



## SYLLABUS Academic year 2023-2024

### 1. Information regarding the programme

1.1 Higher education institution	<b>Universitatea Babeş-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>Master</b>
1.6 Study programme / Qualification	<b>ADMINISTRAREA AFACERILOR ÎN OSPITALITATE ŞI TURISM INTERNATIONAL (cu predare în limba engleză)</b>

### 2. Information regarding the discipline

2.1 Name of the discipline	<b>Solutii De Tehnologia Informatiei Si Comunicare Pentru Ospitalitate Si Turism/IT&amp;C Solutions For Hospitality And Tourism</b>		
2.2. Code	<b>IME0044</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>2</b>	2.6 Semester	<b>2</b>
2.7. Type of evaluation	<b>E</b>	2.8. Type of discipline	<b>Mandatory</b>

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

3.1 Hours per week	4	Of which: 3.2 lecture	2	3.3 seminar/laboratory	2
3.4 Total hours in the curriculum	40	Of which: 3.5 lecture	20	3.6 seminar/laboratory	20
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					24
Additional documentation (in libraries, on electronic platforms, field documentation)					26
Preparation for seminars/labs, homework, papers, portfolios and essays					26
Tutorship					2
Evaluations					2
Other activities: .....Exam preparation					30
3.7 Total individual study hours					110
3.8 Total hours per semester					150
3.9 Number of ECTS credits					<b>6</b>

### 4. Prerequisites (if necessary)

4.1. curriculum	-
4.2. competencies	-

### 5. Conditions (if necessary)

5.1. for the course	Room with Wi-Fi, MS-Teams platform, laptop/desktop, video-projector, webcam, mic
5.2. for the seminar /lab activities	



## 6. Specific competencies acquired

<b>Professional competencies</b>	C2 Advanced knowledge of concepts, techniques, and methods used in the scientific and applied research specific to the hospitality and tourism sector C4 Drawing up decision-based strategies/ alternatives specific to hospitality/ tourism units by means of modern information technology tools
<b>Transversal competencies</b>	CT3 Making effective use of various learning resources and techniques for personal development

## 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"> <li>• ICT implications and new trends in traditional and online tourism</li> <li>• Peculiarities of online distribution in online tourism;</li> <li>• Specific online platforms used in online tourism; New trends in M-tourism, mobile applications in tourism, games and gamification, AR in tourism; CMS for online tourism; online promotion tools used in tourism</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Remarks
ICT implications and new trends in traditional, online and mobile tourism	Presentation, interactive exposure, practical examples from traditional and online business environment	1 course
Business Communication in the digital and mobile business environment – role and solutions (1)	Presentation, interactive exposure, practical examples from traditional and online business environment	1 course
Business Communication in the digital and mobile business environment – role and solution (2)	Presentation, interactive exposure, practical examples from traditional and online business environment	2 courses
Specific software solutions for online and mobile tourism (1)	Presentation, interactive exposure, practical examples from traditional and online tourism	1 course
Specific software solutions for online and mobile tourism (2)	Presentation, interactive exposure, practical examples from online tourism	2 courses



From E-tourism to M-tourism	Presentation, interactive exposure, practical examples from traditional and online tourism	1 course
Generating traditional and mobile web presences and mobile apps for tourism	Presentation, interactive exposure, practical examples from traditional and online tourism	2 courses
Promotional strategies and policies in online and mobile tourism	Presentation, interactive exposure, practical examples from traditional and online tourism	1 course
Best practices in the use of ITC solutions in tourism and hospitality; Case studies	Presentation, interactive exposure, practical examples	1 course
Bibliography	<p><i>Tutunea Mihaela-Filofteia, ITC for Hospitality and Turism, course digital format</i>  <i>Benckendorff, Pierre Zheng Xiang, Pauline Sheldon, Tourism Information Technology, ISBN 9781786393432</i>            Buhalis, D, E-tourism - information technology in strategic tourism management, Prentice Hall, 2003            Buhalis, D, Information technology for small and medium-sized tourism enterprises, 1999Nyheim P, McFadden F, Connoly D, Technology Strategies for Hospitality industry, Pearson Prentice Hall, 2004  <i>Fields, Tim, Mobile &amp; Social Game Design: Monetization Methods and Mechanics, Second Edition, ISBN 9781466598683</i>  <i>Matsuo, Tokuro Hashimoto, Kiyota Iwamoto, Hidekazu, Tourism Informatics, ISBN 9783662508572</i>  <i>Woods, Dan; Guliani, Gautam, Open Source for the Enterprise, ISBN 9780596101190</i>  <i>Tokuro Matsuo; Kiyota Hashimoto; Hidekazu Iwamoto, Tokuro Matsuo; Kiyota Hashimoto; Hidekazu Iwamoto, ISBN 9783662508572</i>            Turban, E., Volonino, L., Information technology for management. Transforming organizations in the digital economy, John Wile&amp;sons, Inc., 2010            Any other documentation, printed or digital tutorials, websites, etc., relevant to studied topics;</p>	

8.2 Seminar / lab	Teaching methods	Remarks
ICT implications and new trends in traditional and online tourism	Practical exercises, discussion problematization	1 lab
Business Communication in the digital environment – role and solutions. Case studies from hospitality industries and tourism (1)		1 lab
Business Communication in the digital environment – role and solutions. Case studies from hospitality industry and tourism (2)		2 labs
Specific software solutions for online tourism (1)		1 lab
Specific software solutions for online tourism (2)		2 labs



From E-tourism to M-tourism		1 lab
Generating traditional and mobile web presences for tourism.		2 labs
Promotional strategies and policies in online tourism		1 lab
Best practices in the use of information technologies and communication in tourism and hospitality		lab
Bibliography	<p><i>Tutunea Mihaela-Filofteia, =ITC for Hospitality and Tourism, digital course</i>  <i>Benckendorff, Pierre Zheng Xiang, Pauline Sheldon, Tourism Information Technology, ISBN 9781786393432</i></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, 1999Nyheim P, McFadden F, Connoly D, Technology Strategies for Hospitality industry, Pearson Prentice Hall, 2004</p> <p><i>Fields, Tim, Mobile &amp; Social Game Design: Monetization Methods and Mechanics, Second Edition, ISBN 9781466598683</i></p> <p><i>Matsuo, Tokuro Hashimoto, Kiyota Iwamoto, Hidekazu, Tourism Informatics, ISBN 9783662508572</i></p> <p><i>Woods, Dan; Guliani, Gautam, Open Source for the Enterprise, ISBN 9780596101190</i>  <i>Tokuro Matsuo; Kiyota Hashimoto; Hidekazu Iwamoto, Tokuro Matsuo; Kiyota Hashimoto; Hidekazu Iwamoto, ISBN 9783662508572</i></p> <p>Turban, E., Volonino, L., Information technology for management. Transforming organizations in the digital economy, John Wile&amp;sons, Inc., 2010</p> <p>Any other documentation, printed or digital tutorials, websites, etc., relevant to studied topics;</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**

<p>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</p>
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**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	Tasks/Assignments/Tests	5%
10.5 Seminar/lab activities	Ability to use specific software solutions; individual study; Interest and interactive participation	Homework/Files saved on Teams	5%
	95% active and interactive attendance	Files saved on Teams	10 %
	Individual/team projects – I,II <b>Minimum grade 5/project</b>	During semester	50%
<b>Final Exam</b>	Test - Theory - <b>Minimum grade 5</b>	Exam	30%
<b>OBS</b>	<b>ATTENTION!! The evaluation is unique for all the examination sessions;</b>		



	<b>REGISTRATION for the exam / colloquium is MANDATORY for all exam sessions!</b> <b>Any attempt at FRAUD entails the cancellation of the exam!</b>
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 **29.09.2023**  
Course coordinator **Mihaela-Filofteia Tutunea, Phd**  
Tutunea, Phd

Seminar coordinator  
**Mihaela-Filofteia**

Date of Approval  
**11.10.2023**

Head of Department  
**Marius Bota, Phd**