

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	HTM2327
Subject Title	Digital Transformation in Tourism and Hospitality
Credit Value	3
Level	2
Pre-requisite/ Co-requisite/ Exclusion	Nil
Objectives	<p>Technology has revolutionised the tourism and hospitality industry. Database marketing was a trend twenty years ago, and now it is a standard tool in the day-to-day operation of hotels. The improved online and mobile-based experiences has flourished the development of OTAs and online booking business. These centralised digital platforms have unleashed the possibilities of machine learning and analytic systems, which led to the growth of personalised services, big data analysis and revenue. On the other hand, new technologies such as augmented reality (AR), virtual reality (VR), robotics, artificial intelligence (AI) and internet of things (IoTs) are empowering tourism and hospitality organisations in the new markets, new business models and strategic practices.</p> <p>This subject is intended to introduce the students to the technological advancements that will be necessary for their future career in tourism and hospitality. It will inspect tourism and hospitality's digital transformation in three perspectives. 1) The managerial and operational level, 2) Guest services applications, and 3) Trends and managerial implications.</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent Professionals</p> <ul style="list-style-type: none">• Integrate and apply the knowledge of information and communications technology (ICT) into the field of tourism and hospitality. <p>B. Critical Thinkers</p> <ul style="list-style-type: none">• To examine the benefits of digital technologies in revolutionising the traditional roles of tourism producers, the business model, and consumers' experience. <p>C. Innovative Problem Solvers</p> <ul style="list-style-type: none">• Analyse the challenges and opportunities of digitalisation in tourism. How these challenges and opportunities affect different stakeholder groups, and to discuss how they might be addressed.

	<p>D. Effective Communicators</p> <ul style="list-style-type: none"> • Comprehend and communicate effectively to interpret the benefits of information and communications technology (ICT). <p>E. Lifelong Learners</p> <ul style="list-style-type: none"> • Appreciate and foster an innovative digital culture in tourism and hospitality. <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> • Evaluate and apply the risks and legal obligations in the process of digital transformation. <p>G. Socially Responsible Global Citizen</p> <ul style="list-style-type: none"> • Recognise corporate governance as the control mechanism to ensure the digital transformation in tourism and hospitality business to be socially responsible.
<p>Subject Synopsis/ Indicative Syllabus</p>	<ol style="list-style-type: none"> 1. Technology, Change, and Innovation: An Overview 2. Digital Transformation in Tourism and Hospitality 3. Hospitality Information Systems 4. Digital Marketing in Tourism and Hospitality 5. Digitalise Human Resources in Tourism and Hospitality 6. Operation, Security and Risk Management 7. Digitalise Customer’s Experience 8. Value Creation Through Smart Tourism