DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT
University of Rajshahi
BBA Program
2nd Year 2nd Semester 2021

Course Code	:	**THM- 222**
Course Title	:	**Technology in Tourism and Hospitality**
Course Instructor	:	Sazu Sardar
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Session Type	:	Synchronous and Asynchronous (Online & Offline)

Rationale of the Course

The purpose of this subject is to provide students with an awareness of the impact of information and communication technologies [ICTs] and related innovations in the hotel and tourism industries. It aims to enable students to gain an in-depth understanding of the main managerial functions of ICTs and innovations, and their specific applications to various functional areas in hospitality and tourism. It would also facilitate students' learning and understanding of the strategic uses of ICTs and related innovations, as well as provide a framework for planning future technology developments. The potential impacts of the future technological innovation and developments on hospitality and tourism management will also be covered in this subject.

Objectives/Learning Outcomes:

This subject is designed to introduce students to the technology used in the hospitality and tourism industry and to the concepts of information technology. The objectives are to demonstration how managers are involved with using information technology and how they can use information to improve their company's position. **After completion of this course, students will able to-**

1. Explain and understand the information technology applied in operational and managerial levels to the hospitality and tourism industry.

2. Recognize and identify the role of tourism and hospitality managers in information system development.

3. Demonstrate specific software applications to support and enhance work in the hospitality and tourism industry.

4. Deliver and present innovative and strategic ideas effectively.

5. Evaluate the current information technology applications and discuss the future trends in the hospitality and tourism industry.

Course Contents	1. **Introduction to Digital Hospitality and Tourism Operation:** discuss the role of information systems in the hospitality and tourism industry; understand the role of IT in creating competitive advantage of a firm; understand the steps involved in a system development and the role of managers in a system development.
	2. **Hospitality and Tourism Information System and Integration:** understand the importance of system integration; describe the information systems supporting the major business functions.
	3. **Database Concepts & User Computing:** understand basic database management concepts; evaluate websites using appropriate criteria; build a basic web page.
	4. **Property Management Systems:** understand the role of and identify the function of PMS and reservation system; demonstrate PMS to support and enhance work in the business.
	5. **Restaurant Management Systems:** understand the role of and identify the function of RMS, reservation, table management and nutrient analysis systems; demonstrate RMS to support and enhance work in the business.
	6. **Menu Engineering:** understand the menu engineering concept; apply the ME concept to database management.
	7. Sales and Catering: understand the role of and describe the functions of a sales and catering system; demonstrate a sales and catering application to support and enhance work in the business.
	8. **Network Security:** discuss the security issues to operation of a hospitality and tourism information system; discuss the corporate responsibility in network security issues.
	9. **e-Commerce: understand the basic e-Commerce business models**; discuss the application of the business models to the hospitality and tourism industry; discuss social responsibility issues about protecting privacy and customer information utilization.
	10. **Future of Hospitality and Tourism Information Systems:** project the future of hospitality and tourism information systems; evaluate the future applications and identify the role of managers in the application development and acceptance.
Teaching Learning Strategy	Teaching will be tailor-made to address the need of the students. The session will be more interactive, software application and lecture based. Some selective teaching methods, such as video presentation, role play, listening, case study etc. will be used to enhance the business policy and strategy for learners.
Assessment Strategy	1. Class Participation is assessed by a student's engagement in discussions, software application facilitated by the lecturer or general questions asked during lecturers or tutorials. Participation is expected to be well considered and relevant to the topic at hand.
	2. Two class tests, a software demonstration session and final examination are designed to assess a student's body of knowledge and critical thinking

	skills. Examinations consist of questions requiring written responses. These questions may be in multiple choice formats or require short answers or short easy responses.
	3. A quiz is an online or class-based assessment designed to assess a student's knowledge, skills or capabilities, and typically consists of a short series of questions requiring brief responses.
	4. Software demonstration session may be conducted by group. They involve the oral description of an area of software application and may utilize presentation technologies or be accompanied by handouts or other supplementary materials. Presentations typically provide the opportunity for the audience to ask questions to which the presenter/s is expected to informative response.
	5. An assignment may take a variety of formats ranging from critical analysis of a software applied in tourism and hospitality services, scenario of ICT applications in tourism and hospitality industry of Bangladesh and around the globe, or a brief written response to relevant topics. Assignments are typically modest in scope.
Recommended Books	1. Technology Application in the Tourism and Hospitality Industry of Bangladesh 1st ed. 2021 Edition by <u>Azizul Hassan</u> (Editor) 2. Information and Communication Technologies in Tourism 2019, by Juho Pesonen, Julia Neidhardt, Springer International Publishing, Dec 15, 2018 - 462 pages, ISBN 3030059391, 9783030059392
Reference Books and Materials	1. Global Hospitality and Tourism Management Technologies, by atricia Ordóñez de Pablos, Robert D. Tennyson, Jingyuan Zhao Business Science Reference pages, Publisher. 2. Trial Version Software (RMS, Property Management System, Reservation System, Air Ticketing).

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