



## COURSE SYLLABUS

2019/2020 Academic Year

### GENERAL COURSE INFORMATION

1.1. Course Name	Information Technologies in Tourism								
1.2. Study Programme	Tourist Destination Management and Marketing undergraduate professional study programme								
1.3. Course Short Name	INTT	1.7. Year of Study	Third						
1.4. Course Code	TDM19348	1.8. Semester	Sixth / Summer						
1.5. Course Status	Obligatory	1.9. ECTS	5						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Class Activities</th> <th>Total hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>15</td> </tr> <tr> <td>Exercises</td> <td>15</td> </tr> </tbody> </table>	Class Activities	Total hours	Lectures	15	Exercises	15	1.10. Class Venue and Schedule	Bernays- According to the published schedule
Class Activities	Total hours								
Lectures	15								
Exercises	15								

### 2. TEACHING STAFF

2.1. Lecturer in Charge	Oliver Hip	2.6. Course Associates	
2.2. Academic Rank	PhD	2.7. Academic Rank	
2.3. Teaching Rank	College Professor with Tenure	2.8. Teaching Rank	
2.4. Contact e-mail	oliver.hip@bernays.hr	2.9. Contact e-mail	
2.5. Consultations	In agreement with professor	2.10. Consultations	

### 3. COURSE DESCRIPTION

3.1. Course Objectives	The aim of this course is to introduce students to the role and meaning of information and communication technologies (ICT) in tourism and to provide students with the skills needed for their use. Students will also be enabled to understand the latest trends in the application of ICT technologies, identify examples of best practice, and learn about the advantages and disadvantages of using ICT in tourism.
3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course.
3.3. Learning Outcomes	LO1: Use ICT technologies in business LO2: Explain examples of ICT usage and reservation systems in tourism LO3: Plan the use of ICT technologies in tourism



LO4: Use the front desk software

### Topics/Lectures (outcomes 1, 2 and 3)

1. Introduction / syllabus review – 1 session
2. The concept, role and development of ICT – 1 session
3. The role of ICT in the tourism industry – 2 sessions
4. Social networks in tourism – 2 sessions
5. Mobile applications and mobility in tourism – 2 sessions
6. The power of reviews in tourism – 1 session
7. Booking systems in tourism – 2 sessions
8. Examples of the use of ICT in tourism – 2 sessions
9. Use of ICT in tourism supply and demand – 1 session
10. The future of ICT and tourism – 1 session

### Practical classes – outcome 4

Students will use the MINI REC program. This is a Windows application intended for use in family-run hotels and campsites with smaller number of accommodation units. Students will enter data and monitor reservations, check-in and check-out, maintain guest address book and data on guests' stay and services, registration of guests at the tourist board and MoI (the Ministry of Interior), preparation, printing and charging of bills, and preparation of basic statistical and financial reports.

### 3.5. Types of Class Activities

X	Lectures	X	Exercises		Field Trips		Multimedia and Network		Mentored Paper
	Seminars and Workshops		Distance Learning	X	Independent Assignments		Laboratory		Misc.

### 3.6. Course Language

Croatian Language

### 3.7. Student Obligations

Attending lectures and completing exercises regularly.

### 3.8. Monitoring Student Work and ECTS

1	Class Attendance		Written Exam		Seminar Paper	3	Preliminary Exam(s)		Project
	Activities in Class		Oral Exam		Research		Essay	1	Misc.

### 3.9. Grading Students during Class and Final Exam

Grade Type	Points
1. Class Attendance	10
2. Preliminary exam 1 (theoretical part)	40
3. Preliminary exam 1 (practical part)	30
4. Computer Exercises	20



	<b>Total Points</b>	<b>100</b>
<b>3.10. Obligatory Literature</b>	1. Benckendorff, P., Z. Xiang, P. Sheldon: <i>Tourism Information Technology</i> , 3rd Edition, CABI, UK, 2019.	
<b>3.11. Supplementary Literature</b>	1. Benckendorff, J.P., Sheldon, J.P., Fassenmaier, D.R., <i>Tourism information technology</i> , 2nd Edition, CABI, UK, 2014. 2. Wayne, P., Rowe, M., Cooper, M. (2007). <i>Information and Communication Technologies in Support of the Tourism Industry</i> . Idea Group Publishing, Hershey, London, Melbourne, Singapore.	
<b>3.12. Quality Monitoring Methods</b>	Observations and evaluation of teaching; student questionnaires	