

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	HTM572
Subject Title	Innovation in Hospitality in the Digital Age
Credit Value	3
Level	5
Pre-requisite/ Co-requisite/ Exclusion	Nil
Objectives	<p>This subject is designed to provide students with the knowledge of information and communication technologies [ICTs], and technological innovations applied in the hospitality industry. It aims to provide students with an in-depth understanding of how ICTs and technological innovations are managed and applied in various areas of hospitality businesses.</p> <p>It would also facilitate students' learning and understanding of the strategic uses of ICTs and related innovation, as well as provide a framework for planning future technology developments. The potential impacts of future technological innovations and developments on hospitality management will also be covered in this subject.</p>
Intended Learning Outcomes <i>(Note 1)</i>	<p>Upon completion of the subject, students will be able to:</p> <ul style="list-style-type: none"> A. Understand and explain the functionality and value contributed by ICTs and technological innovations to different types of hospitality businesses; B. Understand the essence, principles, theories, and frameworks of technology adoption and innovation development; C. Critically evaluate the internal and external environment of different types of hospitality businesses in order to identify areas that require technologies/ technological innovations; D. Identify, evaluate, and select appropriate technologies which can enhance hospitality businesses' operational efficiency and competitiveness; E. Devise and optimize appropriate solutions (incl. technological and non-technological ones) in order to build hospitality businesses' competitive advantage.

Subject Synopsis/ Indicative Syllabus <i>(Note 2)</i>	<p>The main subject areas covered by this subject are:</p> <ol style="list-style-type: none">1. Role and significance of ICTs in the hospitality industry2. Technology adoption and diffusion practices in hospitality3. New technologies and applications in the hospitality industry4. Innovation and innovative product development5. Prospect for innovation in hospitality																																															
Teaching/Learning Methodology <i>(Note 3)</i>	<p>Lectures and seminars are the main teaching and learning vehicles for this subject:</p> <ul style="list-style-type: none">• Lectures will be used to explain key principles and theories pertinent to the subject• Seminars will be used to review and discuss real cases from hospitality and other disciplines with students <p>Guest lectures and site visits will also be arranged to enhance students’ knowledge absorption and learning experience:</p> <ul style="list-style-type: none">• Industry professionals will be invited to share their expertise, experience, and past projects about innovation development of their corresponding businesses• Site visits to different public and private businesses’ innovation hubs will be arranged in order to provide students with more real-world examples																																															
Assessment Methods in Alignment with Intended Learning Outcomes <i>(Note 4)</i>	<table><tr><th rowspan="2">Specific assessment methods/tasks</th><th rowspan="2">% weighting</th><th colspan="5">Intended subject learning outcomes to be assessed</th></tr><tr><th>A</th><th>B</th><th>C</th><th>D</th><th>E</th></tr><tr><td>1. Class participation</td><td>15%</td><td></td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>2. Individual assignment</td><td>20%</td><td></td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>3. Group project</td><td>35%</td><td></td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>4. Examination</td><td>30%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td></td></tr><tr><td>Total</td><td>100 %</td><td colspan="5"></td></tr></table> <ol style="list-style-type: none">1. Class participation: Students’ level of participation in in-class activities as well as the quality of their presented opinions and ideas will be assessed.2. Individual assignment: Students will be asked to apply the knowledge learned from class activities (and readings) to critically assess the innovations curated by a hospitality business.3. Group project: Student teams will be asked to develop a detailed innovation development for a hospitality business.	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed					A	B	C	D	E	1. Class participation	15%		✓	✓	✓	✓	2. Individual assignment	20%		✓	✓	✓	✓	3. Group project	35%		✓	✓	✓	✓	4. Examination	30%	✓	✓	✓	✓		Total	100 %					
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	<p>Student teams have to submit a written report and prepare an oral presentation to demonstrate their understanding.</p> <p>4. Examination: The examination mainly assesses students' knowledge and understanding of the key principles, theories, and frameworks pertinent to the subject.</p>	
Student Study Effort Expected	Class contact:	
	▪ <i>Lectures</i>	<i>20 Hrs.</i>
	▪ <i>Guest lectures / Site visits</i>	<i>6 Hrs.</i>
	▪ <i>Seminars</i>	<i>13 Hrs.</i>
	Other student study effort:	
	▪ <i>Prepare projects</i> ▪ <i>Individual assignment</i> ▪ <i>Self-study (e.g., review suggested readings)</i> ▪ <i>Consulting instructors' opinion</i>	<i>30 Hrs</i> <i>15 Hrs</i> <i>28 Hrs.</i> <i>8 Hrs.</i>
	Total student study effort	120 Hrs.

<p>Reading List and References</p>	<p>Bhat, D., & Sharma, V. (2022). Enabling service innovation and firm performance: the role of co-creation and technological innovation in the hospitality industry. <i>Technology Analysis & Strategic Management</i>, 34(7), 774-786.</p> <p>Buhalis, D., Harwood, T., Bogicevic, V., Viglia, G., Beldona, S., & Hofacker, C. (2019). Technological disruptions in services: lessons from tourism and hospitality. <i>Journal of Service Management</i>, 30(4), 484-506.</p> <p>Jayawardena, C., Ahmad, A., Valeri, M., & Jaharadak, A. A. (2023). Technology acceptance antecedents in digital transformation in hospitality industry. <i>International Journal of Hospitality Management</i>, 108, 103350.</p> <p>Kandampully, J., Bilgihan, A., & Zhang, T. C. (2016). Developing a people-technology hybrids model to unleash innovation and creativity: The new hospitality frontier. <i>Journal of Hospitality and Tourism Management</i>, 29, 154-164.</p> <p>Lin, M. S., Sharma, A., Pan, B., & Quadri-Felitti, D. (2023). Information asymmetry in the innovation adoption decision of tourism and hospitality SMEs in emerging markets: A mixed-method analysis. <i>Tourism Management</i>, 99, 104793.</p> <p>Martín-Rios, C., & Ciobanu, T. (2019). Hospitality innovation strategies: An analysis of success factors and challenges. <i>Tourism Management</i>, 70, 218-229.</p> <p>Nikopoulou, M., Kourouthanassis, P., Chasapi, G., Pateli, A., & Mylonas, N. (2023). Determinants of digital transformation in the hospitality industry: Technological, Organizational, and Environmental Drivers. <i>Sustainability</i>, 15(3), 2736.</p> <p>Tian, J. (2023). Does technological innovation have an impact on employment in the hospitality industry? <i>International Journal of Contemporary Hospitality Management</i>. DOI: 10.1108/IJCHM-03-2022-0370.</p> <p>Troisi, O., Visvizi, A., & Grimaldi, M. (2023). Digitalizing business models in hospitality ecosystems: toward data-driven innovation. <i>European Journal of Innovation Management</i>, 26(7), 242-277.</p> <p>Zhu, D., Lin, M. T., Thawornlamert, P. K., Subedi, S. B., & Kim, P. B. (2023). The antecedents of employees' innovative behavior in hospitality and tourism contexts: A meta-regression approach. <i>International Journal of Hospitality Management</i>, 111, 103474.</p>
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Note 1: Intended Learning Outcomes

Intended learning outcomes should state what students should be able to do or attain upon subject completion. Subject outcomes are expected to contribute to the attainment of the overall programme outcomes.

Note 2: Subject Synopsis/Indicative Syllabus

The syllabus should adequately address the intended learning outcomes. At the same time, overcrowding of the syllabus should be avoided.

Note 3: Teaching/Learning Methodology

This section should include a brief description of the teaching and learning methods to be employed to facilitate learning, and a justification of how the methods are aligned with the intended learning outcomes of the subject.

Note 4: Assessment Method

This section should include the assessment method(s) to be used and its relative weighting, and indicate which of the subject intended learning outcomes that each method is intended to assess. It should also provide a brief explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes.

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