

**Information Systems for Tourism Industry**  
School of Applied Disciplines, Bogazici University

**COURSE SYLLABUS**

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Instructor:	Dr. Stella KLADOU <a href="mailto:stellakladou@gmail.com">stellakladou@gmail.com</a> ; <a href="mailto:S.Kladou@shu.ac.uk">S.Kladou@shu.ac.uk</a>	Term:	Spring 2016
Guest Speaker:	Erhan BAYRAM <a href="mailto:ebayram@yildiz.edu.tr">ebayram@yildiz.edu.tr</a>	Blog:	itboun.blogspot.com.tr
Office:	School of Applied Disciplines	Class Meeting Days:	Mondays
Office Hours:	Mondays: 12-2 (for confirmed appointments)	Teaching Hours:	9-12
		Class:	HKA 302 & computer lab

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### I. Course Overview

This course is designed to cover topics related to information system applications, innovation and digital technology in the hospitality and tourism industry. Those who have technology application skills have the potential for leveraging time, resource capabilities, and information to gain competitive advantage.

### II. Objectives

This course aims to provide students with a knowledge and understanding of technology and its implications in tourism industry. On completion of the course the student will have:

- Developed a basic understanding of emerging hospitality technology applications
- Gained hands-on experience on generic and industry-specific applications
- Understood the role of technology-based systems in supporting hospitality operations and tourism
- Learnt how to utilize information systems to make better decisions
- Comprehended the concept of digital marketing and innovation

### III. Method of Instruction

The subject will be taught via combination of:

- Assignments & presentations
- Case study applications and discussions
- Reading relevant journal articles
- In class discussions
- Individual and group projects/discussions
- Videos
- Guest Speakers/ Tutors

Everyone needs to take responsibility for their own learning experience and outcomes. In the class we will be building skills and contributing to student knowledge, but students can benefit only if they actively participate, share their relevant personal experiences, and apply the course concepts for assessing relevant industry issues of interest to them.

Readings and other assignments should be prepared in advance given that lectures are designed to build upon the assignments.

**IV. Course Prerequisites**

None

**V. Course Credits**

3 (4 ECTS)

**VI. Recommended Texts and Materials**

Key Textbooks
Kotler, P. Bowen, J. & Makens, J (2013). Marketing for Hospitality and Tourism, 6th Edition, Prentice Hall.
Nyheim, P. D. & Connolly, D.J. (2014). Technology strategies for the hospitality industry, 2nd edition, Pearson.
Damian, R. (2014). Understanding digital marketing: marketing strategies for engaging the digital generation. Kogan Page Publishers.
Laudon, K.C. & Laudon, J.P. (2014). Management Information Systems: Managing the Digital Firm. New Jersey: Prentice Hall.

See section "XI.Tentative Schedule" for recommended chapters per topic. Keep in mind that all editions of the above books are acceptable.

**VII. Academic Honesty**

The very nature of higher education requires that students adhere to accepted standards of academic integrity. Violation of academic integrity may be defined to include the following: cheating, plagiarism, falsification and fabrication, abuse of academic materials, complicity in academic dishonesty, and personal misrepresentation. It is the student’s responsibility to be aware of the behaviours that constitute academic dishonesty. Violating the standards of academic integrity will result in getting an “F” from the course and necessary disciplinary action will be taken according to the Boğaziçi University’s regulations.

I will assume for this course that you will adhere to the academic creed and will maintain the highest standards of academic integrity. I will also adhere to the highest standards of academic integrity, so please do not ask me to change (or expect me to change) your grade illegitimately or to bend or break rules for one person that will not apply to everyone.

**VIII. Submissions and Extensions Policy**

Students must adhere to due dates for all exams and assignments. Late exams and assignments will not be accepted or result in loss of points at the discretion of the tutor. It is expected that assigned readings will be completed before class discussions. Assigned readings include case studies, articles, book chapters and lecture notes. Any requests for extensions should be submitted at least 2 working days before the due hand in. This will allow sufficient time prior to the deadline to be able to make a decision in case the circumstances are not deemed sufficient to allow an extension. If your extension request is accepted you will be informed of this and be granted an extension of up to 10 working days.

**Examples of acceptable reasons:** exceptional family emergency, a crisis affecting your ability to work properly, exceptional stressful life events (homelessness, burglary, assault; relationship break-up), unusual work pressures if you are a part-time student provided that your employer provides a letter of explanation, sudden illness during the week prior to the deadline provided that you have independent medical evidence.

**Examples of unacceptable reasons:** IT and printing problems at home or University, Tutor's Holiday, Lack of data/poor time management issues relating to the deadlines, Not being able to get hold of books/resources, child care and other routine family commitments, because English is not a student's first language, coughs, colds, minor chest infections, other minor illness

### IX. Attendance Policy

Consistent attendance is expected as this will help you benefit from the course. We reserve the right to excuse students for emergencies and sponsored activities of the university. In case there are class conflicts, you are advised to provide us with a valid copy of your course schedule. Please make sure you share this information by February 20.

### X. Assessment & Grading

Your final grade is a function of your classroom participation, required &/or optional submissions.

Mark breakdown	Deadline	%	
Midterm: Technology of the Day (individual)	27/03	25%	
End-of-term assignment (also marked by peers)	PPT: 29/04	Group mark	35%
	Report: 20/05	Individual mark	15%
Final test	TBD	25%	

The final test will take a format discussed in classroom in April. The tasks are described in detail in the Assignment Tasks Brief. Choose your group members carefully, preferably by considering also the results of the Belbin Test. Be sure that you can live with the quality of work that your group mates are willing to produce. Please do not bring group issues to the instructor. Teamwork is an essential component of working in the hospitality industry. Learn how to work together as a team.

**Your final mark for the end-of-term assignment is determined by the mark of the advertisements you produced individually (10%) and the group mark as it results when multiplying two things: The Group Score and Self- and Peer Evaluation.** Your Self- and Peer-Evaluation Average is the average rating your group members assign to you for your performance in your group over the quarter. This average is in the form of a number (e.g., 8, 9, 9.5, 10). For example, if your total Group Score is 90 (out of 100) points and your Peer Evaluation Average was 8.7 out of 10, you would receive  $.87 \times 90 = 78,3$  points out of the possible 100 points. The self and peer evaluation score may play a significant role in determining the final course grade. Therefore, your honest evaluations are critical. The instructor reserves the right to decide the significance of peer evaluations in determining the final course grades, depending on the reliability and validity of evaluations.

**Classroom Participation – Week 1-13:** Active class participation is expected in this course. The level of your involvement will be monitored with different methods (pop quizzes, sign-up sheets, assignments, homework, professionalism, participation, etc.). You are expected to complete all assignments in advance and come to class prepared for lively discussions. Distractions such as late attendance, early departure, and/or Laptop PC and

cellular phone operations are not allowed unless instructed. Late attendance and early departure before the class ends will be considered an absence unless the student provided the instructor with advance excuse. In case there are class conflicts, you are advised to provide us with a valid copy of your course schedule. Please make sure you share this information by February 20.

**Harvard referencing and citations from trustworthy resources are necessary for all your tasks.**

#### XI. Tentative Schedule

Week	Topics to be Discussed in Class	Recommended Reading <sup>1</sup>
1 (8/2)	Introduction, Discuss Expectations, Ice-breaking game and Peer support groups	
2 (15/2)	Information Technology in Hospitality and Tourism	Laudon & Laudon: §5
3 (22/2)	Introduction to Management Databases, Hotel reservation systems	Laudon & Laudon: §6
4 (29/2)	Strategic Hospitality Technology Investment & the Budget	Nyheim et al: §14
5 (7/3)	Global Distribution Systems & Channels - Assignments Briefing	Nyheim et al: §8
6 (14/3)	Digital Marketing & the Consumer	Kotler et al: §3, 6, 7 Damian: §6-12
7 (21/3)	<b>Computer lab:</b> Website design & Pay Per Click (PPC) application and legislation (students set up their own blog)	Damian: §6-12
8 (28/3)	<b>Computer lab:</b> WWW, Web security & Search Engine Optimisation; Digital Analytics (Reviewing analytics, Setting up a Facebook advert)	Damian: §6-12
9 (4/4)	In-class activity - Assignment Briefing	
10 (11/4)	E-commerce: application and legislation	Laudon & Laudon: §10
	<b>Spring Break</b>	
11 (25/4)	In-class activity	
12 (2/5)	Group Presentations	
13 (9/5)	Group Presentations	

<sup>1</sup> Year is not given for the publications since all editions are acceptable

#### XII. Office Hours

We will be available during office hours for confirmed appointments only. Please use e-mail to request an appointment, mentioning the course name on the subject line.