

MODULE OUTLINE DIT22

1. GENERAL INFORMATION

SCHOOL	SCHOOL OF SOCIAL SCIENCES		
PROGRAM COURSE	TOURISM MANAGEMENT		
LEVEL OF STUDY	UNDERGRADUATE		
MODULE CODE	DIT22	YEAR OF STUDY	1 st (2 nd semester)
MODULE TITLE	INFORMATION AND COMMUNICATION TECHNOLOGIES IN HOSPITALITY		
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		HOURS	CREDITS
Weekly teaching hours (22 hours) * 13 weeks		286	10 ECTS
Module TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	Obligatory, Background		
PREREQUISITE MODULES:	There are no prerequisites for this module.		
LANGUAGE OF INSTRUCTION AND EXAMS	Greek		
THE MODULE IS OFFERED TO ERASMUS STUDENTS	YES		
MODULE WEBSITE(URL)	https://www.eap.gr/en/undergraduate/tourism-administration/tourism-administration-topics/#dit22 Each module has its own space in the Learning Management System of the Hellenic Open University (https://courses.eap.gr), with controlled access (use of code) for students and teaching staff.		

2. LEARNING OUTCOMES

Learning Outcomes The module learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the module, are described in detail. It is necessary to consult:
Upon successfully completing this module, students will be able to: - Understand the basic concepts and functions of information and communication technologies (ICT) in hospitality enterprises. - Have a grasp on the concepts of data and information, and understand how data are stored in enterprises, how databases are managed, and how data mining is used to support operations management - Understand the basic concepts and functions of management information systems and their use in hospitality enterprises. - Understand the features and functions of computer reservation systems and customer relationship management systems, and their use at hotels. - Understand the features and functions of hotel ordering systems and food & beverage management in hospitality enterprises. - Understand the principles and functions of hotel floor management systems.

- Understand the principles of computer, networks, and information systems security, as well as the potential consequences for the hospitality enterprises and their customers.
- Have a firm grasp regarding essential information on security rules and the management of personal data by hotels.
- Understand the effect of social media on hospitality enterprises and the ways social media can be used by relevant enterprises.

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

<i>Search for, analysis and synthesis of data and information by the use of appropriate technologies</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for diversity and multiculturalism</i>
<i>Decision-making</i>	<i>Environmental awareness</i>
<i>Individual/Independent work</i>	<i>Social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Group/Team work</i>	<i>Critical thinking</i>
<i>Working in an international environment</i>	<i>Development of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment (Other.....citizenship, spiritual freedom, social Introduction of innovative research</i>	<i>..... awareness, altruism etc.)</i>

Search for, analysis and synthesis of data and information by the use of appropriate technologies
 Adapting to new situations
 Decision-making
 Individual/Independent work
 Group/team work
 Project planning and management
 Working in an international environment
 Working in an interdisciplinary environment
 Respect for diversity and multiculturalism
 Social, professional and ethical responsibility and sensitivity to gender issues
 Environmental awareness
 Critical thinking
 Development of free, creative and inductive thinking

3. MODULE CONTENT

The module aims at introducing students to the use and management of contemporary information and communication technologies (ICT) in hospitality enterprises. Technology is examined as a dynamic tool for developing competitive advantage, improving service quality and customer satisfaction, strengthening efficiency; while it is also an asset that needs to be managed. Additionally the module facilitates the understanding of the impact the technology has on various aspects of hospitality.

The DIT22 module contents by study weeks:

1. Information and communication technologies in hospitality enterprises
2. Database management
3. Data mining
4. Management of information systems

5. Management of information systems in hospitality enterprises 6. Computer and networks security 7. Information systems security 8. Internet security for hospitality enterprises 9. Information and personal data security 10. Personal data management in hospitality enterprises 11. Social media in hospitality enterprises 12. Utilizing media in hospitality enterprises 13. Future trends

4. TEACHING METHODS-ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	Distance learning with three (3) Group Counselling Meetings (OSS) during the academic semester on weekends.	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	Tools used: - Remote meetings tools (WebEx) - Presentation software (e.g. PowerPoint) Additionally, students use office automation tools, web browsers and e-reader for digital books.	
MODULE DESIGN <i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc</i> <i>The study hours for each learning activity as well as the hours of selfdirected study are given following the principles of the ECTS.</i>	Activity	Semester Workload
	3OSS (*4 hours)	12
	Preparation of Assignments (2 short assignments * 15 hours and 1 semester assignment * 30 hours)	60
	Examination	3
	Individual study	211
	Total module workload (hours)	286
STUDENT PERFORMANCE EVALUATION/ASSESSMENTMETHODS <i>Detailed description of the evaluation procedures.</i> <i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i> <i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students</i>	a1. Two (2) Short Written Assignments (SWA) with a weighting factor of 10% each in the final grade of the module. a2. One (1) Semester Assignment (SA) with a weighting factor of 20% on the final grade of the module. The overall written assignment mark is activated only with a mark equal to or above the pass mark (≥ 5) in the final or retake exams. a3. Final or retake written examinations (FE) with a weighting factor of 60% on the final grade of the final examination. The Final Grade (FG) of each subject, on a scale of 10, is calculated as follows: Final grade FG = (SWA1*0,1) + (SWA2*0,1) + (SA*0,2) + (FE*0,6)	

	Eligibility for the final examinations: The right to participate in the final examinations is secured by obtaining at least 50% of the sum of the potential pass mark out of the total number of assignments assessed, i.e. 20 points out of 100, on the basis of the weighting factors mentioned in points a1 and a2 above. All the criteria are posted, both in each written assignment, as well as in the general regulation of the Hellenic Open University at: https://www.eap.gr/education/study-regulations/.
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5. SUGGESTED BIBLIOGRAPHY

-Suggested bibliography:

Νεράντζης, Κ. (2018). Πληροφοριακά συστήματα και εφαρμογές σε επιχειρήσεις φιλοξενίας. Εκδόσεις Προπομπός, ISBN: 9786185036324

-Additional digital material is available at the Learning Management System of the **Hellenic Open University** (<https://courses.eap.gr>)

1. Παρασκευάς, Μ., Ασημακόπουλος, Γ., Τριανταφύλλου, Β. (2015). Κοινωνία της Πληροφορίας. Εκδόσεις Κάλλιπος
2. Λουκόπουλος, Θ. και Θεοδωρίδης, Ε. (2016). Εισαγωγή στην SQL. Εκδόσεις Κάλλιπος
3. Βερούκιος, Β., Καγκλής, Β., Σταυρόπουλος, Η (2015). Εισαγωγή στην Εξόρυξη Δεδομένων. Εκδόσεις Κάλλιπος
4. Κύρκος, Ε. (2015). Εξόρυξη Γνώσης από Δεδομένα. Εκδόσεις Κάλλιπος
5. Landon, C.K. & Laundon, P.J. (2011). Πληροφοριακά Συστήματα Διοίκησης. Εκδόσεις Κλειδάριθμος
6. Μητάκος, Θ. (2015) Εισαγωγή στα Πληροφοριακά Συστήματα Διοίκησης. Εκδόσεις Κάλλιπος
7. Μαυρίδης Ι., (2015). Ασφάλεια πληροφοριών στο διαδίκτυο. Εκδόσεις Κάλλιπος
8. Πάγκαλος Γ. και Μαυρίδης Ι. (2002). Ασφάλεια Πληροφοριακών Συστημάτων. Εκδόσεις Ανίκουλα – Αλεξίκος Ο.Ε.
9. Tuten, T.L. and Solomon M.R. (2016). Social Media Marketing. Εκδόσεις Δίαυλος
10. Christou, E. and Sigala, M. (2016). Social Media in Travel, Tourism and Hospitality. 1st Edition. Publisher: Routledge

-Related Scientific Academic Journals:

1. Electronic Markets, The International Journal on Networked Business
2. Network Intelligence Studies Journal
3. Journal of Travel Research
4. International Journal of Contemporary Hospitality Management
5. Journal of Tourism, Heritage & Services Marketing
6. Journal of Sustainable Tourism