<table>
<thead>
<tr>
<th>DEREE COLLEGE SYLLABUS FOR:</th>
<th>US CREDITS: 3/0/3</th>
</tr>
</thead>
<tbody>
<tr>
<td>HT 4436 INFORMATION AND COMMUNICATION TECHNOLOGIES IN TOURISM – LEVEL 6</td>
<td></td>
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<tr>
<td>UK CREDITS: 15</td>
<td></td>
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<td>(Spring 2015)</td>
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</table>
| **PREREQUISITES:** | CS 1070 - Introduction to Information Systems  
HT 1001 - Introduction to the Tourism and Hospitality Industry  
HT 2116 - Hospitality Information Systems  
HT 3115 - Marketing for Hospitality and Tourism |
| **CATALOG DESCRIPTION:** | Impact and benefits for the tourism industry from the implementation of information and communication technologies. Operational and strategic issues of IT. Current industry practices, use of internet technologies and e-commerce applications. |
| **RATIONALE:** | Technological innovation imposes the need for the use of information and communication technologies as a means for achieving competitive advantage in the tourism industry. Information and communication technologies provide the platform for customer interaction and facilitate the acquisition of valuable information and business knowledge, thus becoming increasingly important in formulating the company’s strategy. |
| **LEARNING OUTCOMES:** | As a result of taking this course the student should be able to:  
1. Explain the content and framework of electronic commerce and compare the major types of transactions and models in tourism.  
2. Compare and evaluate the information technology applications that are used in different sectors of the tourism industry.  
3. Assess the wide scope and use of Web 2.0 Technologies, and E-Commerce applications throughout the tourism industry.  
4. Discuss the fundamental requirements for initiating an online business and apply them on the creation of a business site. |
| **METHOD OF TEACHING AND LEARNING:** | In congruence with the teaching and learning strategy of the college, the following tools are used:  
- Lectures, class discussions, and review of cases taken from the real world and applicable to specific theoretical concepts.  
- Individual project: Functional requirements/customized application-based website design/deployed website  
- Office hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material.  
- Use of the Blackboard Learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources. |
### ASSESSMENT:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>Weight</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-class, 1-hour, “diagnostic” test</td>
<td>0</td>
<td>Essay-type</td>
</tr>
<tr>
<td>Formative:</td>
<td></td>
<td></td>
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<tr>
<td>Project - summative</td>
<td>50</td>
<td>Individual – creation of a Business website</td>
</tr>
<tr>
<td>Final Examination (2-hour, comprehensive) - summative</td>
<td>50</td>
<td>Essay-type</td>
</tr>
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</table>

The formative test aims to prepare students for the examination but also aims to provide “diagnostic” feedback in order to improve learning. The project tests Learning Outcomes 3, and 4. The final examination tests learning Outcomes 1, 2 and 3.

### INDICATIVE READING:

**REQUIRED MATERIAL:**

**RECOMMENDED READING:**

**BOOKS**

**ARTICLES**
<table>
<thead>
<tr>
<th>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</th>
<th>REQUIRED MATERIAL: N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>RECOMMENDED MATERIAL: N/A</td>
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</table>

**COMMUNICATION REQUIREMENTS:**
Daily access to the course’s site on the College’s Blackboard CMS

**SOFTWARE REQUIREMENTS:**
Content Management System

**WWW RESOURCES:**
- www.world-tourism.org
- www.ftc.gov
- www.business2.com
- www.computerworld.com
- www.internetworld.com

**INDICATIVE CONTENT:**

1. Introduction.
   - Why Information Technology?
   - The Digital Tourism Landscape
   - Using Information Technology for Competitive Advantage in Tourism
   - Networks and Security issues in Tourism
   - Internet and Tourism – A radical change

   - E-Business And E-Commerce Systems
   - Travel Intermediaries And Information Technology
   - The Internet And The Tourist
   - Social Media And Tourism
   - Managerial Support Systems In Tourism
   - Information And Business Knowledge
   - Strategic Tourism Technology Investment

   - Sustainable Tourism and Information Technology
   - The Future of Information Technology and Tourism