

COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	SCHOOL OF ECONOMICS, BUSINESS & INTERNATIONAL STUDIES		
DEPARTMENT	TOURISM STUDIES		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	TSK301	SEMESTER	3 rd
COURSE TITLE	INFORMATION SYSTEMS AND DECISION MAKING IN TOURISM		
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>		WEEKLY TEACHING HOURS	CREDITS
Lectures, Team and Individual Assignments/Exercises		3	6
Laboratory		1	
Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4			
COURSE TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	SCIENTIFIC EXPERTISE		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION:	GREEK		
LANGUAGE OF EXAMINATION/ASSESSMENT:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://eclass.unipi.gr/courses/TOY111/		

(2) LEARNING OUTCOMES

Learning Outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail.

It is necessary to consult:

APPENDIX A

- Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.
- Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and

APPENDIX B

- Guidelines for writing Learning Outcomes

The aim of the course is to analyze and explain basic concepts and issues related to the field of Information Systems. The course describes and examines different types and categories of Information Systems and analyzes their positive results and impact on modern tourism companies. It also describes traditional and modern methodologies of analysis, design, development and implementation of Information Systems in companies. It finally examines the role of Information Systems in decision making and strategic planning of tourism companies.

Upon successful completion of the course, students will be able to:

- Understand definitions and basic concepts related to the field of Information Systems.
- Recognize and analyze different types and categories of information systems.
- Understand the positive results and effects of information systems on tourism companies.
- Analyze the role of Information Systems in different business environments.
- Understand the different methodologies of design and implementation of Information Systems.
- Identify and choose appropriate methodologies for specific cases.
- Analyze the relationship between information systems and the attainment of competitive advantage by tourism companies.
- Explain how strategic and marketing decision-making benefits from integrated information systems.
- Assess how data systems can support marketing control and campaign evaluation.
- Combine the knowledge and abilities acquired from the theoretical and practical part of the course in solving problems related to the management and operation of tourism enterprises.

General Competences <i>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>	
<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 Working in an international environment Working in an interdisciplinary environment Introduction of innovative research</i>	<i>Project planning and management Respect for diversity and multiculturalism Environmental awareness Social, professional and ethical responsibility and sensitivity to gender issues Critical thinking Development of free, creative and inductive thinking (Other.....citizenship, spiritual freedom, social awareness, altruism etc.) </i>
<ul style="list-style-type: none"> • Search, analysis and synthesis of data and information, using the necessary technologies • Decision making • Individual/Independent work • Group/Team work • Development of free, creative and inductive thinking • Social, professional and ethical responsibility • Adapting to new situations 	

(3) COURSE CONTENT

<u>Theory:</u> <ul style="list-style-type: none"> • Definitions and basic characteristics of Information Systems • Data and information • The concept of a System (Systems Theory) • Effects, benefits, and limitations of technology • Methodologies of analysis, design and development of Information Systems. • Issues of Information Systems implementation in companies • Categories and types of Information Systems <ul style="list-style-type: none"> ○ Transaction Processing Systems ○ Management Information Systems ○ Decision Support Systems ○ Strategic Information Systems • Business / organization level Information Systems <ul style="list-style-type: none"> ○ ERP Systems in Tourism Enterprises
<u>Workshop:</u> Practical training in information systems related to the management and operation of tourism enterprises.

(4) TEACHING METHODS--ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	FACE TO FACE
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	Use of ICT in Teaching and Laboratory Education -Use of the Internet to search for information regarding information systems functionality, software companies and case studies, for the assignments/exercises (inside and outside the classroom). -Use of specialized software (information systems) related to the management and operation of tourism enterprises in the laboratory part of the course. -Course's e-learning platform (uploading lecture material, exercises, etc.). Use of ICT in Communication with students: - Course's e-learning platform (messages, announcements, uploading course material, submitting assignments, exercises, etc.). - E-mails.

COURSE DESIGN <i>Description of teaching techniques, practices and methods:</i> <i>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 self-directed study are given following the principles of the ECTS.</i>	Activity/Method	Semester workload
	Lectures-Interactive Teaching (Discussion, Real examples from the Tourism Sector)- Presentation of Case studies	39
	Laboratory	13
	Individual or group assignment or exercises	32
	Self-directed study of the relevant literature (as this is described in the module's syllabus, relevant studies, journal articles, educational links as posted in the e-class)	70
	Examination	2
	Total	156 hours
STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <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>	Language of evaluation: Greek. Students are assessed with a written final exam. The examination material is announced in the e-class, in the classroom and in the expanded course outline, at the beginning of the academic year. The written examination includes the following assessment methods: -Multiple Choice Test -Short or normal Answer Questions -Open-ended Questions (Students are given the chance to be evaluated through oral-assessment, if they fulfill the criteria of students with special needs, and a written assessment is not possible for them or would be of a disadvantage to them. The relevant proof though needs to be submitted in advance of the examination). The written examination constitutes 80% of the final grade. 20% of the final grade corresponds to individual or group exercises / tasks. Students are informed about the assessment process through the online learning support platform (e-class), as well as in the classroom by the tutor.	

(5) SUGGESTED BIBLIOGRAPHY:

-Suggested bibliography:
 «Management Information Systems », 11th American Edition / 2014, Kenneth C. Laudon, Jane P. Laudon, Kleidarithmos Publications (In Greek).
 «Introduction in Management Information Systems: Processes, Systems, Information», Ed.: 1/2017, McKinney Earl and Kroenke David, Broken Hill Publishers LTD (In Greek).
 «Information Systems for Business Administration», 3rd Edition, G. Economou, N. Georgopoulos, E. Benou Publications, 2004, Athens (In Greek).

- Relevant scientific journals:
 Tourism Review
 Journal of Information Technology & Tourism,
 International Journal of Hospitality Management,
 Journal of Strategic Information Systems