

# The Hong Kong Polytechnic University

## Subject Description Form

<b>Subject Code</b>	HTM3229
<b>Subject Title</b>	Tourism & Hospitality Management Information System
<b>Credit Value</b>	3
<b>Level</b>	3
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	Nil
<b>Objectives</b>	This course is designed to provide students with an awareness and managerial understanding of the functions and applications of the management information system (MIS) technology in the hospitality tourism industry. The focus of the course will illustrate the important role information systems play in an organization and how it affects management decisions in different functional areas in the tourism and hospitality industry. Students will also learn to evaluate the potential impact of the surrounding external environment on the future applications and potential of MIS on tourism and hospitality industry.
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <p><b>A. Competent Professional</b></p> <ul style="list-style-type: none"> <li>• <b>Identify and appreciate the role of modern advanced technology in the operation of hotel, catering and tourism industry</b> Students will be able to identify and appreciate the increasing global impact of current advanced technologies in the effective delivery of services/products in the tourism and hospitality industries</li> </ul> <p><b>B. Critical Thinkers</b></p> <ul style="list-style-type: none"> <li>• <b>Evaluate knowledge and theories of information systems management in relation to the management of tourism and hospitality businesses</b> Students will be able to discuss and explain various theories, principles and models in information systems management and evaluate their relevance and applicability in determining growth and profitability of hospitality businesses in various markets.</li> </ul> <p><b>C. Innovative Problem Solvers</b></p> <ul style="list-style-type: none"> <li>• <b>Understand how information systems impact operational and managerial decision making</b> Students will aware and discuss how various information systems could be implemented to achieve operational efficiency and effective decision making in a tourism or hospitality organization under dynamic business environment.</li> </ul>

	<p><b>D. Effective Communicator</b></p> <ul style="list-style-type: none"> <li>• <b>Communicate and respond to the diversity of stakeholders within the tourism and hospitality industry</b> Students will be able to communicate their decisions and recommendations, both orally and in writing, and be able to respond professionally and critically.</li> </ul> <p><b>E. Ethical Leader</b></p> <ul style="list-style-type: none"> <li>• Students will be able to work in a team with an understanding of what makes an ethical leader as expected in the hospitality and tourism industry.</li> </ul> <p><b>F. Ethical Leader</b> (not applicable)</p> <p><b>G. Socially Responsible Global Citizen</b> (not applicable)</p>
<p><b>Subject Synopsis/ Indicative Syllabus</b></p>	<ul style="list-style-type: none"> <li>• Introduction to Hospitality and Tourism Information Systems</li> <li>• The Internet, Web-based and Artificial Intelligence Technology</li> <li>• The Evolution of Computer Reservation Systems (CRS) and Global Distribution Systems (GDS)</li> <li>• Property Management Systems in Hotels</li> <li>• Other Major Back Office Systems in Hotels</li> <li>• Managing Point-of-Sale (POS) Systems and Foodservice Applications</li> <li>• M-commerce - Digital Markets, Digital Service</li> <li>• Selecting and Evaluating Hospitality and Tourism Information Systems</li> <li>• Ethical and Social Issues in Digital Organization</li> <li>• Information Systems Security and Control</li> <li>• Future Trends and Issues</li> </ul>