



Facultatea de Business

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UNIVERSITATEA BABEŞ-BOLYAI
TRADIȚIE ȘI EXCELENȚĂ

SYLLABUS Academic year 2016-2017

1. Information regarding the programme

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|-------------------------------------|---|
| 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

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|----------------------------|---|--------------|----------|-------------------------|------------------|
| 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)

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

5. Conditions (if necessary)

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| 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

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|----------------------------------|--|
| 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)

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| 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, Connolly 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 | |



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

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Head of department

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