

NAME OF THE COURSE		HOTEL INFORMATION SYSTEMS				
Code	EUT208	Year of study	3.			
Course teacher	Daniela Garbin Praničević, Associate Professor Marko Hell, Associate Professor	Credits (ECTS)	5			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Mandatory	Percentage of application of e-learning	40%			
COURSE DESCRIPTION						
Course objectives	The objective of this course is to understand theoretical concepts and managerial IT tools for supporting hotel management. After completion of the course, students will be able to understand the concepts, approaches, methods and techniques required for effective use of hospitality information systems.					
Course enrolment requirements and entry competences required for the course	Course signature requirements: as determined by the Statute of the Faculty of Economics and Rules and Regulations for Studies and Study Programmes. Entry competencies: English language proficiency level B2-C1 (CEFR) and computer skills (Microsoft Office Package).					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>The overall learning outcome: Explain the concepts and information systems usage for hotel management</p> <p>Specific learning outcomes:</p> <ol style="list-style-type: none"> 1. Define hotel information systems and describe its support to hotel business processes 2. Identify the management segments that information technology improve 3. Assess the effects of appliance different technical solutions in particular hotel processes 4. Describe hotel decision support (sub)systems 5. Apply IT skills in hotel business 6. Recognize the challenges in IT hotel business 7. Explore the different IT solution developed for hotel purposes. 					
Course content broken down in detail by weekly class schedule (syllabus)	Week	Lectures		Exercises:		
		Topic	Hours	Topic	Hours	
	1	Managing hotel Business in the Digital Economy.	2	Task 1 Hotel website performance analyzes (1 st part) Additional Assignments 1	2	
	2	Hotel information systems / Room Management and Guest Accounting Applications	2	Task 2 Hotel website performance analyzes (2 nd part) Additional Assignments 2	2	
3	Changing ICT competitiveness role over time – case of hotel industry	2	Task 3 Internet distribution systems analyses Additional Assignments 3	2		

2021./2022.

01/03/22 – 9. Sj. FV

	4	ICT as support to guest relationship management	2	Task 4 GDS Amadeus (1 st part) Additional Assignments 4	2
	5	Information (reservation) system maturity and hotel processes quality	2	Task 5 GDS Amadeus (2 nd part) Additional Assignments 5	2
	6	Guest lecture (e-tourism expert)	2	Task 6 Restaurant application demo / comparison and analyses Additional Assignments 7	2
	7	Food and Beverage Management Applications / Catering	2	Task 7 Green hotel IT solutions, analyses and comparison Additional Assignments 8	2
	8	Colloquium 1			
	9	Applications ICT support to hotel business from travel cycle perspective	2	Task 8 Travel portals / Internet distribution systems, analyses and comparison Additional Assignments 8	2
	10	Role and significance of travel (web) portals and internet distribution systems for hotel industry Sustainable tourism concept / IT as support to "green hotels"	2	Task 9 Web analytics and web monitoring tools, analyses and comparison Additional Assignments 9	2
	11	Web analytics and Web monitoring solutions as hotel strategic partner	2	Task 10 Hotel mobile applications, analyses and comparison Additional Assignments 10	2
	12	Mobile Technology for hotel industry, concept and best practice	2	Task 11 Social analytics tools, analyses and comparison Additional Assignments 11	2
	13	Managing Hotels on Social networks, concept and best practices	2	Task 12 Smart technology for hotels, analyses and comparison Additional Assignments 12	2

2021./2022.

19/10/21 – 2. Sj.FV

	14	Forthcoming ICT trends for hotel industry	2	Task 13 ICT trends for hotel industry Analyses Additional Assignments 13	2
	15	Colloquium 2			
Format of instruction	x lectures x seminars and workshops x exercises <input type="checkbox"/> <i>on line</i> in entirety x partial e-learning <input type="checkbox"/> field work		x independent assignments x multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> (other)		
Student responsibilities	Students are obliged to access (follow) on line classes, and perform the default assignments. The requirement for enter colloquia are submitted exercises assignments. The condition for signing is attendance at 70% of lectures and 70% of exercises (for full-time students). 50% of the conditions prescribed for full-time students apply to part-time students. The requirement to enter the exam is signature and presented seminar.				
Screening student work (<i>name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course</i>)	Class attendance	1,7	Research		Practical training
	Experimental work		Report		(Other)
	Essay	0,5	Seminar	1	(Other)
	Colloquium	1,8	Oral exam		(Other)
	Written exam		Project		(Other)
Grading and evaluating student work in class and at the final exam	Model of point's accumulation is used as method of student progress continuous monitoring. Specifically, the students have opportunity to collect a total of 70 points through the following activities: 2 colloquia (2X15 points), 12 additional individual assignments (14x1 points) and seminar / case study (max 8 points). Colloquium is considered as passed if the student has achieved at least 60% of the maximum points. The same percentage is valid for exams pass. The grades (in %) are formed according the following grading scale: < 60% = written exam 60%- 69% = sufficient (2) 70% -79% = good (3) 80%- 89% = very good (4) 90% -100% = excellent (5) Upon the announcement of assessment results, students have opportunity of assessment insight in consultancy hours. Students who are not satisfied with the overall rating may take oral exam. Students who have not completed the right of direct enrollment have to a final written exam and realize max. 70% of total points. The final score is calculated by adding the points achieved on the exam to the additional assignments points. Method of final exam: written and oral.				
Required literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media
	<ul style="list-style-type: none"> Talón-Ballester, P., González-Serrano, L., Soguero-Ruiz, C., Muñoz-Romero, S., & Rojo- 				

2021./2022.

19/10/21 – 2. Sj.FV

	<p>Álvarez, J. L. (2018). Using big data from customer relationship management information systems to determine the client profile in the hotel sector. <i>Tourism Management</i>, 68, 187-197.</p> <ul style="list-style-type: none"> • https://www.sciencedirect.com/science/article/pii/S0261517718300670?casa_token=wXraSXR1MyQAAAAA:GAY_WWDUEARvyfL8EwHJQG2T3Oldghu1GpTh0kYA4RykOm8K0RdfhHsxxF7wT16Cgdk-hK3atw • Gretzel, U., Fuchs, M., Baggio, R., Hoepken, W., Law, R., Neidhardt, J., ... & Xiang, Z. (2020). e-Tourism beyond COVID-19: a call for transformative research. <i>Information Technology & Tourism</i>, 22(2), 187-203. https://link.springer.com/article/10.1007/s40558-020-00181-3 		
	<ul style="list-style-type: none"> • Nyheim P.D. et al. (2005): <i>Technology strategies for the hospitality industry</i>, Pearson, Prentice Hall 	1	
	<ul style="list-style-type: none"> • Turban, E.; Volonino, L. (2010): <i>Information Technology for Management , Transforming Organizations in the Digital Economy</i>, John Wiley & Sons, Inc. 	1	
	<ul style="list-style-type: none"> • Teaching materials uploaded on the Moodle's course page 		
Optional literature (at the time of submission of study programme proposal)	<ul style="list-style-type: none"> • Xiang, Z., Fuchs, M., Gretzel, U., & Höpken, W. (Eds.). (2020). <i>Handbook of e-Tourism</i>. Springer International Publishing. • Buhalis.D (2003): <i>e-Tourism</i>, Prentice Hall • Sigala, M. et.al. (2011): <i>Social Media in Travel, Tourism and Hospitality</i>, Ashgate • Garbin Praničević, D.; Alfirević, N.; Indihar Štemberger, M.(2011): „Information system maturity and the hospitality enterprise performance“. <i>Economic and business review</i>.13 (4), 227-249. • Pranić, Lj.; Garbin Praničević, D.; Arnerić, J.(2014): „Hotel Website Performance: Evidence From A Transition Country“. <i>Tourism and Hospitality Management</i>. 20 (1), 45-60. • Garbin Praničević, D.; Peterlin, J. (2015): „Communication with the stakeholders in sustainable tourism“, <i>Tourism in Southern and Eastern Europe</i>, 3, 63-74. • Bekavac, I.; Garbin Praničević,D.(2015): „Web analytics tools and web metrics tools: An overview and comparative analysis“. <i>Croatian Operational Research Review</i>. 6(2), 373-386. 		

2021./2022.

19/10/21 – 2. Sj.FV

	<ul style="list-style-type: none"> • Mihalič, T., Garbin Praničević, D. Arnerić, J. (2015): „The changing role of ICT competitiveness: the case of the Slovenian hotel sector“, Economic Research-Ekonomska Istraživanja, 28 (1), 367-383, • Šerić, M., Gil Saura, I.; Garbin Praničević, D.(2016): „ICT for external use in Croatian four-and five-star hotels“. Tourism and hospitality management. 22 (1), 69-85. • Garbin Praničević, D.; Zovko, A.(2016):“Perspective of Croatian tourism supported with ICT potential and ICT trends“, Proceedings 23rd Biennial International Congress: Tourism and Hospitality Industry - Trends and Challenges; Sveučilište u Rijeci Fakultet za menadžment u turizmu i ugostiteljstvu Opatija, 39-52. <ul style="list-style-type: none"> • https://hospitalitytech.com/ • https://www.phocuswright.com/ • http://www.amadeus.com/ • https://www.tnooz.com/ • http://www.traveltechnologyeurope.com/
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> • Monitoring student’s class attendance (teacher) • Class quality supervisions (Vice-Dean) • Analysis of student success (Vice-Dean) • Student survey on the quality of teachers and teaching (University of Split, Centre for Quality Improvement) • All a/m activities are relevant for the assessment of course outcomes.
Other (as the proposer wishes to add)	