

## COURSE OUTLINE

### (1) GENERAL

<b>SCHOOL</b>	ECONOMICS, BUSINESS, AND INTERNATIONAL STUDIES		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF BUSINESS ADMINISTRATION		
<b>LEVEL OF STUDIES</b>	POSTGRADUATE (MBA – TOURISM MANAGEMENT)		
<b>COURSE CODE</b>	ΔTE526	<b>SEMESTER</b>	2 <sup>nd</sup>
<b>COURSE TITLE</b>	NEW TECHNOLOGIES IN TOURISM		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures, exercises & applications		3	4
Laboratory		6 hours (total)	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
<b>COURSE TYPE</b> <i>general background, special background, specialised general knowledge, skills development</i>	Special background		
<b>PREREQUISITE COURSES:</b>	No		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	Greek		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	No		
<b>COURSE WEBSITE (URL)</b>	<a href="https://mbatourism.unipi.gr/mba/">https://mbatourism.unipi.gr/mba/</a>		

### (2) LEARNING OUTCOMES

#### Learning outcomes

*The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.*

*Consult Appendix A*

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The main objective of the course is to analyze and explain basic concepts and issues related to the use of new technologies in Tourism. The course describes and examines different types and categories of new technologies in Tourism (Information & Communication Technologies – ICT and Information Systems – IS) and analyzes their use, as well as their positive and negative effects on tourism enterprises. In addition to the use of new technologies in Tourism, emphasis is also given on forecasting methodologies and techniques and their application in Tourism using specialized software. Upon successful completion of the course, students will be able to:

- Understand the importance of new technologies in Tourism.
- Identify, describe and explain the basic concepts and applications of new technologies in Tourism.
- Compare and evaluate the different applications of new technologies in Tourism.
- Understand and describe the effects (positive and negative) of new technologies on tourism enterprises.
- Combine the knowledge and skills they acquire from both the theoretical and practical part of the course in solving problems related to the organization and operation of tourism

- enterprises.
- Perceive and understand the importance of forecasting in Tourism.
- Understand and describe the different forecasting methodologies.
- Understand and describe what affects the validity of forecasting.
- Apply the various forecasting methodologies for making valid short-term forecasts based on tourism data using software.

### General Competences

*Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?*

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>.....</i>
<i>Production of new research ideas</i>	<i>Others...</i>
	<i>.....</i>

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Adapting to new situations
- Decision-making
- Working independently
- Team work
- Working in an interdisciplinary environment
- Production of free, creative and inductive thinking

### (3) SYLLABUS

#### Theory:

- Introduction to new technologies in Tourism.
- Applications of Information and Communication Technologies (ICT) in Tourism.
- Basic forms and types of Information Systems in Tourism:
  - Hotel Information Systems (Hotel Front-end & Back-end Management Systems - Hospitality Information Systems - Property Management Systems - Hotel Management Systems).
  - Reservation systems (Booking-Engines, Computerized Reservation Systems).
  - Global Distribution Systems.
- Internet and new technologies in Tourism.
- Forecasting methodologies and techniques in Tourism.

#### Lab:

- Applications in information systems in Tourism (Property Management Systems, Booking Engines, Computerized Reservation Systems).
- Applications of various forecasting methodologies in Tourism based on real data using specialized software.

### (4) TEACHING and LEARNING METHODS - EVALUATION

<p style="text-align: center;"><b>DELIVERY</b></p> <p style="text-align: center;"><i>Face-to-face, Distance learning, etc.</i></p>	Face-to-face														
<p style="text-align: center;"><b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b></p> <p style="text-align: center;"><i>Use of ICT in teaching, laboratory education, communication with students</i></p>	Use of ICT in Teaching and Laboratory Education Use of ICT in Communication with students: - Course's e-learning platform (messages, announcements) - E-mails														
<p style="text-align: center;"><b>TEACHING METHODS</b></p> <p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><i>Activity</i></th> <th style="text-align: center;"><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures, exercises &amp; applications</td> <td style="text-align: center;">30</td> </tr> <tr> <td>Laboratory</td> <td style="text-align: center;">6</td> </tr> <tr> <td>Self-study</td> <td style="text-align: center;">58</td> </tr> <tr> <td>Written assignments</td> <td style="text-align: center;">15</td> </tr> <tr> <td>Final exams</td> <td style="text-align: center;">3</td> </tr> <tr> <td><b>Course total</b></td> <td style="text-align: center;"><b>112 hours</b></td> </tr> </tbody> </table>	<i>Activity</i>	<i>Semester workload</i>	Lectures, exercises & applications	30	Laboratory	6	Self-study	58	Written assignments	15	Final exams	3	<b>Course total</b>	<b>112 hours</b>
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<p style="text-align: center;"><b>STUDENT PERFORMANCE EVALUATION</b></p> <p><i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	Language of evaluation: Greek Evaluation: <ul style="list-style-type: none"> <li>● 40% written assignments (individual – team assignments)</li> <li>● 60% final exams</li> </ul> The assessment is carried out through individual or team assignments, but also through a final exam which includes short-answer, open-ended and problem-solving questions.														

## (5) ATTACHED BIBLIOGRAPHY

### - Suggested bibliography:

- Benckendorff P.J., Xiang Z., Sheldon P.J. (2019). Tourism information technology, 3<sup>rd</sup> Edition, CABI Tourism Texts, CABI Publications.
- Aczel, A.D. and Sounderpandian, J. (2013) Statistical Thinking in the World of Business, Editor M. Sfakianakis, Broken Hill Publishing (in Greek).
- Franses P.H., Dijk D.v., Opschoor A. (2014). Time Series Models for Business and Economic Forecasting, Cambridge University Press.

### - Related academic journals:

- Computer Science Review, Elsevier.
- Information Sciences, Elsevier.
- Journal of Computational Science, Elsevier.
- Information Technology & Tourism, Springer.
- Information Technology & Tourism, Springer.
- Journal of Hospitality and Tourism Technology, Emerald.