Subject Name: Hotel and Tourism Information Management
Subject Code: HTM502
No. of Credits: 3 credits
Total Contact Hours: 42 hours
Prerequisite: None

Subject Description
This subject provides students an awareness of the impact of information and communication technologies in the hotel and tourism industries. It enables students to gain an in-depth understanding of the main managerial functions of ICTs, and their specific applications to various functional areas in hospitality and tourism. Students will learn the strategic uses of ICTs and provide a framework for planning future technology developments. The potential impacts of the future technological developments on hospitality and tourism management will also be covered in this subject.

Programme Learning Outcomes
See separate file for MSc programme outcomes.

Subject Outcomes
Students will be able to **develop a holistic view** of the various knowledge and theories of information and technology management applicable to the hospitality and tourism industry.

Students will be able to **appraise, analyze and evaluate** the general impact and applications of information and communication technologies (ICTs) on various sectors in the hospitality and tourism industry.

Students will **critically assess** the relationship between hospitality and tourism industry and their environments. Students will **identify and provide leadership** at work in relation to information and technology management.

Students will be able to **evaluate and implement** appropriate information and technology management theories to support hospitality and tourism organizations in enhancing their business.

Students will be able to **communicate and react proactively** to the industry stakeholders including staff, travelers, government and commercial organizations in the area of information and technology management.

Students will able to **organize and analyze** complex data and **translate** them into useful business information for better decision-making in the context of the hospitality and tourism environment. **valuate knowledge and theories of Information and Technology Management in relation to Hospitality and Tourism**
Assessment Weighting
Continuous Assessment  70%
Examination  30%

Key topics to be addresses in this subject (Subject to regular update)
1  Introduction and IT applications in the Hong Kong hotel and tourism industry
   Automation in the hospitality and tourism industry; Major Technology
2  Components
3  Distribution and reservation systems
4  Rooms management and guest account applications
5  Property and intra-sector management interfaces
6  Managing POS and foodservice applications
7  Technology and sales management
8  Disintermediation and ICT in inter-sector tourism
9  Accounting information management
10 Hospitality and tourism application systems development.
11 Management information systems in hospitality and tourism
12 Selecting and implementing hospitality and tourism computer systems
13 Systems and security maintenance; MIS strategy.