DEREE COLLEGE SYLLABUS FOR:	US CREDITS: 3/0/3

HT 4436 INFORMATION AND COMMUNICATION TECHNOLOGIES IN TOURISM – LEVEL 6
UK CREDITS: 15

(Updated Fall 2021)

PREREQUISITES:	CS 1070 - Introduction to Information Systems HT 1001 - Introduction to the Tourism and Hospitality Industry HT 3115 - Marketing for Hospitality and Tourism HT 2116 - Hospitality Information Systems
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 in travel and tourism.
RATIONALE:	Information and communication technologies provide a key platform for customer interaction and facilitate the acquisition of valuable information and business knowledge, contributing to strategic decision-making and achieving competitive advantage.
LEARNING OUTCOMES:	As a result of taking this course the student should be able to: 1. Analyse 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 and web technologies that are used in different sectors of the tourism industry. 3. Apply the fundamental requirements for initiating online presence to develop an e-commerce solution in the tourism industry.
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:	**Summative:**

First Assessment: In-class written examination (One-hour closed-book)	**30%**
Second assessment, portfolio of assessments: project proposal and presentation (management milestones on designated deadlines)	**10%**
Final Assessment: Individual project (functional requirements, application-based solution design and deployment)	**60%**

Formative:

Practical diagnostic in-class exercises and activities	**0%**

	The formative and coursework assessments aim to prepare students for the unseen assessments. The first assessment tests Learning Outcomes 1 and 2. The second assessment tests Learning Outcomes 1, 2, and 3. The final assessment tests Learning Outcomes 1 and 3. Students are required to resit any failed assessments in this module.
INDICATIVE READING:	**REQUIRED MATERIAL**: • Benckendorff, P, Sheldon, P and Fesenmaier, D, *Tourism Information Technology*. Cambridge: CABI Tourism Texts, latest edition
	RECOMMENDED READING: BOOKS • Egger, R. and Buhalis, D. (2008) *eTourism Case Studies: Management and Marketing Issues in eTourism*, Butterworth-Heinemann. • Pease, W. R., Rowe, M. and Cooper, M. *Information and Communication Technologies in Support of the Tourism Industry*, IGI Global, latest edition ARTICLES • Ali, A., and Frew A. (2014) "Technology Innovation and Applications in Sustainable Destination Development.", *Information Technology & Tourism*, 14(4), 265-90 • Au, N., Buhalis, D., Law, R. (2014) "Online Complaining Behavior for Mainland China Hotels: The Perception of Chinese and Non-Chinese Customers", *International Journal of Hospitality and Tourism Administration,* 15, 248-274. • Hardy, A., Hyslop, S., Booth, K. et al. (2017) "Tracking Tourists' Travel with Smartphone-based GPS Technology: A Methodological Discussion." *Information Technology & Tourism,* 17(3), 255-74 • Wolfram, H., Fuchs, M., Keil D., and Lexhagen M. (2015) "Business Intelligence for Cross-process Knowledge Extraction at Tourism Destinations." *Information Technology & Tourism*, 15(2), 101-30 • Hua, N. (2016) "E-commerce Performance in Hospitality and Tourism." *International Journal of Contemporary Hospitality Management*, 28(9), 2052-079 • Huertas, A., and Estela M. (2016) "User Reactions to Destination Brand Contents in Social Media." *Information Technology & Tourism,* 15(4), 291-31 • Law, R., Buhalis, D., Cobanoglu, C. (2014) "Progress on information and communication technologies in hospitality and tourism, International, *Journal of Contemporary Hospitality Management*, 26(5), 727-750 • Law, R., Qi, S. and Buhalis, D. (2010) "Progress in tourism management: A review of website evaluation in tourism research", *Tourism Management*, 31(3), 297-313. • Navío-Marco, J., Ruiz-Gómez,, M., and Sevilla, C. (2018) "Progress in Information Technology and Tourism Management: 30 Years on and 20 Years after the Internet - Revisiting Buhalis & Law's Landmark Study about ETourism." *Tourism Management,* 69, 460-70 • Tichaawa, T., Mhlanga, O., and Sicwebu. S. (2017) "The Impact of Information Communication Technologies (ICTs) on Tourism Businesses in East London, South Africa." *Acta Universitatis*

	Danubius: Oeconomica, 13(3) 18-29. • Xiang, Z. (2018) "From Digitization to the Age of Acceleration: On Information Technology and Tourism." *Tourism Management Perspectives*, 25, 47-50 • Xu F., Weber J. and Buhalis D. (2014) "Gamification in Tourism" *Information and Communication Technologies in Tourism*, 525-537
INDICATIVE MATERIAL: *(e.g. audiovisual, digital material, etc.)*	**REQUIRED MATERIAL: N/A** **RECOMMENDED MATERIAL: N/A**
COMMUNICATION REQUIREMENTS:	Use of appropriate academic conventions as applicable in oral and written communications.
SOFTWARE REQUIREMENTS:	Content Management System
WWW RESOURCES:	www.world-tourism.org www.ftc.gov www.business2.com www.computerworld.com www.internetworld.com www.ecommercetimes.com www.linkedin.com www.clickz.com/stats www.wordpress.org www.alexa.com www.joomla24.com www.amazon.com wtpfed.tradeholding.com www.linkedin.com/pulse/20140321134543-1627421-four-principles-of-e-commerce-for-every-marketer-insight
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 2. Information Systems in Tourism: Applications and Strategy. • 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 3. Issues and Trends. • Sustainable Tourism and Information Technology • The Future of Information Technology and Tourism