

The Hong Kong Polytechnic University

Subject Code	HTM3204
Subject Title	Technology Strategy in Hospitality and Tourism
Credit Value	3
Level	3
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	This subject is designed to introduce students to the technology used in the hospitality and tourism industry and to the concepts of information technology. The objectives are to demonstration how managers are involved with using information technology and how they can use information to improve their company's position.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Professional Competence</p> <ul style="list-style-type: none"> • Explain and understand the information technology applied in operational and managerial levels to the hospitality and tourism industry. • Recognize and identify the role of hospitality managers in information system development. <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • Demonstrate hospitality-specific software applications to support and enhance work in the hospitality and tourism industry. <p>C. Effective Communicators</p> <ul style="list-style-type: none"> • Deliver and present their innovative and strategic ideas effectively. <p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • Evaluate the current information technology applications and discuss the future trends in the hospitality <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> • Understand global and ethical technology standards.

<p>Subject Synopsis/ Indicative Syllabus</p>	<p>a. Introduction to Digital Hospitality and Tourism Operation: discuss the role of information systems in the hospitality and tourism industry; understand the role of IT in creating competitive advantage of a firm; understand the steps involved in a system development and the role of managers in a system development.</p> <p>b. Hospitality and Tourism Information System and Integration: understand the importance of system integration; describe the information systems supporting the major business functions.</p> <p>c. Database Concepts & User Computing: understand basic database management concepts; evaluate websites using appropriate criteria; build a basic web page.</p> <p>d. Property Management Systems: understand the role of and identify the function of PMS and reservation system; demonstrate PMS to support and enhance work in the business</p> <p>e. Restaurant Management Systems: understand the role of and identify the function of RMS, reservation, table management and nutrient analysis systems; demonstrate RMS to support and enhance work in the business.</p> <p>f. Menu Engineering: understand the menu engineering concept; apply the ME concept to database management.</p> <p>g. Sales and Catering: understand the role of and describe the functions of a sales and catering system; demonstrate a sales and catering application to support and enhance work in the business.</p> <p>h. Network Security: discuss the security issues to operation of a hospitality and tourism information system; discuss the corporate responsibility in network security issues</p> <p>i. e-Commerce: understand the basic e-Commerce business models; discuss the application of the business models to the hospitality and tourism industry; discuss social responsibility issues about protecting privacy and customer information utilization</p> <p>j. Future of Hospitality and Tourism Information Systems: project the future of hospitality and tourism information systems; evaluate the future applications and identify the role of managers in the application development and acceptance.</p>
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