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| **Study programme: BAS Tourism** | |
| **Course title: Information technologies in tourism (T330)** | |
| **Teacher: Dr. Uglješa Stankov** | |
| **Status: compulsory** | |
| **ECTS: 6** | |
| **Requirements: No** | |

**Learning objectives**

Introducing students to the most important application of information and communication technologies in tourism. Special attention is devoted to the Internet and reservation systems, and application of geographic information systems (GIS) in the tourism industry.

**Learning outcomes**

Students will be able to understand and use the most common application of ICT in tourism.

**Syllabus**

*Theoretical part:*

Definition of information technology. Information systems. Reservation systems (computer reservation systems of air carriers, hotel computer reservation systems). Global distribution systems. IT applications in hotels and restaurants. Intelligent systems in tourism business. Internet basics. Origins and development of the Internet and the Web. Internet development in Serbia. Standard Internet service. Basics of the Internet marketing. Impacts of the Web on marketing mix in tourism. Website as a promotional tool. Internet promotional techniques in tourism. The concept of geographic information systems. The emergence and development of GIS. Components of GIS. The principles of GIS. Collection, processing, analysis and display of geographic data. Web GIS. Application of GIS in tourism (Application of GIS on demand and supply side). GIS as decision making tool.

*Practical part:*

Training for different software applications (Web CMS, ArcGIS for Desktop, ArcGIS online) and writing a term paper.

**Literature:**

1. Zhou, Z. 2004. E-Commerce and Information Technology in Hospitality and Tourism, London: Thomson Learning,

2. ETC, & UNWTO. (2014). Handbook on E-marketing for Tourism Destinations – Fully revised and extended version 3.0. Madrid: ETC; UNWTO.

3. Pourabbas, E. (2014): Geographical information systems: trends and technologies. CRC Press. Boca Raton.

| **Weekly teaching load 5 (75)** | **Lectures: 3** | **Exercises: 2** |
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**Methods of Teaching**
Lectures, Illustration and Demonstration, Practical skills

| Grading method (maximu 100 points) | | | |
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| **Pre-examination assignments** | points | **Final examination** | points |
| Activities during lectures | **0-5** | Written examination | |
| Activities during exercises | **0-5** | Oral examination | **30-45** |
| Colloquia | **20-40** | .......... | |
| Seminar paper | **0-5** | | |