



University of North Texas
College of Merchandising, Hospitality, and Tourism
Department of Hospitality and Tourism Management
HMGT 4600.001
Information Technology in Hospitality & Tourism

Instructor Contact

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Class Meetings: Tuesday 5:30 – 8:20pm

Office Location: Chilton 359G

Office Hours: Tue 3-4pm or By Appointment

Class Location: Chilton 388

1. COURSE DESCRIPTION:

HMGT 4600, Information Technology in Hospitality & Tourism (3 credit hours) is designed to familiarize students with the strategic use of information technology (IT) in the hospitality and tourism fields. Topics include the unique needs for and characteristics of IT in the aforementioned industries, as well as management, operations, and impacts of IT on organizations and the industry as a whole.

Prerequisite(s): Junior Standing

2. COURSE MATERIALS:

Students are REQUIRED to purchase case studies on **Harvard Business Publishing Website**, at <https://hbsp.harvard.edu/import/955025>. Please purchase the case package for this course (HMGT 4600 - Fall2022). Other course-related readings will be posted on **Canvas**.

Open-access Textbook:

1. Cobanoglu, S. Dogan, K. Berezina, & G. Collins (Eds.). (2021). *Hospitality and tourism information technology*. USF M3 Publishing.
<https://digitalcommons.usf.edu/m3publishing/vol17/iss9781732127593/>
2. Cobanoglu, S. Dogan, K. Berezina, & G. Collins (Eds.). (2021). *Advances in hospitality and tourism information Technology*. USF M3 Publishing.
<https://digitalcommons.usf.edu/m3publishing/vol18/iss9781732127586/>

3. COURSE OBJECTIVES:**Program Learning Outcomes (PLO):**

- PLO1:** Students will develop appropriate strategies for reaching their career goals in the global hospitality and tourism fields.
- PLO2:** Students will develop analytical and quantitative skills enhanced by information technology to support smart business decisions in the Hospitality and Tourism Industry.
- PLO3:** Students will integrate hospitality and tourism business principles and current trends to lead in diverse, collaborative, and global environments.
- PLO4:** Students will apply innovative and imaginative methods to Hospitality and Tourism businesses utilizing ethical and sustainable practices.
- PLO5:** Students will demonstrate effective and efficient communication skills in all settings.

Student Learning Objectives:

Upon successful completion of this course, the students should be able to:

- Illustrate the strategic roles of information systems in the global hospitality/tourism industry (PLO1);

- Assess business intelligence in the global hospitality/tourism industry (PLO2);
- Explain network and security threats to the global hospitality/tourism industry (PLO3);
- Analyze IT-enabled marketing and promotion practices in the global hospitality/tourism industry (PLO4);
- Prepare the global hospitality/tourism industry for the mobile technology and sharing economy (PLO1);
- Evaluate e-commerce in the global hospitality/tourism industry (PLO1);
- Apply new technology trends in the global hospitality/tourism industry (PLO3);
- Develop critical thinking and problem-solving skills in IT-related decision making for international hospitality/tourism businesses (PLO5).

4. TECHNICAL REQUIREMENTS

Minimum technology skills for successful completion of this course include:

- Sending and receiving email
- Creating, sending, and receiving Microsoft Word documents
- Posting to discussion boards
- Opening and printing pdf files using free Adobe Acrobat Reader
- Navigating Canvas and watch videos.

5. TECHNICAL ASSISTANCE & SUPPORT:

For assistance with any Canvas issues call the UIT Help Desk at 940-565-2324 or visit <http://it.unt.edu/helpdesk> for support. You can also stop by in person or submit a request through the web.

❖ **IMPORTANT:** *Please do not contact the instructor for technical assistance since I have no control over the technical aspects of the learning platform.*

6. COURSE EXPECTATIONS

1) Student Responsibilities

As a student in this course, you are responsible for:

- attending in-person classes and Zoom meetings.
- reading all required materials in a timely manner.
- completing all quizzes and exams, submitting all assignments in a timely fashion, and being up to date on any changes that may occur in the class schedule.
- working to remain attentive and engaged in the course and interact with your fellow students,
- assisting in maintaining a positive learning environment for everyone.

2) Course Requirements

- **Canvas** announcement and Student's **UNT email** are the primary communication methods besides class meeting. Please make sure you check your UNT email for any communication from the instructor.
- Students are using **Canvas** to submit assignments and take quizzes. Any **assignment submission through email** will **NOT** be accepted.
- Late submission will result in a **deduction of 10 percent of the grade per day**, including weekends (one letter grade down per day). Assignments turned in electronically are to be submitted to Canvas **by 11:59pm** on the due date.

- The Instructor reserves the right to revise this syllabus, class schedule, and list of course requirements. Any major revisions will be distributed through Canvas Announcements. Requirements may be amended during the semester, which could affect the total number of possible points and/or their distribution. Final grade points would then change accordingly.

❖ **IMPORTANT: The instructor will not respond to students' requests for giving extra credits after posting final grades. No Late assignment will be allowed in pre-final and final weeks.**

7. COURSE GRADING:

- Grading Scale: (Final grade is point-based. Please do NOT email the instructor to round up %)**
 - A = 405 – 450 points**
 - B = 360 – 404 points**
 - C = 315 – 359 points**
 - D = 270 – 314 points**
 - F = 0 – 269 points**

Measurements	Points
(1) Exams (Exam 1, Exam 2, and Final)	150 points
(2) Case Quizzes (40 questions @ 1 pts)	40 points
(3) Group projects: <ul style="list-style-type: none"> Case presentation: 55 pts Case quiz questions: 15 pts Case summary report: 30 pts 	100 points
(4) Individual Assignments <ul style="list-style-type: none"> Calculation assignment: 5 pts Career Expo attendance: 5 pts LinkedIn Learning certificate: 3 @ 20-25 pts Global technology trend report: 35 pts 	110 points
(5) Attendance	50 points
<u>Total</u>	<u>450 points</u>
Extra Credit: <ul style="list-style-type: none"> Group case presentation: answer/ask questions 	<u>Up to 20 points</u>

- Exams (150 points):** There are **three exams during the semester: Exam 1, Exam 2, and Final Exam.** Each Exam is worth 50 points. Exams are non-cumulative and only covers new materials after the previous exam. The exams consist of multiple choice, true/false, and essay questions. Each exam has a time limit of 90 minutes. Exams must be taken in classroom on the exam date designated on class schedule. The exams **MUST** be taken on the scheduled day unless you have UNT issued excused absence slip (see below). **NO MAKEUP EXAM WILL BE GIVEN for Final Exam.**
- Quizzes (40 points):** There are a total of 5 online quizzes offered via Canvas. Quiz questions are all based on cases. Each question is worth 1 point. Quizzes are online and must be finished in a set time limit. You have **TWO** attempts to take each quiz. Quizzes will be **close MIDNIGHT**

(11:59pm) on Friday of the module week and will **NOT** reopen. Please remember to take quizzes on time.

- 3) **Group projects (100 points)**: Students will work in a group of 3-4 members in class for three group assignments regarding an assigned case. Each group will be assigned to **one case** in the first class by random drawing. Each group will complete three group assignments regard the assigned case: case presentation, case quiz questions, and case summary report. The group project assignments are teamwork and only those who contribute to the assignments will receive credit. If the majority of the group members vote out a group member who may have been unreliable and may not have contributed to the assignments, the person needs to find another group or get a grade of 0 on assignments. Students need to keep the instructor informed of any team member changes.
- ***Case presentation*** (55 points): The presenting group will read and analyze the case and prepare a PowerPoint presentation in class for about 30-40 minutes (including discussion time). **The instructor will provide TWO discussion questions to the group.** Please refer to the separate *Case presentation grading rubric* for more detailed requirements. The Case presentation is **DUE on Monday** of the presentation week.
 - ***Case quiz questions*** (15 points): Based on the Case, the group will create at least SIX multiple-choice questions with possible answers (You may include ONE True/False at most). Please also mark the correct answer in the questions. The quiz questions might be used in Case-based Quizzes or Exams. The Case quiz questions assignment is **DUE on Monday** of the presentation week.
 - ***Case summary report*** (30 points): The group who present the case **need take notes** on class discussions during presentation and write a case summary on the presenting case. Please refer to the separate *Case summary report grading rubric* for more detailed requirements. The case summary report should be a **Word document** with a length of **4-6 pages** (excluding the title page and any references). **MUST use Times New Roman Font, Size 12, and double spaced.** The case summary report is **DUE on Sunday** of the presentation week.
- 4) **Individual Assignments (110 points)**: There will be four types, a total of five assignments throughout the semester. The due dates for the assignments are listed on class schedule. All assignments are submitted to Canvas **by MIDNIGHT (11:59pm)** on the due date. The rubric for each assignment is included in the assignment dropbox on Canvas.
- ***Calculation assignment*** (5 points): there is one in-class calculation assignment. The instruction of this assignment will be given in class.
 - ***2022 CMHT Career Expo attendance*** (5 points): You are required to attend 2021 CMHT Career Expo held on **September 21, 2022**. The flyer will be shared close to the date. You do NOT need submit any essay. Your attendance will be recorded by CMHT IT staff.
 - ***LinkedIn learning course (certificate)*** (20-25 points each): Students will complete **THREE** LinkedIn learning courses and earn certificates. The LinkedIn learning courses are **FREE** for all UNT students. (<https://aits.unt.edu/support/linkedinlearning>) Upon the completion of course, please download the certificate of completion to submit via Canvas. You may also add the certificate of completion to your LinkedIn profile to show your skill to the potential employers!
 - ***Global technology trend report*** (35 points): Students will complete one written report regarding a global technology trend. Please select one technology trend that has been applied or has the potential to be applied in the global hospitality industry. First describe what the

technology is and its background. Then explain how the trend is applied in the global hospitality industry using examples. Please describe examples in 2 countries (the U.S. and another country of your choice) and in 2 industry sectors (e.g., hotel, restaurant, travel, event, leisure/recreation, etc). Please refer to the separate *Global technology trend report grading rubric* for more detailed requirements.

Please note that all written assignments will be submitted using **Turnitin** plagiarism check on Canvas. The Turnitin similarity report percentage **must be less than 25% (Blue or Green color)**. If higher than or equal to 25%, the assignment will automatically receive a **grade of 0**. Please check your similarity score and resubmit if necessary.

5) **Attendance (50 points):**

- Attendance will be monitored and is **MANDATORY. Roll is taken in each class.** You are allowed **ONE unexcused absence**. Starting from the **2nd** unexcused absence, you will be marked as absent and **lose 5 points** for each unexcused absence. Attendance will be maintained from seating chart. Students are expected to attend class on time and stay the entire period. Attendance will be taken **at the beginning of each class**. If you are late for more than **15 minutes** or leave the class **15 minutes** before class is dismissed, you will be marked as late and only receive **half credits** in attendance. If you are late for more than **30 minutes** or leave the class **30 minutes** before class is dismissed, you will be marked as absent and **lose all attendance credits**. If you miss a class, you are responsible for the pool of material and the assignment. **The instructor will NOT give individual lectures to students who miss a class**, no matter the absence is excused or not.
- **Excused Absence Policy**
An absence may be excused for the following reasons: a religious holy day, including travel for that purpose; active military service, including travel for that purpose; participation in an official university function; illness or other extenuating circumstances; pregnancy and parenting under Title IX; and when the University is officially closed by the President.

All excused absence documents must be obtained from UNT Dean of Student. Located at UNT Student Union Suite 409 (940-565-2648; deanofstudents@unt.edu). **In order to approve your absence is Excused, you have to provide the instructor the documentation (slip) from Dean of Student no later than one week after excused absence. The instructor will not accept any other documentations as prove of excused absence.** Failure to provide a valid documentation within the time frame will deem it unexcused. **If a student has to leave early with any of the reasons listed above, the student should inform the instructor before the class starts.**

- 6) **Class Participation (20 extra points)** Successful completion of this course requires regular attendance of classes and active participation in class activities (discussions and practices).
- ***Group case presentation:*** When other groups present cases, any students could answer questions or ask questions to the presenting group for **extra points (1 point for each question)**.
 - ***In-class discussion:*** In each teaching module, a hard-copy discussion worksheet will be given to each student group with several discussion questions for in-class discussion. Each student group will discuss the questions and write down the answers on the discussion worksheet. Each group is required to submit **ONLY one** discussion worksheet before leaving the class. Students

with UNT issued excused absence can make up discussion questions as an individual assignment. Please communicate with the instructor for the make-up discussion.

- **iClicker participation:** Students need smart phones/Tablet to participate in class through iClicker Cloud. This is both to check your attendance and to help you prepare for exams. If you have technical difficulty, please answer iClicker questions on a paper and turn it in at the end of the class. If you don't have a smart phone, please check the following link to borrow a laptop from CMHT: <https://cmht.unt.edu/classroom-laptop-checkout>
iClicker is flexible across devices. You may participate by choosing one of the two options below:

1. iClicker Reef app: You may use your own smartphone or tablet by downloading the app available for iOS and Android
2. iClicker website – <http://www.iclicker.com> – for browser-based use

With either option, you will create an account with iClicker, select University of North Texas as your institution, and enter your EUID (your Canvas login ID) in the Student ID (optional) space. To add the course to your iClicker Reef list, log into Canvas using a browser and click “iClicker Sync” tab. You'll be directed to your iClicker Reef account. Log in as needed and the course will appear in your personal list.

Click on the course and JOIN when we are in session. Connecting via wifi in UNT classrooms is highly recommended.

8. COURSE POLICIES

1) **Academic Integrity**

*Plagiarism is taking credit for someone else's work whether deliberately or unintentionally. This includes but is not limited to turning in all or part of an essay written by someone else (a friend, an internet source, etc.) and claiming it as your own, and including information or ideas from research material without citing the Source. Feel free to consult with me before completing assignments if you have any questions about what does or does not constitute plagiarism. More generally, please familiarize yourself with UNT Policy 06.003, [Student Academic Integrity](#), which applies to this course. Of course, I do not anticipate any problems with academic integrity. In the unlikely event that any concerns do arise on this score, I will forward all related materials to the Office of Academic Affairs and the Dean of Students Office for an impartial adjudication. Plagiarism is a serious offense and will not be treated lightly. Depend on the seriousness of the offense, **it may lead to a numerical value of zero on the assignment, an “F” or an “FF” grade (the latter indicating academic dishonesty) in the course, suspension, or expulsion from the University.***

2) **Diversity and Inclusion Statement**

Your experience in this class is important to me. If you have already established accommodations with UNT Office of Disability Access (ODA), please communicate your approved accommodations to me at your earliest convenience so I can accommodate your needs in this course.

Furthermore, it is my intent that students from all diverse backgrounds and perspectives are well served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that students bring to this class be viewed as a resource, strength and benefit. I would like to create a learning environment for my students that supports a diversity of thoughts, perspectives and experiences, and honors your identities (including race, gender, sexuality, religion, disability, socioeconomic status, culture, etc.) To help accomplish this:

- If you have a name and/or set of pronouns that differ from those that appear in your official college records, please let me know (via private email or Canvas discussion forum).
- If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me. I want to be a resource for you. Please feel free to contact me (in person or electronically) if you have any suggestions to improve the quality of the course materials. If you prefer to speak with someone outside of the course, the Associate Dean of CMHT is an excellent resource.
- I (like many people) am still in the process of learning about diverse perspectives and identities. If something was said in class (by anyone) that made you feel uncomfortable, please talk to me about it. As a participant in course discussions, you should also strive to honor the diversity of your classmates.
- If any of our class meetings conflict with your religious events, please let me know so that I can make arrangements for you.

9. TENTATIVE CLASS SCHEDULE (Subject to change; Green highlight ones are Zoom meetings)

Week Date	Topic	Activities/Assignments
Week 1 (8/30)	Introduction & Syllabus	Case assigned to group
Technology Basics		
Week 2 (9/6)	1. Information Technology & Information Systems 2. Business Intelligence (Case 0: Business Intelligence Software at SYSCO)	Quiz 1
Week 3 (9/13)	3. Networking & the Internet 4. System & Cyber Security	
Week 4 (9/20)	Case 1 – KFC China: Building Competitive Advantages through Digitization Case 2 – Cyber Attack at the University of Calgary Exam 1 Review	Quiz 2
Week 5 (9/27)	Exam 1 LinkedIn Learning Course: <i>Learning Excel Desktop</i>	LinkedIn Learning Certificate I
Digital/Mobile Technology		
Week 6 (10/4)	5. Digital Marketing 6. Social Media Marketing	Calculation assignment
Week 7 (10/11)	Case 3 – Kitopi: The Brave New World of Cloud Kitchens Case 4 – Kobe Influencer Marketing: Building Brand Awareness via Social Media	Quiz 3
Week 8 (10/18)	7. Mobile Marketing & Location-based Technology 8. E-commerce & Distribution Systems	
Week 9 (10/25)	Case 5 – Social Commerce: How Pinduoduo and Instagram Challenge Alibaba and Amazon in E-Commerce Exam 2 review	Quiz 4
Week 10 (11/1)	Exam 2 LinkedIn Learning Course: <i>Excel: Introduction to Charts and Graphs</i>	LinkedIn Learning Certificate II
New Tech Trends		

Week 11 (11/8)	9. Emerging Technology Trends I – Blockchain & IoT 10. Emerging Technology Trends II – Big Data, AI & Robotics	
Week 12 (11/15)	11. Emerging Technology Trends IV – Sharing Economy & Smart Destination 12. Emerging Technology Trends III – Extended Reality & Biometrics	
Week 13 (11/22)	Case 6 – Can Blockchain Help Château Lafite Fight Counterfeits Case 7 – Margiotta Food & Wine: Customer Service through Service Robots	Quiz 5
Week 14 (11/29)	LinkedIn Learning Course: <i>Excel: Introduction to Formulas and Functions</i>	LinkedIn Learning Certificate III
Week 15 (12/6)	<i>Final exam review</i> Work on Technology trend report	Technology trend report
Week 16 (12/13)	Final Exam	<i>Good Luck ☺</i>

10. CMHT Syllabus Policy Statements

Please check “CMHT Syllabus Policies Fall 2022” document for CMHT Syllabus Policy Statements.