

COURSE SYLLABUS

Course title: Information systems in tourism organizations

Study programme and level: Tourism Enterprise Management, 1st / Bachelor's degree study programme

Content (Syllabus outline):

1. Information systems
 - 1.1. Data and information, their gathering, storage, processing, management, and exchange
 - 1.2. Information systems, their components, planning and management, and socially responsible and sustainable practices
 - 1.3. Automation, digitization, and digitalization
 - 1.4. Data, device, and system security and protection, and privacy protection and ethical challenges in informatics
2. Computer system
 - 2.1. Hardware and computer architecture
 - 2.2. System and application software
 - 2.3. Mobile devices and technologies
3. Databases
 - 3.1. Database management systems
 - 3.2. Structured query language
4. Computer networks and the internet
 - 4.1. Types of networks and technologies
 - 4.2. Network protocols, reference models, devices, and connection models
 - 4.3. Web services, technologies, and applications
 - 4.4. Websites, their optimization, and web analytics (knowledge of basic metrics or indicators)
5. Business applications and e-business
 - 5.1. Support for core business processes
 - 5.2. Support for decisions and management
 - 5.3. Business intelligence
 - 5.4. E-business and payment systems
6. Geographic and navigation systems
 - 6.1. Geographic information systems
- Navigation systems