



SYLLABUS

Academic year 2024-2025

1. Information regarding the programme

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| 1.1. Higher education institution | BABES-BOLYAI UNIVERSITY |
| 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)/ Business Administration in International Hospitality and Tourism |

2. Information regarding the course

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|-------------------------------------|---|---------------|---|-------------------------|---|---------------------|-----------|
| 2.1. Name of the course | Sisteme informatice pentru turism (Tourism information systems) | | | | | | |
| 2.2. Code | IME0034 | | | | | | |
| 2.3. Course coordinator | Assoc. Prof. Rozalia Veronica Rus | | | | | | |
| 2.4. Seminar/Laboratory coordinator | Assoc. Prof. Rozalia Veronica Rus | | | | | | |
| 2.5. Year of study | I | 2.6. Semester | 2 | 2.7. Type of evaluation | C | 2.8. Type of course | Mandatory |

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

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|---|----|------------------------|----|-----------------|-----|
| 3.1. Hours per week | 3 | Of which: 3.2. lecture | 2 | 3.3 laboratory | 1 |
| 3.4. Total hours in the curriculum | 42 | Of which: 3.5. lecture | 28 | 3.6. laboratory | 14 |
| Time allotment: | | | | | ore |
| Learning using manual, course support, bibliography, course notes | | | | | 28 |
| Additional documentation (in libraries, on electronic platforms, field documentation) | | | | | 20 |
| Preparation for seminars/labs, homework, papers, portfolios and essays | | | | | 48 |
| Tutorship | | | | | 2 |
| Evaluations | | | | | 4 |
| Other activities: | | | | | 6 |
| 3.7. Total individual study hours | | | | | 108 |
| 3.8. Total hours per semester | | | | | 150 |
| 3.9. Number of ECTS credits | | | | | 6 |



4. Prerequisites (if necessary)

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| 4.1. curriculum | |
| 4.2. competencies | |

5. Conditions (if necessary)

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| 5.1. for the course | The course will be held in the IT laboratory. Students need a Microsoft institutional account, Microsoft Teams application, computer, Internet connection, Microsoft Office 365, access to Oracle Hospitality OPERA, Protel, eXpresSoft Check, eXpresSoft Master), eXpresSoft myBusiness, Breeze, KeepApp, Power BI Desktop, and Power BI app. |
| 5.2. for the seminar /lab activities | Internet access, software, Microsoft Office (Excel), Oracle Hospitality OPERA, Protel, eXpresSoft Check, eXpresSoft Master, eXpresSoft myBusiness, POS for Restaurant, Breeze, KeepApp, Power BI Desktop and, Power BI app. |

6. Specific competencies acquired

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| Professional competencies | <ul style="list-style-type: none"> C4. Drawing up decision-based strategies/ alternatives specific to hospitality/ tourism units by means of modern information technology tools C5. Drawing up various reports/ studies useful for the running of a hospitality/ tourism unit and the provision of consultancy in the field |
| Transversal competencies | <ul style="list-style-type: none"> CT2. Identification of roles and responsibilities in a team and their implementation within various hospitality and tourism-based businesses |

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

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| 7.1. General objective of the course | <ul style="list-style-type: none"> This course is designed to introduce students to Information Systems used in Tourism Industry and will give students a fundamental understanding of these types of information systems and a practical experience with different types of information systems for tourism: Property Management Systems, Point of Sales, Restaurant Management Systems, Customer Relationship Management Systems, Event Management Systems, Decision Support Systems, Business Intelligence. |
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| 7.2. Specific objective of the course | <ul style="list-style-type: none"> • identify common use of ICT in Tourism; • understand the role of Tourism Information Systems; • describe how the different sectors of the tourism industry are being affected by IT and how they apply IT in their operations; • describe the basic functions performed by hospitality information systems: Property Management Systems, Restaurant Management Systems, Customer Relationship Management Systems, Event Management Systems, Decision Support Systems, Business Intelligence, etc. • use Opera PMS to add reservations, payments, preview reports, etc; • use a cloud-based Hotel Management Software (Protel); • use of restaurant management software: eXpresSoft Check, eXpresSoft Master; • use of event management software: Medallion Banqueting Module; • use of cloud-based restaurant management solutions: eXpresSoft myBusiness, Breeze, KeepApp; • use of POS for sales and reporting; • identify modalities to use ICT to improve the decision-making process. |
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8. Content

| 8.1. Course | Teaching method | Remarks |
|--|---|-----------|
| 1. Information Systems – Introduction (Information system's definitions, Types of information systems in Tourism). The components of Information Systems in Tourism. Information system design (Hardware, Software, Human resources, Data, Procedures. Information system life cycle, Information systems development methodologies, System Development Life Cycle) | Interactive lecture, multimedia (video projector), discussion | 1 course |
| 2. New Information and Communication Technologies in Tourism Industry. Artificial Intelligence tools. | Interactive lecture, step-by-step training | 1 course |
| 3. Property Management Systems (Overview of PMS: main characteristics; interfaces with other systems. On-premises vs. cloud-based systems). | Interactive lecture, step-by-step training | 1 course |
| 4. Property Management Systems (User interface. Main features of Oracle Opera and Protel. Individual and group reservation. Advanced search. Client history. Customer Management Systems (CRM)). | Interactive lecture, step-by-step training | 2 courses |
| 5. Property Management Systems (Check-in – Check-out, payments, invoices, rooms management, housekeeping, rate management. Reports. Night audit.) | Interactive lecture, step-by-step training | 2 courses |



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| <p>6. Information systems for Food Service Sector (POS and Restaurant Management Systems. eXpresSoft Check and eXpresSoft Master – characteristics, utilization). Cloud-based solutions for Food Service Sector: eXpresSoft myBusiness, Breeze, KeepApp. SaaS (Software as a service): Breeze Professional and Keep App. Information systems for Events management (Main characteristics and usage: Medallion Banqueting Module).</p> | <p>Interactive lecture, step-by-step training</p> | <p>2 courses</p> |
| <p>7. Management information systems in Tourism (Decision support systems; Executive Information Systems; Expert Systems). Spreadsheet based DSS.</p> | <p>Interactive lecture, step-by-step training</p> | <p>1 course</p> |
| <p>8. Business Intelligence. Data analytics.</p> | <p>Interactive lecture, step-by-step training</p> | <p>1 course</p> |
| <p>9. Transportation and Information Technology (Airline Reservation Systems, Revenue Management Systems, Geographic Information System (GIS), Intelligent Transportation Systems)</p> | <p>Interactive lecture, step-by-step training</p> | <p>1 course</p> |
| <p>10. Tourist Experiences and Information Technology</p> | <p>Interactive lecture, step-by-step training</p> | <p>1 course</p> |
| <p>Bibliography</p> | <ol style="list-style-type: none"> 1 Benckendorff, Pierre J., Zheng Xiang, and Pauline J. Sheldon (2019). Tourism information technology, 3rd edition. Cabi. 2 Sigala, M., Rahimi, R. and Thelwall Mike (2019), Big Data and Innovation in tourism, travel and hospitality: managerial approaches, techniques and applications, Springer. 3 Bélanger F., Van Slyke, C., Clossler, R. E. (2016), Information Systems for Business, An Experiential Approach, Prospect Press. 4 Collins, G. R., Cobanoglu, C., (2013), Hospitality Information Technology: learn how to use it, Kendall Hunt Pub. 5 Nyheim, Peter, and Daniel Connolly (2011), Technology strategies for the hospitality industry, Prentice Hall Press. 6 Tesone, D. V., (2006) Hospitality Information Systems and E-Commerce, John Wiley&Sons, New Jersey. 7 Turban, Efraim, Carol Pollard, and Gregory Wood (2021). Information Technology for Management: Driving Digital Transformation to Increase Local and Global Performance, Growth and Sustainability. John Wiley & Sons. 8 ***, eXpresSoft Check user guide. 9 ***, eXpresSoft Master user guide. 10 ***, Opera user guide. 11 ***, eXpresSoft myBusiness user guide 12 ***, Protel user guide. | |

| 8.2. Seminar/laboratory | Teaching method | Remarks |
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| 1. Information Systems – Introduction | step-by-step training, didactic | 1 laboratory |



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| | exercise, case studies. | |
| 2. New Information and Communication Technologies in Tourism Industry. Artificial Intelligence tools – Power automate. | step-by-step training, didactic exercise, case studies. | 1 laboratory |
| 3. Property Management Systems | step-by-step training, didactic exercise | 5 laboratories |
| 4. Information systems for Food Service Sector. Information systems for Events management. | step-by-step training, didactic exercise | 2 laboratories |
| 5. Developing Spreadsheet-based DSS in Excel. Optimization and Linear programming. Solving problems related to: Determining Product Mix, Employee Scheduling Problem, Transport problem. Goal Seek. What-If. | step-by-step training, didactic exercise | 1 laboratory |
| 6. Business Intelligence. Data analytics. Power BI Desktop and, Power BI app. | step-by-step training, didactic exercise | 1 laboratory |
| 7. Transportation and Information Technology | step-by-step training, didactic exercise | 1 laboratory |
| 8. Tourist Experiences and Information Technology | step-by-step training, didactic exercise | 1 laboratory |
| Bibliography | <ol style="list-style-type: none"> 1 Benckendorff, P.J., Sheldon, P.J., Fesenmaie, D. R. (2014), Tourism Information Technology, CABI. 2 Benckendorff, Pierre J., Zheng Xiang, and Pauline J. Sheldon (2019). Tourism information technology, 3rd edition. Cabi. 3 Sigala, M., Rahimi, R. and Thelwall Mike (2019), Big Data and Innovation in tourism, travel and hospitality: managerial approaches, techniques and applications, Springer. 4 Bélanger F., Van Slyke, C., Clossler, R. E. (2016), Information Systems for Business, An Experiential Approach, Prospect Press. 5 Collins, G. R., Cobanoglu, C., (2008), Hospitality Information Technology: learn how to use it, Kendall Hunt Pub. 6 Nyheim, Peter D., McFadden, Francis M., Connolly, D. J. (2005), Technology Strategies for The Hospitality Industry, Pearson Prentice Hall. 7 Tesone, D. V., (2006) Hospitality Information Systems and E-Commerce, John Wiley&Sons, New Jersey. 8 Turban, Efraim, Carol Pollard, and Gregory Wood (2021). Information Technology for Management: Driving Digital Transformation to Increase Local and Global Performance, Growth and Sustainability. John Wiley & Sons. 9 ***, eXpresSoft Check and eXpresSoft Master user guide. 10 ***, Opera user guide. 11 ***, eXpresSoft myBusiness user guide. 12 ***, Protel user guide | |



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

- The content of the course is correlated with the content of similar courses offered by universities from our country and from abroad.
- ICT knowledge and skills are necessary for the Tourism Industry.
- To adapt the content of this course to the labor market needs we had discussions with students, alumni, hotels and restaurants' business representatives and with the representatives of Property Management Systems developers and suppliers. The software products used in this course are provided by ExpresSoft Technology and BitSoftware (Oracle and Protel exclusive representative in Romania).

10. Evaluation

| Type of activity | 10.1 Evaluation criteria | 10.2 Evaluation method | 10.3 Share of the final grade |
|-----------------------------|---|---|-------------------------------|
| 10.4. Course | <ul style="list-style-type: none"> • understanding the terminology | Final evaluation: Multiple choice test - theory | 40 % |
| 10.5. Laboratory activities | <ul style="list-style-type: none"> • ability to use specific software solutions; | <ul style="list-style-type: none"> • First assignment - Property Management Systems, team assignment - 25% • Second assignment - Restaurant Management Systems, team assignment - 15% • Third assignment - Decision Support Systems/Business Intelligence - team assignment - 20% <p>The assignments will be sent at deadlines, during the semester. You must hand in at list 1 assignment.</p> <p>1 team should not have more than 3 members.</p> | 60 % |

10.6. Minimum performance standards

- Basic knowledge of theory and ability to use all the software solutions studied



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Date

Signature of course coordinator

**Signature of seminar/laboratory
coordinator**

23.04.2024

Assoc. Prof. Rozalia Veronica Rus

Assoc. Prof. Rozalia Veronica Rus

Date of approval

Signature of the Head of department

22.05.2024

Assoc. Prof. Marius Bota