

Level: bachelor				
Course title: Information technologies in tourism (T330)				
Status: obligatory				
ECTS: 6				
Requirements: None				
Learning objectives Introducing students to the most important application of information and communication technologies in tourism. Special attention is devoted to the Internet and reservation systems, and application of geographic information systems (GIS) in the tourism industry.				
Learning outcomes Students will be able to understand and use the most common application of ICT in tourism.				
Syllabus <i>Theoretical instruction</i> Definition of information technology. Information systems. Reservation systems (computer reservation systems of air carriers, hotel computer reservation systems). Global distribution systems. IT applications in hotels. Intelligent systems in tourism business. Internet basics. Origins and development of the Internet and the Web. Internet development in Serbia. Standard Internet service. Basics of the Internet marketing. Impacts of the Web on marketing mix in tourism. Website as a promotional tool. Internet promotional techniques in tourism. The concept of geographic information systems. The emergence and development of GIS. Components of GIS. The principles of GIS. Collection, processing, analysis and display of geographic data. Web GIS. Application of GIS in tourism (Application of GIS on demand and supply side). GIS as decision making tool. <i>Practical instruction</i> Training for different software applications (Kompozer, ArcGIS) and seminar.				
Weekly teaching load				Other:-
Lectures: 3	Exercises: 2	Other forms of teaching: -	Student research: -	