

Information Systems for Tourism Industry

School of Applied Disciplines, Bosphorus University

COURSE SYLLABUS

Instructor:	Dr. Gurel CETIN	Term:	Spring 2015
Office:	School of Vocational Studies	Class Meeting Days:	Friday
E-Mail:	gurelc@istanbul.edu.tr	Class Meeting Hours:	09.00-12.00
Office Hours:	Fridays: 11.30-12.00	Class Location:	C-108

I. Course Overview

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

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:

- Develop a basic understanding of emerging hospitality technology applications.
- Gain hands-on experience on generic and industry specific applications
- Understand the role of technology-based systems in supporting hospitality operations.
- Learn how to utilize information systems to make better decisions.
- Understand the concept of online computer security and payment systems and its importance for e-commerce.

III. Method of Instruction

The subject will be taught via combination of:

- Reading assignments
- Case study applications and discussions
- In class discussions
- Individual and group projects/discussions
- Videos

- Guest Speakers

Everyone needs to take responsibility for their own learning experience and outcomes. The optimal best class environment is where students actively participate, contribute their own personal experiences related to the topics being discussed, and apply the course concepts to solving problems of interest to them.

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

IV. Course Prerequisites

None

V. Course Credits

3 (4 ECTS)

VI. Required Texts and Materials

Collins, G. & Cobanoglu, C. (2013). Hospitality Information Technology Learning How to use it. Kendall/Hunt Publishing Company.

VII. Supplementary (Optional) Texts and Materials

Additional material might be distributed or posted when needed.

VIII. 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.

IX. Examination and Dated Assignment 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 professor. Tests and exams may not be made up after due dates. It is expected that assigned readings will be completed before class discussions. Assigned readings include case studies, articles, book chapters and lecture notes.

X. Attendance Policy

Consistent attendance is expected of all students for all classes just as it is in business. Attendance is part of the grade consideration. I reserve the right to excuse students for emergencies and sponsored activities of the university.

XI. Assessment & Grading

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

Point Breakdown

Item	Value
1. Midterm Exam	25
2. Required submissions	25
3. Comprehensive Final Examination	50
TOTAL	100

Mid-term & Final Exams

Mid-term I - (25 points) – Week 6: There will be short answer, true and false, and multiple choice questions.

Final - (50 points) – Week 15: There will be two sections in the final exam. The first section will have a combination of short answer, true and false, and multiple choice questions. In the second section you will answer essay questions. The final exam will be cumulative and the students will be expected to demonstrate synthesis of the material covered in this course (i.e.: demonstrate competency by articulating applications of the concepts).

Please Note: Exams are based on the Text, guest speaker, presentations, and ANY & ALL class discussions. You will be responsible for the content of the text even though some chapter contents may not have been discussed in class. (I will provide you with guidance on what is an important part of a chapter.) I strongly recommend that, at the least, you be familiar with the 'Key Terms' and can answer the 'Discussion Questions' at the end of each chapter.

Required Submissions / Group Assignments

There will be a tourism familiarization study as the required submission, students will be forming their own groups of max. 4. Choose group members carefully. 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 individual Score is determined by multiplying two things: Group Score and Peer Evaluation

Your Peer Evaluation Average is the average rating your group members assign to you for your performance 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 peer evaluation score may play a significant role in determining the final course grade. Therefore, your honest evaluations are critical. The professor reserves the right to decide the significance of peer evaluations in determining the final course grades, depending on the reliability and validity of evaluations.

Technology of the day Report – Week 10-12: You are required to prepare a short report on a technology that has been used in the hospitality industry. This technology can be a software, a hardware, or an application and should not be limited to the topics presented in class. For this technology, you need to provide the vendor’s information, website, product features, benefits, what to look for when purchasing this product, technical support, the future of the technology, and major competitors. A detailed description of your project will follow soon.

Classroom Participation and required submissions (+10 points) – Week 1-15: Active class participation is required 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. Late attendance and early departure before the class ends will be considered an absence unless the student provided the instructor with advance excuse.

XII. Basis for Final Grade

Your final grade is your total score out of 100 points, plus 10 bonus points from participation.

XIII. Tentative Schedule*

Week/Class	Topics to be Discussed in Class
1	Introduction, Meet Classmates, And Discuss Expectations
2	Understanding information systems, hospitality information systems and information technology Chapter 1: Collins&Cobanoglu The Information Technology Manager Chapter 2: Collins&Cobanoglu
3	Software: Essence of Computers Chapter 3: Collins&Cobanoglu Computer Lab: Mail Merge, MS Word, MS Excel
4	Computer Networks

	The Internet Chapter 4: Collins&Cobanoglu
5	Computer Lab: MS Office, Databases, hotel reservation systems
6	Managing and Securing the Information System Chapter 5:Collins&Cobanoglu
7	Property Management Systems
8	Restaurant Management Systems
9	Other Travel Trade Computer Systems
10	Computer Lab: MS Project Manager, Publisher & HTML
11	In-Room Technologies Computer Lab: Power Point, Prezzi
12	E-Commerce & Online Distribution / Technology Strategies in Travel and Tourism
13	Presentations
14	Presentations

* Note: The Schedule is subject to revision

XIV. Office Hours

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

XV. Disclaimer

The syllabus may be changed at any time during the semester at the discretion of the lecturer. Changes will be announced in advance, if possible.