SYLLABUS
Academic year 2023-2024

1. Information regarding the programme

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

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)

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

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Fax: 0264590110
E-mail: secretariat.tbs@ubbcluj.ro
Site: tbs.ubbcluj.ro

4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	

5. Conditions (if necessary)

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, eXpresSoft Check, eXpresSoft Master), Protel, 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, eXpresSoft Check, eXpresSoft Master, eXpresSoft myBusiness, POS for Restaurant, Breeze, KeepApp, Protel, Power BI Desktop and, Power BI app.

6. Specific competencies acquired

Professional competencies	• 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	• 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)

7.1. General objective of the course	• 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	• 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 (Infor Hospitality Management Solution (HMS), 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.

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,	Interactive lecture, step-by-step	2 courses

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		Teaching method	Remarks
rate management. Reports. Night audit.)		training	
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).		Interactive lecture, step-by-step training	2 courses
7. Management information systems in Tourism (Decision support systems; Executive Information Systems; Expert Systems). Spreadsheet based DSS.		Interactive lecture, step-by-step training	1 course
8. Business Intelligence. Data analytics.		Interactive lecture, step-by-step training	1 course
9. Transportation and Information Technology (Airline Reservation Systems, Revenue Management Systems, Geographic Information System (GIS), Intelligent Transportation Systems)		Interactive lecture, step-by-step training	1 course
10. Tourist Experiences and Information Technology		Interactive lecture, step-by-step training	1 course

Bibliography

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. ***, eXpresSoft Check user guide.
8. ***, eXpresSoft Master user guide.
9. ***, Opera user guide.
10. ***, Protel user guide.
11. ***, eXpresSoft myBusiness user guide

8.2. Seminar/laboratory	Teaching method	Remarks

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1. Information Systems – Introduction	step-by-step training, didactic exercise, case studies.	1 laboratory
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	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 Ibelsa.rooms Help & Support, http://www.ibelsa.com/en/help-support/overview/. 9 ***, eXpresSoft Check and eXpresSoft Master user guide. 10 ***, Opera user guide. 11 ***, eXpresSoft myBusiness user guide 12 ***, Protel user guide.	

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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 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 T&C NET (Infor SoftBrands exclusive representative in Romania), BitSoftware (Oracle and Protel exclusive representative in Romania), and ExpresSoft.

10. **Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share of the final grade
10.4. Course	• understanding the terminology	Final evaluation: Multiple choice test - theory	**40 %**
10.5. Laboratory activities	• ability to use specific software solutions;	• 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%** The assignments will be sent at the deadlines, during the semester. You need to turn in at list 1 assignment. 1 team should have a maximum of 3 members.	**60 %**

10.6. Minimum performance standards
➢ Basic knowledge of theory and ability to use all the software solutions studied

Date	Signature of course coordinator	Signature of seminar/laboratory coordinator
	Assoc. Prof. Rozalia Veronica Rus	Assoc. Prof. Rozalia Veronica Rus
29.09.2023		

Date of approval	Signature of the Head of department
	Assoc. Prof. Marius Bota
11.10.2023	