

COURSE OUTLINE

(1) GENERAL

SCHOOL	BUSINESS SCHOOL		
ACADEMIC UNIT	DEPARTMENT OF TOURISM ECONOMICS AND MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE PROGRAMME		
COURSE CODE	TO3019-201	SEMESTER	WINTER
COURSE TITLE	MANAGEMENT INFORMATION SYSTEMS		
INDEPENDENT TEACHING ACTIVITIES <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>		WEEKLY TEACHING HOURS	CREDITS
LECTURES		3	5
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIALIZED GENERAL KNOWLEDGE		
PREREQUISITE COURSES:	NONE		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	https://aegeanmoodle.aegean.gr/course/view.php?id=2874		

(2) LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i> <p>The course aims to introduce the concept of analytical thought and to develop the critical thinking skills of the students, necessary for decision making in the field of tourism business administration. The course supplements knowledge acquired by previous courses, including tourism management and information technology. After the completion of the course, students will be able to handle effectively more complex theoretical and practical management problems in all fields studied at the Department of Tourism Economics and Management. The successful completion of the module will enhance the following skills and knowledge of the students:</p> <ul style="list-style-type: none"> - Acquire broad knowledge regarding the nature, functions and operating principles of Management Information Systems (MIS) and their applications in hospitality industry - Develop understanding related to the potential competitive advantages offered by MIS to contemporary tourism enterprises and organizations. - Develop critical thinking and knowledge necessary for systematic, thorough and

organized solving of complex business problems in tourism combining the use of logical reasoning and advanced business tools.

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?

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 international environment

Working in an interdisciplinary environment

Production of new research ideas

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional and ethical responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

.....

Others...

.....

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Formation of new and innovative business ideas

Production of free, creative and inductive thinking

(3) SYLLABUS

Contents:

1. Introduction, course syllabus and structure; contemporary trends and developments in tourism and technology; basic concepts in management, technology and tourism.
2. Main characteristics of information systems and historical evolution
3. Competitive advantage in tourism through utilization of information systems; integrated systems and operation management
4. Organization and use of data in tourism enterprises
5. Information systems' infrastructure; hardware, software and networking
6. Information systems' security in tourism
7. Tourism enterprise organization and information systems
8. Technology applications in tourism enterprises
9. Typical common applications in hospitality enterprises: housekeeping, sales, food and beverage, human resources and other sectors and activities
10. Special information system applications in tourism and selected special technology issues

(4) TEACHING and LEARNING METHODS - EVALUATION

<p>DELIVERY <i>Face-to-face, Distance learning, etc.</i></p>	Distance Learning																							
<p>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<p>Use of ICT in teaching. Lectures based on digital slides and other means, with interactive teaching in virtual classroom through synchronous e-learning platform. Communication and information exchange with students through synchronous and asynchronous e-learning platforms, supplemented by conventional digital communication channels (skype, e-mail etc) Upload of lecture presentations and supplementary contents for repeat study and understanding of the subjects. Online availability of curriculum, information and guidelines, lecture slides and other course material and resources on asynchronous e-learning platform. Training and educational use of aforementioned technologies by students, presentations of projects and tasks.</p>																							
<p>TEACHING METHODS <i>The manner and methods of teaching are described in detail. 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. 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"> <thead> <tr> <th><i>Activity</i></th> <th><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>39</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td>Personal study and analysis of bibliography, assignments writing</td> <td>86</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td>Course total</td> <td>125</td> </tr> </tbody> </table>	<i>Activity</i>	<i>Semester workload</i>	Lectures	39			Personal study and analysis of bibliography, assignments writing	86													Course total	125	
<i>Activity</i>	<i>Semester workload</i>																							
Lectures	39																							
Personal study and analysis of bibliography, assignments writing	86																							
Course total	125																							
<p>STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure 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 Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>Student performance is evaluated based on the following:</p> <p>a) Weekly written assignments, from 0 to 4, 25% of course evaluation each (optional), mandatory presentation</p> <p>b) Written end term assignment, from 0 to 1, 50% course evaluation (optional), mandatory presentation</p> <p>c) Written assignment for 100% of course evaluation, only in individual cases and only for significant force majeure reason, mandatory presentation.</p> <p>d) Written final examination for 100% or for remaining evaluation percentage up to 100% after completion of one or more written assignments during the semester. Evaluation and feedback in Greek. Written assignments also accepted in English (feedback in Greek or English).</p>																							

(5) ATTACHED BIBLIOGRAPHY

- General Reference Titles (books):

1.

Title: Τεχνολογίες πληροφορικής και επικοινωνιών στον τουρισμό: Εφαρμογές, συστήματα και e-επιχειρείν Πληροφοριακά συστήματα και εφαρμογές σε επιχειρήσεις φιλοξενίας

Authors: Ιάσων Κουφοδόντης, Χρήστος Μελάς, Δημήτριος Ρίγγας, Ελένη Χριστοπούλου

ISBN: 9789605864606

Distributor (publisher): Εκδόσεις Κριτική, Αθήνα

Edition: 1st/2024 (2023)

Book code in Eudoxus: 122075468

(main reference title, distributed to students through “Eudoxus” system)

Other reference titles (international scientific journals):

- Information Technology & Tourism (ITT) Journal
- International Journal of Tourism Research
- Journal of Hospitality and Tourism Management
- Journal of Destination Marketing & Management
- International Journal of Leisure and Tourism Marketing
- Journal of Travel & Tourism Marketing
- Tourism Management Journal
- Annals of Tourism Research Journal
- Current Issues in Tourism