

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Digitalizacija v turizmu
Course title: Digitalization in tourism

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Management turističnih podjetij, dodiplomski študijski program 1.stopnje		1	1
Tourism Enterprise Management, 1st / Bachelor's degree study programme		1	1

Vrsta predmeta / Course type

obvezni / mandatory

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
30	/	/	15	/	45	3

Nosilec predmeta / Lecturer:

viš. pred. dr. Miha Bratec, viš. pred. Saša Planinc

**Jeziki /
Languages:**

Predavanja / Lectures:

slovenski / Slovene
angleški / English

Vaje / Tutorial:

slovenski / Slovene
angleški / English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Študenti morajo imeti osnovno znanje uporabe računalnika in pisarniških paketov ter sorodnih orodij.

Prerequisites:

Students must possess basic knowledge of using a computer and office packages and related tools.

Vsebina:

- Pregled rabe informacijskih tehnologij in njihove vloge v turističnem managementu
 - Izzivi turističnega managementa
 - Temeljni izzivi digitizacije, digitalizacije in digitalne transformacije v turizmu danes
- Modeli in orodja za vrednotenje uporabnosti informacijskih tehnologij v turizmu
 - Sprejem tehnologij (TOE, TAM, DIF)
 - Raba tehnologij
 - Orodja za vrednotenje (CBA)
- Specifike rabe informacijskih tehnologij v turističnih kontekstih
 - Prehrambno in nastanitveno gostinstvo
 - Turoperatorji in potovalne agencije
 - Transport
 - Turistične atrakcije in destinacije
- Digitalne tehnologije in turistična distribucija
 - Uporabniško generirana vsebina in spletni ugled
 - Digitalni turistični ekosistem

Content (Syllabus outline):

- Overview of the use of information technologies and their role in tourism management
 - Challenges of tourism management
 - The fundamental challenges of digitization, digitization and digital transformation in tourism today
- Frameworks and tools for evaluating the usefulness of information technologies in tourism
 - Adoption of technologies (TOE, TAM, DIF)
 - Use of technologies
 - Assessment tools (CBA)
- Specifics of the use of information technologies in tourism contexts
 - Food and accommodation catering
 - Tour operators and travel agencies
 - Transportation
 - Tourist attractions and destinations
- Digital technologies and tourist distribution
 - User-generated content and online reputation

4.3. Direktna distribucija (spletne strani, spletni rezervacijski sistem, pomen direktnih rezervacij) 4.4. Indirektna distribucija (spletni posredniki, metaiskalniki, računalniški rezervacijski sistemi, upravljavci kanalov) 5. Informacijska tehnologija kot nadgradnja oz. dodana vrednost turističnega proizvoda 5.1. Vidik turista in njegove izkušnje 5.2. Vidik turističnega ponudnika in njegovega poslovanja 6. Aktualna tematska področja in trendi rabe informacijskih tehnologij v turizmu in turističnem managementu 6.1. Internet stvari, nosljive naprave, masovni podatki, tehnologija veriženja blokov 6.2. Roboti, umetna inteligenca, avtonomna vozila 6.3. Potopitvene tehnologije	4.2. Digital tourism ecosystem 4.3. Direct distribution (websites, online booking system, importance of direct bookings) 4.4. Indirect distribution (online brokers, metasearch engines, computer reservation systems, channel operators) 5. Information technology as an upgrade or added value of the tourism product 5.1. The perspective of the tourist and his experience 5.2. The aspect of the tourist provider and his business 6. Current thematic areas and trends in the use of information technologies in tourism and tourist management 6.1. Internet of things, wearables, big data, blockchain technology 6.2. Robots, artificial intelligence, autonomous vehicles 6.3. Immersive technologies
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Temeljni literatura in viri / Readings:

- Benckendorff, P. J., Xiang, Z. in Sheldon, P. J. (2019). *Tourism Information Technology* (3. izd.). CABI. <https://www.cabidigitallibrary.org/doi/book/10.1079/9781786393432.0000>
- Bratec, M. (2018). The digital economy of tourism. V C. Cooper et al. (Ur.), *The SAGE handbook of tourism management: Theories, concepts and disciplinary approaches to tourism* (str. 334-354).
- Primeri izpitnih vprašanj in odgovorov ter ostala gradiva dostopna v aktualni e-učilnici predmeta / Sample exam questions and answers, along with other materials accessible in the course's current e-classroom

Namen in cilji predmeta:	Objectives and competences:
- Študenti se spoznajo z aktualnimi izzivi, vezanimi na rabo tehnologij v turističnem gospodarstvu. - Študenti spoznavajo pomen in vlogo informacijskih tehnologij v poslovnem okolju ter se pri tem seznani z različnimi metodami, tehnikami in orodji vrednotenja, načrtovanja, in uvajanja le teh. - Študenti razvijejo sposobnost obvladovanja kompleksnih problemov povezanih z razvojem tehnologij v turističnem gospodarstvu. - Študentje usvojijo ustrezno strovno terminologijo in so sposobni razločevati med različnimi digitalnimi rešitvami, ki se uporabljajo v turističnih podjetjih, ter le te tudi ustrezno ovrednotiti. Splošne kompetence, ki jih razvija ta predmet: - Spodbujanje skupinskega sodelovanja ter s tem razvijanje organizacijskih in komunikacijskih sposobnosti študentov. - Razvijanje sposobnosti opazovanja, iskanja informacij ter kritične presoje dane problematike.	- Students learn about current challenges related to the use of technologies in the tourism industry. - Students learn about the importance and role of information technologies in the business environment, and in the process become familiar with various methods, techniques and tools for evaluation, planning and implementation of these. - Students develop the ability to manage complex problems related to the development of technologies in the tourism industry. - Students acquire the appropriate technical terminology and are able to distinguish between different digital solutions used in tourism companies, and to evaluate them accordingly. General competences developed by this course include: - Encouraging group cooperation and thereby developing students' organizational and communication skills. - Developing the ability to observe, search for information, and critically evaluate a given issue.

- Razvijanje sposobnosti analitičnega vrednotenja obstoječih in uveljavljajočih se tehnologij. - Razvitanje sposobnosti prezentiranja in argumentiranja primernosti predlaganih tehnoloških rešitev. Predmetno specifične kompetence: - Razvijanje sposobnosti identifikacije problema in priprave rešitve. - Spodbujanje ustvarjalnosti in iznajdljivosti pri iskanju možnih rešitev danega problema. - Razvijanje sposobnosti analitičnega mišljenja. - Razvijanje sposobnosti reševanja managerskih problemov z uporabo modernih tehnologij.	- Developing the ability to analytically evaluate existing and established technologies. - Developing the ability to present and argue the suitability of proposed technological solutions. Subject-specific competences: - Developing the ability to identify a problem and prepare a solution. - Encouraging creativity and ingenuity in finding possible solutions to a given problem. - Developing analytical thinking skills. - Developing the ability to solve managerial problems using modern technologies.
Predvideni študijski rezultati:	Intended learning outcomes:
a. Znanje in razumevanje: Študenti se spoznajo z digitalizacijo poslovanja in rešitvami, ki so uporabljene v turističnem gospodarstvu in podjetniški praksi z namenom večanja učinkovitosti in produktivnosti poslovanja. b. Uporaba: Študenti razvijejo sposobnost obvladovanja kompleksnih izzivov in razumevanja kompleksnih turistično-informacijskih rešitev, ki jih bodo uporabili na delovnem mestu in na ta način modernizirali poslovanje organizacij pri katerih se bodo zaposlili. c. Refleksija: Študent/-ka na osnovi razumevanja podane teorije kritično ovrednoti skladnost med teoretičnimi načeli in izhodišči ter izpeljavo teh konceptov v poslovni praksi.	a. Knowledge and understanding: Students get to know current digitalisation processes and solutions that are used in the tourism industry and business practices used to enhance its efficiency and productivity. b. Usage: Students develop the ability to manage complex challenges and understand complex tourist information solutions that they will be able to tackle for the organisations they will work for. c. Reflection: Based on the understanding of the given theory, the student critically evaluates the consistency between theoretical principles and starting points and the derivation of these concepts in business practice.
Metode poučevanja in učenja:	Learning and teaching methods:
Načini dela pri predmetu: Predavanja, vaje, konzultacije, delo na simulacijah realnega poslovno-informacijskega okolja. Potrebni materialni viri za izvedbo predmeta: En računalnik na 2 študenta. Evalvacija: Metode in oblika evalvacije kakovosti dela: Ankete za pedagoge in študente <i>Povezanost z drugimi predmeti:</i> informatika, managerski predmeti, ekonomika, pametni turizem Posebnosti predmeta: Delitev na skupine.	Methods of working with the subject: Lectures, exercises, consultations, work on simulations of a real business and information environment. Necessary material resources for the implementation of the course: One computer per 2 students. Evaluation: <i>Methods and form of work quality evaluation:</i> Surveys for lecturers and students <i>Connection with other subjects:</i> informatics, management subjects, economics, smart tourism Special features of the course: Division into groups.

Zaradi potrebe po uporabi računalniške tehnologije so skupine sestavljene iz manjšega števila študentov. Po dogovoru je možna izvedba predavanj in/ali vaj na daljavo preko modernih videoklicnih sistemov.		Due to the need to use computer technology, the groups consist of a smaller number of students. By agreement, it is possible to conduct lectures and/or exercises remotely via modern video call systems.
Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
Obveznosti študentov: Krajše domače naloge, projektne naloge z implementacijo konkretne tehnološke rešitve ter javna predstavitev le-te na vajah oz. predavanjih. Oblike preverjanja in ocenjevanja znanja: Pisni, oz. ustni izpit.	50 50	Obligations of students: Shorter homework assignments, project assignments with the implementation of a concrete technological solution and public presentation of it at exercises or lectures. Assessment types: Written or oral exam

Reference nosilca / Lecturer's references:

viš. pred. dr. Miha Bratec:

1. Križaj, D., Bratec, M., Kopic, P. in Rogelja, T. (2021). A technology-based innovation adoption and implementation analysis of European smart tourism projects: Towards a smart actionable classification model (SACM). *Sustainability*, 13(9), 1-20. <https://doi.org/10.3390/su131810279>
2. Budler, M., Bratec, M., Minor, K. in Tomat, L. (2020). A business model approach towards the understanding of daily deals within Internet distribution systems. *Tourism Economics*, 26(6), 976-1000. <https://doi.org/10.1177/1354816619863261>
3. Minor, K., Mušanović, J., Dorčić, J. in Bratec, M. (2023). Visual social media communication of Italian luxury hotels and the pandemic: An AI-assisted content analysis. V B. Ferrer-Rosell, D. Massimo in K. Berezina (Ur.), *Information and communication technologies in tourism 2023: Proceedings of the ENTER 2023 eTourism Conference, January 18–20, 2023* (str. 148-153). Springer. https://doi.org/10.1007/978-3-031-25752-0_16
4. Minor, K. in Bratec, M. (2019). Management and implications of daily deal promotions in the hospitality industry: Toward their holistic understanding. V J. D. Santos in O. L. Silva (Ur.), *Digital marketing strategies for tourism, hospitality, and airline industries* (str. 156-195). IGI Global. <https://doi.org/10.4018/978-1-5225-9783-4.ch008>
5. Bratec, M., Križaj, D., Kopic, P. in Rogelja, T. (2021). The dual aspect of technology in tourism: Social contradictions surrounding the sharing economy and smart destination development. V C. Cobanoglu et al. (Ur.), *Hospitality and tourism information technology* (str. 196-221). University of South Florida M3 Center. <https://doi.org/10.5038/9781732127593>

viš. pred. Saša Planinc:

1. Planinc, S. (2019). Primerjava videokonferenčnih sistemov ter demonstracija sobnega videokonferenčnega sistema. *Lastovke UP 2019: Inovativno s tehnologijo do znanja*. Lastovke UP, Koper, Univerza na Primorskem, Skupnost Odprta UP. https://odprtaup.upr.si/pluginfile.php/2752/mod_resource/content/4/ProgramLastovkeUp2019.pdf [COBISS.SI-ID 1541128900]
2. Planinc, S. (2020). Pisanje in snemanje komentarjev ter branje elektronskih besedil. *Lastovke UP 2020: Pandemija učenja na daljavo*, 1–15. Lastovke UP, Koper, Univerza na Primorskem, Skupnost Odprta

UP. https://odprtaup.upr.si/pluginfile.php/4893/mod_folder/content/0/LastovkeUp2020-SasaPlaninc-DelanjeKomentarjevInBranjeBesedil.pdf [COBISS.SI-ID 18399747]

3. Planinc, S. (2022). Varnost in zaščita podatkov ter naprav, tudi pri izobraževanju na daljavo. *Lastovke UP 2022*, 1–26. Lastovke UP, Koper, Univerza na Primorskem, Skupnost Odprta UP. https://odprtaup.upr.si/pluginfile.php/3165/mod_page/content/12/VarnostInZascita.ppt [COBISS.SI-ID 100898819]
4. Planinc, S. in Kukanja, M. (2022). Restaurant Customers' Quality Expectations: A Pre- and Post-COVID-19 Pandemic Comparison. *Tourism: An International Interdisciplinary Journal*, 70(2), 168–182. <https://doi.org/10.37741/t.70.2.2> [COBISS.SI-ID 95944707]
5. Planinc, S. (2023). Intervju s ChatGPT o pisanju seminarskih nalog. *Lastovke UP 2023*, 1–15. Lastovke UP, Koper, Univerza na Primorskem, Skupnost Odprta UP. https://odprtaup.upr.si/pluginfile.php/3317/mod_page/content/21/SasaPlaninc-IntervjuSChatGptOPisanjuSeminarskihNalog.pdf [COBISS.SI-ID 148451843]