# HT 4436 INFORMATION AND COMMUNICATION TECHNOLOGIES IN TOURISM – LEVEL 6

(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 failed assessments in this module.

**INDICATIVE READING:**

**REQUIRED MATERIAL:**

**RECOMMENDED READING:**

**BOOKS**

**ARTICLES**
**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](http://www.world-tourism.org)
- [www.ftc.gov](http://www.ftc.gov)
- [www.business2.com](http://www.business2.com)
- [www.computerworld.com](http://www.computerworld.com)
- [www.internetworld.com](http://www.internetworld.com)
- [www.ecommercetimes.com](http://www.ecommercetimes.com)
- [www.linkedin.com](http://www.linkedin.com)
- [www.clickz.com/stats](http://www.clickz.com/stats)
- [www.wordpress.org](http://www.wordpress.org)
- [www.joomla24.com](http://www.joomla24.com)
- [www.amazon.com](http://www.amazon.com)
- [wtpfed.tradeholding.com](http://wtpfed.tradeholding.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

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Danubius: Oeconomica, 13(3) 18-29.