



SYLLABUS Academic year 2024-2025

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 ŞI 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	Assistant Prof. Liliana Guran, Ph.D.						
2.4 Seminar coordinator	Assistant Prof. Liliana Guran, Ph.D.						
2.5. Year of study	2	2.6 Semester	2	2.7. Type of evaluation	E	2.8. Type of discipline	Mandatory

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	1
3.4 Total hours in the curriculum	40	Of which: 3.5 lecture	20	3.6 seminar/laboratory	10
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					6

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

Professional competencies	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
Transversal competencies	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">ICT implications and new trends in traditional and online tourismPeculiarities of online distribution in online tourism.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

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	1 course
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	1 course
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	2 courses
Specific software solutions for online tourism (1)	Presentation, interactive exposure, practical examples from traditional and online tourism	1 course
Specific software solutions for online 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 for tourism	Presentation, interactive exposure, practical examples from traditional and online tourism	2 courses
Promotional strategies and policies online tourism	Presentation, interactive exposure, practical examples from traditional and online tourism	1 course
Best practices in the use of information technologies and communication in tourism and hospitality	Presentation, interactive exposure, practical examples	1 course
Bibliography	<p>Benckendorff, Pierre Zheng Xiang, Pauline Sheldon, Tourism Information Technology, ISBN 9781786393432</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, 1999</p> <p>Nyheim P, McFadden F, Connolly D, Technology Strategies for Hospitality industry, Pearson Prentice Hall, 2004</p> <p>Fields, Tim, Mobile & Social Game Design: Monetization Methods and Mechanics, Second Edition, ISBN 9781466598683</p> <p>Matsuo, Tokuro Hashimoto, Kiyota Iwamoto, Hidekazu, Tourism Informatics, ISBN 9783662508572</p> <p>Woods, Dan; Guliani, Gautam, Open Source for the Enterprise, ISBN 9780596101190</p> <p>Tokuro Matsuo; Kiyota Hashimoto; Hidekazu Iwamoto, Tokuro Matsuo; Kiyota Hashimoto; Hidekazu Iwamoto, ISBN 9783662508572</p> <p>Turban, E., Volonino, L., Information technology for management. Transforming organizations in the digital economy, John Wiley&sons, Inc., 2010</p> <p>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 lab
Specific software solutions for online tourism		1 lab
From E-tourism to M-tourism		1 lab
Generating traditional and mobile web presences for tourism.		1 lab



Promotional strategies and policies online tourism		1 lab
Bibliography	Benckendorff, Pierre Zheng Xiang, Pauline Sheldon, Tourism Information Technology, ISBN 9781786393432 Buhalis, D, E-tourism - information technology in strategic tourism management, Prentice Hall, 2003 Buhalis, D, Information technology for small and medium-sized tourism enterprises, 1999 Nyheim P, McFadden F, Connolly D, Technology Strategies for Hospitality industry, Pearson Prentice Hall, 2004 Fields, Tim, Mobile & Social Game Design: Monetization Methods and Mechanics, Second Edition, ISBN 9781466598683 Matsuo, Tokuro Hashimoto, Kiyota Iwamoto, Hidekazu, Tourism Informatics, ISBN 9783662508572 Woods, Dan; Guliani, Gautam, Open Source for the Enterprise, ISBN 9780596101190 Tokuro Matsuo; Kiyota Hashimoto; Hidekazu Iwamoto, Tokuro Matsuo; Kiyota Hashimoto; Hidekazu Iwamoto, ISBN 9783662508572 Turban, E., Volonino, L., Information technology for management. Transforming organizations in the digital economy, John Wiley&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 environments and specific to online tourism
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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	Test theory-multiple choice type with 20 questions-N1	50% Minimum grade 5
10.5 Seminar/lab activities	Ability to use specific software solutions; individual study Interest and interactive participation	Project presentation during the semester-N2	40% Minimum grade 5
	95% active and interactive attendance	Files saved on Teams-N3	10 %
Final Exam	The final grade will be calculated with the formula: 50%*N1+40%*N2+10%*N3		
OBS	ATTENTION!! The evaluation is unique for all the examination sessions.		



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	REGISTRATION for the exam / colloquium is MANDATORY for all exam sessions! Any attempt at FRAUD entails the cancellation of the exam!
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 Course coordinator
23.04.2024 **Assistant Prof. Liliana Guran, Ph.D.**

Seminar coordinator
Assistant Prof. Liliana Guran, Ph.D.

Date of Approval
22.05.2024

Head of Department
Marius Bota, Phd