

Subject Name	Hospitality and Tourism Technology and Innovation
Subject Code	HTM540
No. of Credits	3 Credits
Total Contact Hours	39 Hours
Prerequisite	None

Subject Description:

The purpose of this subject is to provide students with an awareness of the impact of information and communication technologies [ICTs] and related innovations in the hotel and tourism industries. It aims to enable students to gain an in-depth understanding of the main managerial functions of ICTs and innovations, and their specific applications to various functional areas in hospitality and tourism. It would also facilitate students' learning and understanding of the strategic uses of ICTs and related innovations, as well as provide a framework for planning future technology developments. The potential impacts of the future technological innovation and developments on hospitality and tourism management will also be covered in this subject.

Intended Learning Outcomes:

Upon completion of the subject, students will be able to:

1. Develop a holistic view of the various knowledge and theories of ICT and innovation management applicable to the hospitality and tourism industry.
2. Appraise, analyze and evaluate the general impact and applications of ICTs on various sectors in the hospitality and tourism industry.
3. Critically assess the relationship between the hospitality and tourism industry and its environments.
4. Identify and provide leadership at work in relation to information, technology and innovation management.
5. Evaluate and implement appropriate ICT and innovation management theories to support hospitality and tourism organizations in enhancing their business.
6. Communicate and react proactively to industry stakeholders including staff, travelers, government and commercial organizations in the area of ICTs and innovation.
7. Organize and analyze complex data and translate them into useful business information for better decision-making in the context of ICT in the hospitality and tourism environment.

Assessment Weighting:

Continuous Assessment	70%
Examination	30%

Indicative Content:

- Introduction and IT applications in the Hong Kong hotel and tourism industry
- Technology components and automation in the hospitality and tourism industry
- Innovation and innovative product development in hospitality
- Distribution and reservation systems
- Rooms management and guest account applications
- Property and intra-sector management interfaces
- Managing POS and foodservice applications technology and sales management
- Disintermediation and ICT in inter-sector tourism
- Accounting information management
- Hospitality and tourism application systems development.
- Prospect for innovation in hospitality and tourism
- Selecting, implementing, and management of information systems in hospitality and tourism
- MIS strategy; innovation and technology trends in hospitality and tourism