied			

Date

Course coordinator

Associate Prof. Mihaela Tutunea

Seminar coordinator

Associate Prof. Mihaela Tutunea

Date of approval

.....

Head of department

.....