

The Hong Kong Polytechnic University

Subject Code	HTM3224
Subject Title	Technology Strategy in Hospitality, Tourism and Events
Credit Value	3
Level	3
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	This subject is designed to introduce students to the concepts of information technology and the technologies used in the hospitality, tourism and events industries. Specifically, The ultimate objectives of this subject are to demonstrate how managers are involved with using information technology and how they can use information to improve their companies' competitiveness.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to become:</p> <p>A. Competent professional:</p> <ul style="list-style-type: none"> • Students will be able to understand the technologies applied in operational and managerial levels to the hospitality, tourism and events industries. <p>B. Critical thinker:</p> <ul style="list-style-type: none"> • Students will be able to critically evaluate and identify suitable generic and industry-specific technologies that can support and enhance work in the hospitality, tourism and events industries. <p>C. Innovative problem solver:</p> <ul style="list-style-type: none"> • Students will be able to identify suitable technologies and solutions to solve problems existing in the hospitality, tourism and events industries. <p>D. Effective communicator:</p> <ul style="list-style-type: none"> • Students will be able to clearly present their data analysis results, solutions and suggestions for further improvement in both written and verbal forms. <p>E. Lifelong learner:</p> <ul style="list-style-type: none"> • Students will be able to recognize the need for self-improvement as well as to plan their learning schedule in pursuit of self-determined goals. <p>F. Ethical leader:</p> <ul style="list-style-type: none"> • Students will be able to recognize the ethical issues related to technology and information management. Students will also be able to demonstrate ethical reasoning in professional and day-to-day contexts. <p>G. Socially responsible global citizen:</p> <ul style="list-style-type: none"> • Students will have the capacity for understanding different cultures and

	social development needs in the local, national and global contexts.
Subject Synopsis/ Indicative Syllabus	<p>a) Introduction to Digital Hospitality, Tourism and Events Operations: Understand the role of information systems (IS) in the hospitality, tourism and events industries; understand how IS can create competitive advantage; understand the role of managers in the system development.</p> <p>b) Management Information Systems (MIS) Basics: Understand the basic MIS and particularly data communications concepts.</p> <p>c) Database Concepts: Understand basic database management concepts; understand how to create a database for converting data into information.</p> <p>d) e-Commerce: Understand the key e-Commerce concepts and e-Commerce business models; understand the steps involved in creating a presence in the online marketplace.</p> <p>e) e-Marketing: Understand the key e-Marketing strategies; understand how they can assist in promoting hospitality, tourism and event businesses.</p> <p>f) Hospitality, Tourism and Events Information Systems and Integration: Understand the key technologies and information systems used in the hospitality, tourism and event industries; understand the importance of system integration and how it can improve the company's competitiveness.</p> <p>g) Technology adoption: Understand the key theories and concepts pertinent to technology adoption by individuals and firms.</p> <p>h) Future of Hospitality, Tourism and Events Information Systems: Understand the latest trends in technology development, technology applications and information management. Project the future of hospitality, tourism and events information systems.</p>