



**SYLLABUS**  
**Academic year 2022-2023**

**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>	<ul style="list-style-type: none"> <li>gathering, processing, and analyzing economic data for business management</li> <li>business environment research for substantiation of business decisions</li> <li>implementing business development strategies in the hospitality industry</li> <li>providing assistance in business human resources management</li> </ul>
<b>Transversal competencies</b>	<ul style="list-style-type: none"> <li>implementing professional and ethical principles, norms, and values within one's own rigorous, efficient, and responsible strategy of work</li> <li>identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient work within a team</li> <li>identifying various opportunities for continuing education and efficiently using learning resources and techniques for their development</li> </ul>

## 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 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 from traditional and online business environment	Communication, business communication – specific 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; games, gamification, 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
Bibliography	<p><b>Benckendorff, Pierre Zheng Xiang, Pauline Sheldon, <i>Tourism Information Technology, ISBN 9781786393432</i></b>          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  <b>Fields, Tim, <i>Mobile &amp; Social Game Design: Monetization Methods and Mechanics, Second Edition, ISBN 9781466598683</i></b>  <b>Matsuo, Tokuro Hashimoto, Kiyota Iwamoto, Hidekazu, <i>Tourism Informatics, ISBN 9783662508572</i></b>  <b>Woods, Dan; Guliani, Gautam, <i>Open Source for the Enterprise, ISBN 9780596101190</i></b>  <b>Tokuro Matsuo; Kiyota Hashimoto; Hidekazu Iwamoto, Tokuro Matsuo; Kiyota Hashimoto; Hidekazu Iwamoto, ISBN 9783662508572</b>          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	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
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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**

<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	5%
10.5 Seminar/lab activities	Ability to use specific software solutions; individual study Interest and interactive participation	Homework	5%
	95% active and interactive attendance	Files saved on Teams	10 %
	Individual projects – I,II Minimum grade 5/project	During semester	60%
<b>Final Exam</b>	Projects presentation - compulsory	Exam	20%
<b>OBS</b>	<p><b>ATTENTION!! The evaluation is unique for all the examination sessions; REGISTRATION for the exam / colloquium is MANDATORY for all exam sessions!</b></p> <p><b>Any attempt at FRAUD entails the cancellation of the exam!</b></p>		
10.6 Minimum performance standards			
<ul style="list-style-type: none"> <li>- basic knowledge of all studied modules and their application in practical examples</li> <li>- practical skills in using the studied software tools</li> </ul>			

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

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

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

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