1. Information regarding the program

1.1. Higher education institution	Universitatea Babeș Bolyai
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field of study	Business Administration
1.5. Study cycle	Bachelor
1.6. Study programme/Qualification	Business Administration in Hospitality Services /Bachelor in Economic Studies
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline	COMERT ELECTRONIC IN TURISM/E-COMMERCE FOR TOURISM			Discipline code		ILE0080	
2.2. Course coordinator		Associate Prof. dr. Rozalia-Veronica Rus					
2.3. Seminar coordinator		Associate Prof. dr. Rozalia-Veronica Rus					
2.4. Year of study	3	2.5. Semester	1	2.6. Type of evaluation	C	2.7. Discipline regime	**Optional**

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

3.1. Hours per week		3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum		42	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time allotment for individual study (ID) and self-study activities (SA)						**hours**
Learning using manual, course support, bibliography, course notes (SA)						8
Additional documentation (in libraries, on electronic platforms, field documentation)						14
Preparation for seminars/labs, homework, papers, portfolios and essays						14
Tutorship						14
Evaluations						2
Other activities:						6
3.7. Total individual study hours						58
3.8. Total hours per semester						100
3.9. Number of ECTS credits						4

4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	

5. Conditions (if necessary)

5.1. for the course	The course takes place in room with computer connected to the Internet, with installed software packages and video projector; Students are not allowed to delay and do not leave the room during the lectures; It is forbidden to use mobile phones in any way; In each course, students participate in interactive activities and complete quizzes on the topics presented
5.2. for the seminar /lab activities	The labs takes place in room with computers connected to the Internet, with installed software packages and video projector;

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	Students are not allowed to delay and do not leave the room during the labs; The use of telephones is not allowed in any way during the laboratories; All study and practical work materials are available to students on Teams; Each student has the obligation to participate actively and interactively in the solving of the laboratory tasks, and the individual results are saved on OneDrive in each lab;

6.1. Specific competencies acquired

Professional/essential competencies	• C1.3. Applying the appropriate tools for analyzing the relationship of influence exerted by the external environment on the enterprise/organization • C5.3. Applying the appropriate data analysis tools specific to business administration
Transversal competencies	• CT3. Identifying various opportunities for continuing education and efficiently using learning resources and techniques for their development

6.2. Learning outcomes

Knowledge	• The student knows the basics of application software packages, their main facilities and how to use high-performance software products to solve problems in the field of business administration in hospitality services. • The student knows the basic concepts in the field of emerging technologies specific to the emerging knowledge-based information society (ITC solutions specific to tourism in the digital environment, E-commerce solutions and platforms in tourism, Global Distribution Systems, etc.).
Skills	• The student uses open source tools to explore the main facilities offered by emerging technologies. • The student effectively uses software packages to solve problems in the field of business administration in hospitality services, applying concepts, theories, principles and methods to investigate phenomena and processes in this field.
Responsibility and autonomy	• The student exploits technological and economic opportunities generated by the information environment in the context of smart development. • The student identifies software packages and their appropriate functionalities in order to solve different business management problems.

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

7.1 General objective of the discipline	• Acquiring knowledge about ICT tools and their use in business administration from tourism industry and specific activities in the digital environment
7.2 Specific objective of the discipline	Acquiring knowledge about • the ITC solutions dedicated to tourism industry and new ITC trends in tourism; generating and the management of supply and demand in E-tourism; the peculiarities of online distribution in E-tourism; • systems and technologies in E-Tourism: cyber-hotels, transportation and reservations, travel agents, tour operators, etc.; concepts related to operational management in E-tourism; E-destinations, DMS solutions Identification of: • E-tourism market dynamic; New trends in M-tourism; New trends on global e-tourism and digital segment Romanian features; • E-commerce solution and platforms for tourism, analyze and use • Online promotion tools for tourism • The online payment systems and online security • The online and web analytics tools

8. Content

8.1 Course	Teaching methods	Remarks
ITC and its role in digital business environment	Presentation, interactive exposure, practical examples from business environment	1 course
E-business and e-commerce – general concepts, forms and models	Presentation, interactive exposure, practical examples from business environment	1 course
Tourism offline - E-tourism - M-tourism	Presentation, interactive exposure, practical examples from business environment	1 course
Distribution of online services. GDS	Presentation, interactive exposure, practical examples from business environment	2 courses
Specific ICT Applications for online tourism	Presentation, interactive exposure, practical examples from business environment	2 courses
E-commerce in tourism - Solutions and platforms – analysis and use	Presentation, interactive exposure, practical examples from business environment	3 courses
Online advertising solutions for tourism	Presentation, interactive exposure, practical examples from business environment	2 courses
Online payments systems and security transaction issues	Presentation, interactive exposure, practical examples from business environment	1 course
Analysis of online tourism activities	Presentation, interactive exposure, practical examples from business environment	1 course

Bibliography

1. Buhalis, Dimitrios, E tourism - information technology in strategic tourism management, Prentice Hall, 2003
2. Buhalis, Dimitrios, Electronic Information Distribution in Tourism and Hospitality, Pearson Education, 2003
3. Buhalis, Dimitrios, Information technology for small and medium-sized tourism enterprises, 1999
4. Chandrasekaran, K., Essentials of cloud computing, 2015, Taylor & Francis Group
5. Curtis Graham, Cobham David, Business information systems, Analysis, design,and practice, 6th edition, Prentice Hal, 2008
6. Hemann Chuck, Burbary Ken, Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World, 2013,Que Publishing
7. Kehal Harbhajan S., Singh, Varinder P., Digital economy: impacts, influences and challenges, 2005, Idea Group Inc
8. Kotler, Philip, Principiile marketingului, Teora, 1999

9. Kutz Martin, Introduction to E-commerce. Combinning business with Information Technology, 2016, bookboon.com
10. Montague D., Essentials of Online Payment Security and Fraud Prevention, 2011, John Wiley & Sons, Inc. Mullan P. C., The Digital Currency Challenge: Shaping Online Payment Systems through US Financial Regulations, 2014, Palgrave Macmillan
11. Nyheim Peter, McFadden Francis, Connoly Danile, Technology Strategies for Hospitality industry, Pearson Prentice Hall, 2004
12. O'Connor, P., Electronic information distribution in tourism and Hospitality, CabiPublishing, New York, 2000
13. O'Mahony D., Peirce Michael, Tewari Hitesh, Electronic Payment Systems for E-Commerce, 2001 Artech House, Inc
14. Plummer Joseph, Rappaport Steve, Hall Taddy, Barocci Robert, The online Advertising playbook. Proven strategies and Tested Tactics from The Advertising Research Foundation, 2007, John Wiley & Sons, Inc. Sheldon, P., Information Technologies for Tourism, CAB, Oxford,1997
15. Tesone D.V, Hospitality Information systems and E-commerce, Ed. John Willey&sons, 2006
16. Any other documentation, printed or digital tutorials, help websites, etc., relevant to studied material;

8.2 Seminar / laboratory	Teaching methods	Remarks
ITC and its role in digital business environment	Practical exercises, discussion, problematization	1 lab
E-business and e-commerce – general concepts, forms and models	Practical exercises, discussion, problematization	1 lab
Tourism offline - E-tourism - M-tourism	Practical exercises, discussion, problematization	1 lab
Distribution of online services	Practical exercises, discussion, problematization	2 labs
Specific ICT Applications for online tourism	Practical exercises, discussion, problematization	2 labs
E-commerce in tourism - Solutions and platforms – analysis and use	Practical exercises, discussion, problematization	3labs
Online advertising solutions for tourism	Practical exercises, discussion, problematization	2 labs
Online payments systems and security transaction issues	Practical exercises, discussion, problematization	1 lab
Analysis of online tourism activities	Practical exercises, discussion, problematization	1 lab

Bibliography

1. Buhalis, Dimitrios, E tourism - information technology in strategic tourism management, Prentice Hall, 2003
2. Buhalis, Dimitrios, Electronic Information Distribution in Tourism and Hospitality, Pearson Education, 2003
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4. Chandrasekaran, K., Essentials of cloud computing, 2015, Taylor & Francis Group
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14.	Plummer Joseph, Rappaport Steve, Hall Taddy, Barocci Robert, The online Advertising playbook. Proven strategies and Tested Tactics from The Advertising Research Foundation, 2007, John Wiley & Sons, Inc. Sheldon, P., Information Technologies for Tourism, CAB, Oxford,1997
15.	Tesone D.V, Hospitality Information systems and E-commerce, Ed. John Willey&sons, 2006
16.	Any other documentation, printed or digital tutorials, help websites, etc., relevant to studied material;

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

- ITC 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 the ITC instruments presented are used in digital business environment and specific for online tourism

10. Evaluation

- **The same evaluation criteria are maintained for all exams sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions.**
- **To be able to accumulate the points obtained during the semester, it is mandatory to obtain a minimum of 5 (five) in the final exam (written).**

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	Understanding the concepts presented Logical consistency; Ability to apply concepts learned in online business/tourism environment	Theoretical test – week 14	**50%**
10.5 Seminar/laboratory	Ability to apply concepts learned; individual study	Projects – during semester	**40%**
	Active and interactive attendance	Files uploaded in laboratory assignments – during the semester	**10 %**
10.6 Minimum standard of performance			

- basic knowledge of all studied modules and their application in practical examples
- practical skills in using the studied software tools

11. Labels ODD (Sustainable Development Goals)[1]

	General label for Sustainable Development

								9 INDUSTRIE, INOVAȚIE ȘI INFRASTRUCTURĂ

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[1] Keep only the labels that, according to the *Procedure for applying ODD labels in the academic process*, suit the discipline and delete the others, including the general one for *Sustainable Development* – if not applicable. If no label describes the discipline, delete them all and write „*Not applicable.*".

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Date:

02.04.2025

Signature of course coordinator

Assoc. Prof. Dr. Rozalia-Veronica Rus

Signature of seminar coordinator

Assoc. Prof. Dr. Rozalia-Veronica Rus

Date of approval:
10.04.2025

Signature of the head of department
Assoc. Prof. Dr. Marius Bota