

## DESCRIPTION OF THE COURSE OF STUDY

Course code	<b>0532-1TiR-D3-ZIH</b>	
Name of the course in	Polish	Zastosowanie informatyki w hotelarstwie
	English	<b>Information Technology in Hotel Industry</b>

### 1. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

<b>1.1. Field of study</b>	<b>Tourism and Recreation</b>
<b>1.2. Mode of study</b>	Full-time studies, Part-time studies
<b>1.3. Level of study</b>	1st cycle studies
<b>1.4. Profile of study*</b>	practical
<b>1.5. Person/s preparing the course description</b>	Patryk Brambert, PhD external stakeholder: Krzysztof Boguski
<b>1.6. Contact</b>	patryk.brambert@ujk.edu.pl

### 2. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

<b>2.1. Language of instruction</b>	<b>English</b>
<b>2.2. Prerequisites*</b>	none

### 3. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

<b>3.1. Form of classes</b>	Laboratories – 18 (9) hours, e-learning – 12 (6) hours	
<b>3.2. Place of classes</b>	Computer lab at the UJK	
<b>3.3. Form of assessment</b>	Graded credit	
<b>3.4. Teaching methods</b>	Programmed learning with the use of computer: blended learning (work with the program with the support of the tutor, tasks to be solved), presentation, simulation, e-learning	
<b>3.5. Bibliography</b>	<b>Required reading</b>	Cieciura M., 2006, <i>Podstawy technologii informacyjnych z przykładami zastosowań</i> [Fundamentals of Information Technologies with examples of applications], Wyd. Opolgraf, Warszawa. Lenart A., Winiarski J., Winkowski E., 2010, <i>Podstawy informatyki w turystyce</i> [IT basics in tourism], Wyd. WSTiH, Gdańsk.
	<b>Further reading</b>	Berdychowski J., 2006, <i>Informatyka w turystyce i rekreacji. Materiały do zajęć z wykorzystaniem programu Microsoft Excel</i> [IT in tourism and recreation. Materials for classes using Microsoft Excel], AlmaMer WSE, Warszawa. Foody G., See L., Fritz S., Mooney P., Olteanu-Raimond A.M., Fonte C.C., Antoniou V. (eds.), 2017, <i>Mapping and the Citizen Sensor</i> , Ubiquity Press, London. Nalazek M., 2010, <i>Internetowe kanały dystrybucji na rynku turystycznym</i> [Internet distribution channels on the tourist market], Wyd. Difin, Warszawa.

### 4. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

<p><b>4.1. Course objectives</b> (<i>including form of classes</i>)</p> <p><b>Laboratories</b></p> <p>O1. Development of knowledge and skills needed to identify and assess information systems in terms of their functionality and suitability for the management of hotel activities.</p> <p>O2. Developing the ability to use computer hardware and selected hotel computer systems.</p> <p>O3. Developing skills to act as a consultant in the hotel computerization process.</p> <p><b>e-learning</b></p> <p>O1. Developing the ability to obtain quantitative and qualitative data from tourism databases.</p> <p>O2. Developing the ability to acquire and interpret spatial data from a geographic information system.</p> <p>O3. Developing knowledge and skills on how to present a hotel offer on the internet, as well as the ability to evaluate websites according to their functionality and suitability for offering services.</p> <p>O4. Development of skills needed for advertising a hotel with the use of information technologies.</p> <p>O5. Identifying and comparing the most important features of hotel management software available on the market.</p>
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#### 4.2. Detailed syllabus (including form of classes)

##### Laboratories

1. Selection of appropriate hardware (2 hours).
2. The use of the internet in the distribution of a tourist product (2 hours).
3. Planning a multi-stage journey with the use of online travel search engines – searching for transport connections (4 hours).
4. Travel planning with the use of online travel search engines – searching for accommodation in hotels (4 hours).
5. Running a computerized hotel management system on the example of *KWHotel* software (6 hours).

##### e-learning

###### 1. Obtaining quantitative and qualitative information from the official tourist database (2 hours).

[materials: 1) own: work instruction – *Obtaining quantitative and qualitative information from the tourist database*; 2) Internet sources: [bdl.stat.gov.pl/BDL](http://bdl.stat.gov.pl/BDL); [geoportal.gov.pl](http://geoportal.gov.pl); [geo.stat.gov.pl](http://geo.stat.gov.pl); [gis.kielce.eu](http://gis.kielce.eu); [gov.pl/web/cyfrizacja](http://gov.pl/web/cyfrizacja); [mapy.zabytek.gov.pl/nid](http://mapy.zabytek.gov.pl/nid); [msit.gov.pl](http://msit.gov.pl); [turystyka.gov.pl/CRZ.aspx](http://turystyka.gov.pl/CRZ.aspx); [zabytek.pl](http://zabytek.pl)]

###### 2. Acquiring spatial data with the use of the geoportal (3 hours).

[materials 1) own: work instruction – *Acquiring spatial data with the use of the geoportal*; 2) Internet sources: [gis.kielce.eu](http://gis.kielce.eu); [gov.pl/web/cyfrizacja](http://gov.pl/web/cyfrizacja); [mapy.zabytek.gov.pl/nid](http://mapy.zabytek.gov.pl/nid); [um.kielce.pl/gis](http://um.kielce.pl/gis); websites of selected hotels]

###### 3. Ways of presenting the hotel offer on the internet (2 hours).

[materials: 1) own: work instruction – *Hotel offer – ways of presenting it on the internet. Hotel...*; 2) Internet sources: websites of selected hotels; 3) scientific articles:

Kachniewska M., 2011, *Wpływ nowych technologii na rynek usług pośredników turystycznych* [The ICT's influence on the market of tourism intermediate services], *International Journal of Management and Economics*, 32, s. 239-258. Available at: <https://cor.sgh.waw.pl/handle/20.500.12182/523?show=full>;

Kandfer K., 2013, *Wykorzystanie Internetu w dystrybucji produktu turystycznego* [The use of the internet in the distribution of a tourist product], *ZN Uczelni Warszawskiej im. M. Skłodowskiej-Curie*, 2(40), s. 193-218. Available at: <http://docplayer.pl/3972048-Zeszyty-naukowe-uczelni-warszawskiej-im-marii-sklodowskiej-curie.html>;

Rajs R., 2008, *Komputerowe platformy rezerwacyjne w turystyce* [Computer reservation platforms for tourism], *Scientific Bulletin of Chełm. Section of Mathematics and Computer Science*, No. 1, s. 259-281. Available at: <http://www.kis.pwszchelm.pl/publikacje/VII/Rajs.pdf>;

Smul P., 2013, *Wykorzystanie Internetu w sprzedaży i promocji usług turystycznych* [Using the internet in the sale and the promotion of tourist services], *ZN Wyższej Szkoły Humanitas. Zarządzanie*, 1, s. 88-104. Available at: <https://www.sbc.org.pl/dlibra/publication/85676>.

###### 4. Advertising of hotel services with the use of Information Technologies (3 hours).

[materials: 1) own: work instruction – *Advertising of hotel services with the use of Information Technologies*; 2) Internet sources: websites of selected hotels; 3) scientific article:

Smul P., 2013, *Wykorzystanie Internetu w sprzedaży i promocji usług turystycznych* [Using the internet in the sale and the promotion of tourist services], *ZN Wyższej Szkoły Humanitas. Zarządzanie*, 1, s. 88-104. Available at: <https://www.sbc.org.pl/dlibra/publication/85676>

###### 5. Review of current hotel IT systems (2 hours).

[materials: 1) Internet resources: websites of selected producers of hotel software; 2) scientific articles:

Rajs R., 2008, *Komputerowe platformy rezerwacyjne w turystyce* [Computer reservation platforms for tourism], *Scientific Bulletin of Chełm. Section of Mathematics and Computer Science*, No. 1, s. 259-281. Available at: <http://www.kis.pwszchelm.pl/publikacje/VII/Rajs.pdf>;

Smul P., 2013, *Wykorzystanie Internetu w sprzedaży i promocji usług turystycznych* [Using the internet in the sale and the promotion of tourist services], *ZN Wyższej Szkoły Humanitas. Zarządzanie*, 1, s. 88-104. Available at: <https://www.sbc.org.pl/dlibra/publication/85676>

#### 4.3. Intended learning outcomes

Code	A student, who passed the course	Relation to learning outcomes
within the scope of <b>KNOWLEDGE:</b>		
W01	describes the methods of obtaining and processing information, as well as communicating and creating a service offer with the use of computer hardware and programs, as well as the internet, for the purposes of the hotel industry	TIR1P_W04 TIR1P_W05 TIR1P_W06 TIR1P_W07 TIR1P_W09 TIR1P_W10

<b>Code</b>	<b>A student, who passed the course</b>	<b>Relation to learning outcomes</b>
		TIR1P_W11
within the scope of <b>ABILITIES:</b>		
U01	prepares a multimedia advertisement for services offered by the hotel, using various available applications, knowledge gained so far and available source materials	TIR1P_U01 TIR1P_U02 TIR1P_U04 TIR1P_U05 TIR1P_U06 TIR1P_U07 TIR1P_U08 TIR1P_U09
U02	finds and acquires information from various sources (e.g. legal acts, statistical data, economic analyses), using IT systems applied in the hotel industry or internet databases and industry portals, respecting intellectual property rights	TIR1P_U01 TIR1P_U02 TIR1P_U04 TIR1P_U05 TIR1P_U06 TIR1P_U07 TIR1P_U08 TIR1P_U09
U03	identifies and assesses new IT systems appearing on the market as to their functionality and usefulness in the hotel	TIR1P_U01 TIR1P_U02 TIR1P_U04 TIR1P_U05 TIR1P_U06 TIR1P_U07 TIR1P_U08 TIR1P_U09
within the scope of <b>SOCIAL COMPETENCE:</b>		
K01	while working at the computer, takes care of motor skills by performing relaxation exercises	TIR1P_K01 TIR1P_K02 TIR1P_K03

#### 4.4. Methods of assessment of the intended learning outcomes

Teaching outcomes (code)	Method of assessment(+/-)														
	Test			Effort in class			Self-study			Group work			Others (blended learning)		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	L	Lab	E	L	Lab	E	L	Lab	E	L	Lab	E	L	Lab	E
W01		X				X			X	X					X
U01									X		X				
U02		X			X			X	X					X	
U03		X			X			X	X		X			X	
K01								X			X				

4.5. Criteria of assessment of the intended learning outcomes		
Form of classes	Grade	Criterion of assessment
Laboratories (Lab) (including e-learning)	3	Describe the methods of obtaining and processing information, as well as communicating and creating a service offer with the use of computer hardware and programs, as well as the internet, for the purposes of the hotel industry. Find and acquire different type of information, using IT systems applied in the hotel industry or internet databases and industry portals. Prepare a simple multimedia advertisement of a hotel. Enumerate new hotel-dedicated IT systems. Name and activate basic modules of a hotel management system, on the example of <i>KWHotel</i> software.
	3,5	Characterise the methods of obtaining and processing information, as well as communicating and creating a service offer with the use of computer hardware and programs, as well as the internet, for the purposes of the hotel industry. Find and acquire different type of information, using IT systems applied in the hotel industry or internet databases and industry portals. Prepare a simple multimedia advertisement of a hotel. Enumerate and briefly describe new hotel-dedicated IT systems. Activate and present the principles of operation of basic modules of a hotel management system, on the example of <i>KWHotel</i> software.
	4	Characterise the methods of obtaining and processing information, as well as communicating and creating a service offer with the use of computer hardware and programs, as well as the internet, for the purposes of the hotel industry. Find and acquire different type of information, using IT systems applied in the hotel industry or internet databases and industry portals. Prepare a good multimedia advertisement of a hotel. Enumerate, describe and classify new hotel-dedicated IT systems. Operate the tools and add data in appropriate modules of a hotel management system, on the example of <i>KWHotel</i> software.
	4,5	Characterise the methods of obtaining and processing information, as well as communicating and creating a service offer with the use of computer hardware and programs, as well as the internet, for the purposes of the hotel industry. Find, acquire and interpret different type of information, using IT systems applied in the hotel industry or internet databases and industry portals. Prepare a good multimedia advertisement of a hotel. Enumerate, describe and classify new hotel-dedicated IT systems. Operate the tools, add and process data in appropriate modules of a hotel management system, on the example of <i>KWHotel</i> software.
	5	Characterise and assess the methods of obtaining and processing information, as well as communicating and creating a service offer with the use of computer hardware and programs, as well as the internet, for the purposes of the hotel industry. Find, acquire and interpret different type of information, using IT systems applied in the hotel industry or internet databases and industry portals. Prepare a good, professionally edited, multimedia advertisement of a hotel. Identify and assess new hotel-dedicated IT systems as to their functionality and usefulness. Operate in an optimal way the tools, add and process data in appropriate modules of a hotel management system, on the example of <i>KWHotel</i> software.

## 5. BALANCE OF ECTS CREDITS – STUDENT’S WORK INPUT

Category	Student's workload	
	Full-time studies	External studies
<i>NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/</i>	30	18
<i>Participation in the laboratories</i>	18	18
<i>Participation in the final test</i>	1	
<i>Others (e-learning)</i>	11	
<i>INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/</i>	45	57
<i>Preparation for the laboratories</i>	30	35
<i>Preparation for the test</i>	5	7

Category	Student's workload	
	Full-time studies	External studies
<i>Preparation of a multimedia presentation</i>	10	15
<b>TOTAL NUMBER OF HOURS</b>	<b>75</b>	<b>75</b>
ECTS credits for the course of study	<b>3</b>	<b>3</b>

**Accepted for execution** (date and legible signatures of the teachers running the course in the given academic year)

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