

HTM501x Innovation and Technology Management in Hospitality

Subject Name	Innovation and Technology Management in Hospitality
Subject Code	HTM501x
No. of Credits	3
Total Contact Hours	39
Prerequisite	None

Subject Description:

This subject aims to provide an in-depth view into the relationship between information technology (IT) and business innovations in the hospitality industry. Specifically, this subject has three objectives. First, students will learn about the roles of IT in shaping the business environment, business models, marketing practices, revenue strategies, and customer services in hospitality. Second, students will gain knowledge in customer behaviours in the digital age. Third, the impact of IT on business innovations and digital transformation of organizations will be illustrated, explored and discussed

Intended Learning Outcomes:

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

1. Develop a systematic understanding of knowledge and theories of information and communication technology (ICT) and innovation management, and a critical awareness of current problems and/or new insights from the forefront of ICT-related disciplines and areas of professional practice.
2. Appraise, analyse, and evaluate the general impact and applications of ICTs on various sectors of the hospitality industry.
3. Critically assess the relationship between the hospitality industry and its IT environments and deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data.
4. Evaluate and implement appropriate ICT and innovation management theories to support hospitality organizations in enhancing their business.
5. Communicate and react proactively to industry stakeholders including staff, travelers, government and commercial organizations in the area of ICTs and innovation.

Assessment Weighting:

Continuous Assessment	70%
Final Examination	30%

Indicative Content:

- Tourism and hospitality in digital age: an overview
- Digital tourists
- Understanding IT from different perspectives
- IT and value creation in tourism and hospitality industries
- Innovations in digital marketing
- Mobile technology and business innovations
- IT enabled innovations and organizational changes
- Digital transformation
- Smart tourism & Hospitality
- Business opportunities with the recent IT innovations