



SYLLABUS
IT&C Solutions for Hospitality and Tourism
Academic year 2025-2026

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	Master
1.6. Study programme/Qualification	Business Administration in International Hospitality and Tourism/Master
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline		IT&C Solutions for Hospitality and Tourism				Discipline code		IME0044			
2.2. Course coordinator			Assistant Prof. Liliana Guran, Ph.D.								
2.3. Seminar coordinator			Assistant Prof. Liliana Guran, Ph.D.								
2.4. Year of study		2	2.5. Semester		4	2.6. Type of evaluation		E	2.7. Discipline regime		DS

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	36	of which: 3.5 course	24	3.6 seminar/laborator	12
Time allotment for individual study (ID) and self-study activities (SA)					hours
Learning using manual, course support, bibliography, course notes (SA)					36
Additional documentation (in libraries, on electronic platforms, field documentation)					34
Preparation for seminars/labs, homework, papers, portfolios and essays					20
Tutorship					6
Evaluations					6
Other activities:					8
3.7. Total individual study hours					114
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	



6.1. Specific competencies acquired

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

6.2. Learning outcomes

Knowledge	<ul style="list-style-type: none">The student has in-depth knowledge of: planning and organizing human, material and financial resources; motivating employees; controlling activities; managing relationships with clients of a firm/company/enterprise.The student identifies and capitalizes on various computer programs and applications corresponding to business administration activities.
Skills	<ul style="list-style-type: none">The student has an increased ability to use complex techniques and tools to analyze the organizational environment, to adapt firms to the identified requirements and challenges.The student can identify, recommend and implement business strategies online.The student is able to use specialized computer programs; it also proves an ethical conduct and a customer orientation.
Responsibility and autonomy:	<ul style="list-style-type: none">The student is able to perform complex professional tasks under conditions of autonomy and professional independence.The student recognizes and uses differentiated applications and computer programs to access and process data necessary for business administration.

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

7.1 General objective of the discipline	<ul style="list-style-type: none">Acquiring knowledge about specific software solutions and ICT tools used in online tourism
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7.2 Specific objective of the discipline	<p>Acquiring knowledge about</p> <ul style="list-style-type: none">• ICT implications and new trends in traditional and online tourism• Peculiarities 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
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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

1. Benckendorff, Pierre Zheng Xiang, Pauline Sheldon, Tourism Information Technology, ISBN 9781786393432
2. Buhalis, D, E-tourism - information technology in strategic tourism management, Prentice Hall, 2003
3. Buhalis, D, Information technology for small and medium-sized tourism enterprises, 1999
4. Nyheim P, McFadden F, Connolly D, Technology Strategies for Hospitality industry, Pearson Prentice Hall, 2004
5. Fields, Tim, Mobile & Social Game Design: Monetization Methods and Mechanics, Second Edition, ISBN 9781466598683
6. Matsuo, Tokuro Hashimoto, Kiyota Iwamoto, Hidekazu, Tourism Informatics, ISBN 9783662508572
7. Woods, Dan; Guliani, Gautam, Open Source for the Enterprise, ISBN 9780596101190



8. Tokuro Matsuo; Kiyota Hashimoto; Hidekazu Iwamoto, Tokuro Matsuo; Kiyota Hashimoto; Hidekazu Iwamoto, ISBN 9783662508572
9. 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;

8.2 Seminar / laboratory	Metode de predare	Observații
ICT implications and new trends in traditional and online tourism	Practical exercises, discussion	1 lab
Business Communication in the digital environment – role and solutions. Case studies from hospitality industries and tourism	problematization	2 lab
Specific software solutions for online tourism	Practical exercises, discussion	2 lab
From E-tourism to M-tourism	problematization	2 lab
Generating traditional and mobile web presences for tourism.	Practical exercises, discussion	2 lab
Promotional strategies and policies online tourism	problematization	2 lab
Bibliography		

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



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/oral).

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;	Grid test 20 Questions Minimum grade 5	50%
	Capacity to apply concepts learned		
10.5 Seminar/laboratory	Ability to apply the learned notions; Individual study; Performing work tasks;	Project Minimum grade 5	30%
	Interactive interest and participation;	Presence+Files saved in Teams during labs	20%
10.6 Minimum standard of performance			
<ul style="list-style-type: none">• 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						
							

Date:
02.04.2025

Signature of course coordinator
Assist.Prof. Liliana Guran, Ph.D.

Signature of seminar coordinator
Assist.Prof. Liliana Guran, Ph.D.

Date of approval:
10.04.2025

Signature of the head of department
Assoc. Prof. Marius Bota, Ph.D.

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.”.