NAME OF THE COURSE		HOTEL INFORMATION SYSTEMS					
Code	EUT208	Year of study		3.			
Course teacher	Daniela Garbin Praničević, Full Professor Associate Professor Marko Hell	Credits (ECTS)		5			
Associate teachers	Ivana Ninčević Pašalić, Assistant Professor	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	Understanding the functioning of information systems (IS) in tourism and hospitality. Developing skills in the application of information and communication technologies (ICT) in hotels						
Course enrolment requirements and entry competences required for the course	No prerequisites for enrollment						
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	Course learning outcome: Analyze modern technological solutions in the context of hotel practice Individual course outcomes: 1. identify segments of hotel management that information technology can improve 2. evaluate the possibility of applying different technological solutions to individual hotel processes 3. apply basic skills in using information technology in hotel business 4. independently search demo versions of technological solutions available via the Internet, identify a problem from hotel practice that the observed technological solutions can completely or partially solve 1. 5. assess the relevance of individual technological solutions for hotel management						

Course content broken down in detail by weekly class schedule (syllabus)

Week	Lectures		Exercises:	
	Topic	Hours	Topic	Hours
1	Concept, Definition, and Types of Information Systems; System Entropy / Information System as a Subsystem of the Hotel System.	2	Task 1 Analysis of Hotel Website Usability (1st part) Additional Task 1	2
2	Impact of ICT on the Demand for Hotel Services (eDemand) / Impact of ICT on the Supply of Hotel Services (eSupply)	2	Task 2 Online Tools for Tracking Website Traffic to Hotels Additional Task 2	2

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	3	Distribution Systems for Managing Accommodation Capacities	2	Task 3 Analysis and Comparison of Online Distribution Systems Additional Task 3	2
	4	Application of ICT in the Operations of Travel Agencies and Tour Operators	2	Task 4 Review and Analysis of Tools for Creating Hotel and Other Accommodation Websites Additional Task 4	2
	5	Application of ICT in Destination Management for Hotel Service Promotion	2	Task 5 Review and Analysis of GDS (Global Distribution Systems)Additional Task 5	2
	6	Internet Technologies as Support for Hotel Business Systems	2	Task 6 Review and Analysis of Online Distribution Systems Additional Task 6	2
	7	Guest Lecturer(s) from the Industry	2	Task 7Working in a Hotel Application (Part 1) Additional Task 7	2
	8	Midterm Exam 1			
	9	Digitization of the Process Function for Accommodation Service Preparation and Delivery	2	Task 8 Working in a Hotel Application (Part 2) Additional Task 8	2
	10	Digitization of the Process Function for Food and Beverage Preparation Information Subsystem "Procurement"	2	Task 9 Analysis and Comparison of Information Systems for Restaurant Management Additional Task 9	2
	11	Information Subsystem "Hotel Maintenance" Integration of Mobile Technologies into Hotel Processes	2	Task 10 Analysis and Comparison of Online Tools for Tracking and Measuring Website Traffic, and Analysis of Selected Online Content Relevant to Hotels Additional Task 10	2
	12	Smart Hotels: Conceptual Definitions, Technological Features of Smart Hotels	2	Task 11 Smart Technologies – Case Study Analysis / Critical Review Additional Task 11	2

	13	Green Hotels: Conceptual Definitions, Technological Features of Green Hotels	2	Task 12 Smart Technologies – Case Study Analysis / Critical Review Additional Task 12	2
	14	Augmented and Virtual Reality as Support for Hotel Operations	2	Task 13 Smart Technologies – Case Study Analysis / Critical ReviewAdditional Task 13	2
	15	Midterm Exam 2			

Format of instruction	x lectures x seminars and workshops x exercises ☐ *on line* in entirety x partial e-learning ☐ field work	x independent assignments x multimedia ☐ laboratory ☐ work with mentor ☐ (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 *(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)*	Class attendance	1,o	Research		Practical training	
	Experimental work		Report		(Other)	
	Essay	0,5	Seminar	1	(Other)	
	Colloquium	1,8	Oral exam	0,7	(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), 13 additional individual assignments (13x1 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 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	Title	Number of copies in the library	Availability via other media

media)			
	• • Talón-Ballestero, P., González-Serrano, L., Soguero-Ruiz, C., Muñoz-Romero, S., & Rojo-Álvarez, J. L. (2018). Using big data from customer relationship management information systems to determine the client profile in the hotel sector. *Tourism Management*, *68*, 187-197. • 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. *Information Technology & Tourism*, *22*(2), 187-203.https://link.springer.com/article/10.1007/s40558-020-00181-3		
	• Nyheim P.D. et al. (2005): Technolog strategies for the hospitalit industry, Pearson, Prentice Hall	1	
	• Turban, E.; Volonino, L. (2010): Information Technology for Management , Transforming Organizations in the Digital Economy, John Wiley & Sons, Inc.	1	
	• Teaching materials uploaded on the Moodle's course page		
Optional literature (at the time of submission of study programme proposal)	• Xiang, Z., Fuchs, M., Gretzel, U., & Höpken, W. (Eds.). (2020). Handbook of e-Tourism. Springer International Publishing • Buhalis.D (2003): e-Tourism, Prentice Hall • Sigala, M. et.al. (2011): Social Media in Travel, Tourism and Hospitality, Ashgate • Garbin Praničević, D.; Alfirević, N.; Indihar Štemberger, M.(2011): „Information system maturity and the hospitality enterprise performance". Economic and business review.13 (4), 227-249. • Pranić, Lj.; Garbin Praničević, D.; Arnerić, J.(2014): „Hotel Website Performance: Evidence From A Transition Country". Tourism and Hospitality Management. 20 (1), 45-60. • Garbin Praničević, D.; Peterlin, J. (2015): „Communication with the stakeholders in sustainable tourism", Tourism in Southern and Eastern Europe, 3, 63-74. • Bekavac, I.; Garbin Praničević,D.(2015): „Web analytics tools and web metrics tools: An overview and comparative analysis". Croatian Operational		

Research Review. 6(2), 373-386.
- 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 Congres: Tourism and Hospitality Industry - Trends and Challenges; Sveučilište u Rijeci Fakultet za menadžment u turizmu i ugostiteljstvu Opatija, 39-52.
- Mandić, A., & Garbin Praničević, D. (2019). Progress on the role of ICTs in establishing destination appeal: Implications for smart tourism destination development. Journal of hospitality and tourism technology, 10(4), 791-813.

- 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	• 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)	