

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ



Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО

ІНФОРМАЦІЙНІ СИСТЕМИ І ТЕХНОЛОГІЇ В ТУРИЗМІ
робоча програма навчальної дисципліни

Галузь знань *24 Сфера обслуговування*
Спеціальність *242 Туризм*
Освітній рівень *перший (бакалаврський)*
Освітня програма *Туризм*

Статус дисципліни *вибіркова*
Мова викладання, навчання та оцінювання *англійська*

Завідувач кафедри
*кібербезпеки та
інформаційних технологій*

Сергій СВСЕСВ

Харків
2021

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS



"APPROVED"

Vice-rector for educational and methodical work

Karina NEMASHKALO

INFORMATION SYSTEMS AND TECHNOLOGIES IN TOURISM

working curriculum of the academic discipline

Branch of knowledge *24 Scope of service*
Specialty *242 Tourism*
Educational level *First (Bachelor)*
Educational program *Tourism*

Discipline status *selective*
Language of learning, teaching and assessment *English*

*Head of Department
Cybersecurity and
Informational Technologies*

Serhii YEVSEIEV

Kharkiv
2021

Approved

At a meeting of the cybersecurity department
and Information technologies
Protocol No 1 from 27.08.2021

Developer (s):

Stanislav MILEVSKYI, Ph.D., Associate professor of CIT dept.

**Update letter and re-approval
Working program of academic discipline**

Academic year	Date of department meeting – developer of WPAD	Protocol number	Head of the Department

Annotation of academic discipline:

Information technologies are among the most important components of socio-cultural service and tourism. The effectiveness of their application largely determines the productivity of the tourism business, for which the reliability and efficiency of collection, processing and transmission of information are becoming increasingly important.

Successful work of a modern travel company or enterprise of social and cultural service is impossible without the use of specialized software resources for their automation, as well as the use of global and local computer networks. Here, the center of formation, promotion and sale of a tourist product is a tourist office, the degree of automation of which significantly affects the quality of the product, its cost and determines the survival of the travel company in a highly competitive market environment.

The object of study of the discipline are information technologies.

The subject of the discipline is the means of application of information technologies in tourism.

The results of the study of this discipline are the acquisition competencies related to the effective organization of information processes at the tourism enterprise, the creation of a quality tourism product and its promotion in the market of goods and services.

Characteristics of the discipline

Course	4
Semester	7
Number of credits ECTS	4
Final Control Form	Credit Test

Structurally-logical scheme of study of academic discipline:

Prerequisites	Postrequisites
Higher and applied mathematics	Graduate work
Informatics	
Basics of tourist activity	

Competencies and studies of training in the discipline:

Competence	Learning outcomes
Ability to search, process and analyze information from various sources.	Develop, promote and sell a tourism product
Skills in the use of information and communication technologies.	Organize the process of customer service of tourist services based on the use of modern information, communication and service technologies and compliance with quality standards and safety standards.
Ability to monitor, interpret, analyze and systematize tourist information, the ability to present tourist information material.	Develop, promote and sell a tourism product
Ability to use information technologies and office equipment in the work of tourist enterprises.	Organize the process of customer service of tourist services based on the use of modern information, communication and service technologies and compliance with quality standards and safety standards.

Program of academic discipline

Semantic Module 1. Information systems in tourism

Topic 1. *Information systems in tourism and organizational support of a modern tourist office*

Topic 2. *Documentation, communication and software support of a modern tourist office*

Topic 3. *Providing tourism business on the Internet*

Semantic Module 2. Internet technologies in tourism

Topic 4. *Creating a site and its management system.*

Topic 5. *Databases and database management systems.*

Topic 6. *Internet services and mobile applications for tourism.*

The list of laboratory classes, as well as questions and tasks for independent work are given in the table "Rating-plan of the discipline".

Teaching and learning methods

In the course of teaching the discipline the teacher uses explanatory-illustrative (information-receptive) and reproductive teaching methods. Lectures (1-6), presentations (1-6) are used as teaching methods that are aimed at activating and stimulating the educational and cognitive activities of applicants.

Evaluation procedure for Learning outcomes

The system of assessment of formed competencies in students takes into account the types of classes, which according to the curriculum of the discipline include lectures and laboratory classes, as well as independent work. Assessment of the formed competencies of students is carried out according to the accumulative 100-point system. Control measures include:

current control, which is carried out during the semester during lectures and laboratory classes and is estimated by the number of points scored (maximum amount - 100 points; the minimum amount that allows a student to complete the discipline successfully - 60 points);

The procedure for the current assessment of students' knowledge.

Assessment of student knowledge during lectures and laboratory classes is carried out according to the following criteria:

- ability to search, process and analyze information from various sources;
- be able to use information and communication technologies;
- be able to monitor, interpret, analyze and systematize tourist information, the ability to present tourist information material;
- be able to use information technology and office equipment in the work of tourist enterprises.

Final control of knowledge and competencies of students in the discipline is carried out on the basis of a modular control tests, the task of which is to test students' understanding of the program material in general, logic and relationships between individual sections, ability to creatively use accumulated knowledge, ability to formulate their attitude to a particular problem. disciplines, etc.

Active work on lectures: the maximum number of points is 12, and the minimum - 7

Laboratory classes: the maximum number of points is 48, and the minimum - 29.

Independent work: consists of time that the applicant spends on preparation for laboratory work and preparation for the exam in the discipline, in the technological map points for this type of work are not allocated.

Final control: is carried out taking into account modular control tests. A student should be considered certified if the sum of points obtained from the final / semester test is equal to or exceeds 60.

The final grade in the discipline is calculated taking into account the scores obtained during the current control of the accumulative system. The total result in points for the semester is: “60 or more points – credited”, “59 or less points - not credited” and is entered in the test “Statement of performance” of the discipline.

Assessment scale: national and ECTS

The sum of points for all types of educational activities	Rating ECTS	Score on a national scale	
		for exam, course project (work), practice	for test
90 – 100	A	excellent	passed
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactory	
60 – 63	E		
35 – 59	FX	unsatisfactory	not passed

Rating plan of the discipline

Theme	Forms of education		Forms of control	Max. mark
Topic 1	<i>Auditorial work</i>			
	Lecture number 1	Topic 1. <i>Information systems in tourism and organizational support of a modern tourist office</i>	Working at lecture	2
	Laboratory work number 1	<i>Evaluation of configuration and performance office computer</i>	Active participation in the performance of laboratory research / laboratory work protection	8
	<i>Independent work</i>			
	Preparation classes	Search, selection and review of the literature on a given topic		
Topic 2	<i>Auditorial work</i>			
	Lecture number 2	Topic 2. <i>Documentation, communication and software support of a modern tourist office</i>	Working at lecture	2

	Laboratory work number 2	<i>Information systems in the socio-cultural service of tourism</i>	Active participation in the performance of laboratory research / laboratory work protection	8
	<i>Independent work</i>			
	Preparation classes	Search, selection and review of the literature on a given topic		
Topic 3	<i>Auditorial work</i>			
	Lecture number 3	Topic 3. <i>Providing tourism business on the Internet</i>	Working at lecture	2
	Laboratory work number 3	<i>Internet marketing in socio-cultural services and tourism</i>	Active participation in the performance of laboratory research / laboratory work protection	8
	Modular Test #1	<i>Performing Modular test #1</i>	Modular test #1	20
	<i>Independent work</i>			
	Preparation classes	Search, selection and review of the literature on a given topic		
Topic 4	<i>Auditorial work</i>			
	Lecture number 4	Topic 4. <i>Creating a site and its management system</i>	Working at lecture	2
	Laboratory work number 4	<i>Creating a site and its management system</i>	Active participation in the performance of laboratory tests	8
	<i>Independent work</i>			
	Preparation classes	Search, selection and review of the literature on a given topic		
Topic 5	<i>Auditorial work</i>			
	Lecture number 5	Topic 5. <i>Databases and database management systems</i>	Working at lecture	2
	Laboratory work number 5	<i>Creating an information database</i>	Active participation in the performance of laboratory research / laboratory work protection	8
	<i>Independent work</i>			

	Preparation classes	Search, selection and review of the literature on a given topic		
Topic 6	<i>Auditorial work</i>			
	Lecture number 6	Topic 6. <i>Internet services and mobile applications for tourism</i>	Working at lecture	2
	Laboratory work number 6	<i>Mobile applications for tourism</i>	Active participation in the performance of laboratory tests	8
	Modular Test #2	<i>Performing Modular test #2</i>	Modular test #2	20
	<i>Independent work</i>			
	Preparation classes	Search, selection and review of the literature on a given topic		
Preparation for laboratory classes				

Recommended Literature

Basic

1. Information By Micky Lee 2021 by Routledge 194 Pages
2. Information and Communication Technologies for Development Evaluation Edited By Oscar A. García, Prashanth Kotturi 2021 by Routledge 172 Pages
3. Future of Tourism Marketing Edited By Seongseop (Sam) Kim, Dan Wang 2021 by Routledge 128 Pages
4. Visual Media and Tourism Edited By Seongseop (Sam) Kim, Steve Pan 2021 by Routledge 158 Pages

Information resources.

5. Site of personal educational systems of KhNEU named after S. Kuznets in the discipline "Information systems and technologies in tourism"
<https://pns.hneu.edu.ua/course/view.php?id=8117>