University of North Texas
College of Merchandising, Hospitality, and Tourism
Department of Hospitality and Tourism Management
**HMGT 4600**
**Information Technology in Hospitality & Tourism**

**Instructor Contact**

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Email: xi.leung@unt.edu                Office Hours: _**Monday 5pm – 6pm via Zoom**_
                                                      Or by appointment
Class Meetings: Online                 Class Location: Canvas

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 read **all Contents** and watch **all Videos** posted **on Canvas**. Other **recommended** readings include:
   1. Collins, G. R., Cobanoglu, C., Bilgihan, A., & Berezina, K. (2017). *Hospitality Information Technology: Learning How to Use It (8th Edition)*. Dubuque, IA: Kendall Hunt.
   2. Laudon, K. C. & Laudon, J. P. (2020). *Management information systems: Managing the digital firm (16th Edition)*. Upper Saddle River, NJ: Pearson.

3. **CMHT GLOBAL COLLEGE LEVEL OUTCOMES (SLOs)**
   - Critical Thinking: Analytical (CTA); Theoretical (CTT)
   - Collaboration (CL)
   - Leadership: Ethical (LDE); Professional (LDP)
   - Global Perspectives (GP)
   - Effective Communication (EC)

4. **LEARNING OBJECTIVES:**
   Upon successful completion of this course, the students should be able to:
   - Identify the new technology trends in the hospitality/tourism industry **(GP, EC)**;
   - Evaluate the strategic roles of information systems in the hospitality/tourism industry **(CTT, LDP, GP)**;
   - Apply various information technology in the hospitality/tourism industry **(CTT, LDP, GP, EC)**;
   - Analyze IT-enabled marketing, promotion, and distribution practices in the hospitality/tourism industry **(CTT, LDP, GP)**;
   - Prepare the hospitality/tourism industry for the mobile technology and sharing economy **(CTT, LDP, GP)**;
   - Analyze IT applications for hospitality/tourism businesses **(CTT, CL, LDP, GP, EC)**.

## 5. 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.

## 6. 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.*

## 7. NETIQUETTE

It is important for students to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and instructors. In an online class it is common for a very substantial portion of your grade to be a function of how well you perform in online discussion areas and other "classroom participation" activities. Your ability to clearly and properly communicate in an online class can be as important to your success as how you perform on multiple-choice tests and written assignments.

These guidelines for online behavior and interaction are known as "netiquette". When communicating online, you should always:

- Treat the instructor with respect, even in email or in any other online communication.
- Use clear and concise language. Be respectful of readers' time and attention.
- Remember that all college-level communication should have correct spelling and grammar.
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you".
- Use standard fonts such as Times New Roman and use a size 12 or 14 pt. font.
- Avoid using the caps lock feature AS IT CAN BE INTERPRETED AS YELLING.
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or offensive.

## 8. COURSE EXPECTATIONS

### 1) Student Responsibilities

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

- reading/watching all materials posted on Canvas 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, and
- assisting in maintaining a positive learning environment for everyone.

### 2) Course Requirements

- As a 100% online class, **Canvas** and Student's **UNT email** are the primary class communication methods. Please make sure you check your UNT email for any communication from the instructor.
- Students are using **Canvas** to submit assignments and take quizzes/exams. 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.**

## 9. COURSE GRADING:

- **Grading Scale: (Final grade is point-based. Please do NOT email the instructor to round up %)**

  **A  =  378 – 420 points**
  **B  =  336 – 377 points**
  **C  =  294 – 335 points**
  **D  =  252 – 293 points**
  **F  =    0 – 251 points**

| Measurements | SLOs | Points |
|---|---|---|
| (1) Exams (Exam 1, Exam 2, and Final) | CTA, CTT, GP, EC | 150 points |
| (2) Quizzes (80 questions @ 1 pts) | CTA, CTT, GP | 80 points |
| (3) Discussion Forum<br>• Self-introduction discussion: 5 pts<br>• Module discussions: 12 @ 5 pts | CTT, CL, LDP, GP, EC | 65 points |
| (4) Individual Assignments<br>• Calculation assignment: 5 pts<br>• Attend **2021 Virtual Hospitality & Tourism Career Expo** (April 15, 2021): 5 points<br>• LinkedIn Learning certificate: 2 @ 30 pts | CTA, CL, GP, EC | 70 points |
| (5) Semester project (individual): 55 pts<br>   Choose **one** from:<br>• Industry IT interview report<br>   or<br>• IT best practices report | CTT, CL, LDP, GP, EC | 55 points |
| **Total** |  | **420 points** |
| Extra Credit:<br>• Discussion forum (answer extra questions)<br>• Attend virtual office hour (1 point each)<br>• Other extra credit opportunities (TBD) |  | Up to 10 points<br>Up to 5 points<br>TBD |

1) **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. All exams will be taken online on Canvas using Respondus LockDown Browser (no camera required). There will be study guide posted on Canvas to help you prepare for exams.

   Each Exam will be open on Canvas for 24 hours (12am – 11:59pm) on the exam date designated on class schedule. All exams are offered on Wednesday of the week. Once starting, you will have **90 minutes** to finish the exam. The exams **MUST** be taken on the scheduled day. **NO MAKEUP EXAM WILL BE GIVEN.**

   ❖ *IMPORTANT:* **All exams will be taken via Canvas. Please make sure your internet connection is stable before taking the exams.**

2) **Quizzes (80 points):** There are a total of 13 quizzes in class, one quiz for each module plus a Syllabus Quiz. 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. Quiz for each module will be **close MIDNIGHT (11:59pm)** on **Friday** of the module week and will **NOT** reopen. Please remember to take the quiz on time.

3) **Discussion Forum (65 points)**: There will be 13 discussions, one discussion for each module plus a self-introduction discussion. Each discussion is worth 5 points. In each discussion assignment, you are required to post ONE discussion and respond to at least ONE discussion (others' posts). Except self-introduction, all discussions serve as module exit surveys. In your initial discussion, you are going to write ONE main take-aways from the module learning and ask ONE question that concerns you the most. In your response discussion, you are required to CORRECTLY answer ONE question asked by other students. Your initial discussion post must be posted by MIDNIGHT (11:59pm) on **Thursday** of the module week. The initial discussion post should be between **80-150 words**. Your response(s) to others post(s) must be posted by MIDNIGHT (11:59pm) on **Saturday** of the module week. Your response post should be more than **40 words**.

   You may earn **EXTRA credits** by CORRECTLY answering more questions (each EXTRA answer is worth 1 extra point with a cap of 10 points)! In order to qualify extra credits, your answers to others' questions must also be posted by **Saturday** of the module week.

   Discussion Forum points are earned according to the quality of the post. When you post on the discussion forum, please stay on topic and incorporate your own knowledge and experiences. Please use proper netiquette.

   My role in the class is facilitator and observer in this online environment. As such, I generally do not participate in the online discussion boards except periodically making note of extraordinary analysis and reflection. However, ongoing posts will be monitored by me throughout the semester to ensure that guidelines are followed.

   **Discussion Rubric**:

| Criteria | Points |
|---|---|
| **Initial Post** (3 points total) | |
| ONE main take-aways from the module learning | **1** |
| ask ONE question regarding the module learning. The question should be answerable for classmates. | **1** |
| The initial discussion post should be between 80-150 words. | **1** |
| **Response Post** (2 points total) | |
| CORRECTLY answer ONE question asked by other students | **1** |
| The response post should be more than 40 words. | **1** |
| **Total** | **5** |

4) **Individual Assignments (70 points)**: There will be three types, a total of four assignments throughout the semester. The due dates for the assignments are listed on class schedule. All assignments are submitted to Canvas **by <u>MIDNIGHT</u> (11:59pm)** on the due date. The rubric for each assignment is included at the bottom of the assignment document on Canvas.

- *Calculation assignment*: there is one calculation assignment with 5 points. Please watch the instruction video on Canvas before you do the assignment.
- *2021 Virtual Hospitality & Tourism Career Expo* (5 points): You are required to attend 2021 Virtual Hospitality & Tourism Career Expo held on **April 15, 2021**. The flyer will be shared close to the date. You do NOT need submit any essay. Please submit a **Zoom screenshot** of yourself talking to ONE employer.
- *LinkedIn learning course (certificate)* (30 points each): Students will choose to complete <u>TWO</u> LinkedIn learning courses and earn certificates. The LinkedIn learning courses are FREE for all UNT students. 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!

5) **<u>Semester project:</u>** (**<u>55 points</u>**) There will be one individual semester project based on online learning and out-class activities. Students can <u>select ONE semester project from TWO OPTIONS</u>: Industry IT Interview Project or IT Best Practices Report. Semester project report due dates are on the tentative schedule. Electronic copy shall be submitted to Canvas **by 11:59pm** on the due date. Late submission will result in **a deduction of 10% of the grade per day**, including weekends (one letter grade down per day).

- *Industry IT Interview Project*: Each student group will pick a hospitality company (eg. hotel, restaurant, travel agent, meeting/event, CVB, airline, etc). The group is required to visit that company and **interview a manager** (GM, department head, IT manager, owner, etc). The subject of the interview is regarding the application of technologies at that company. Create questions to find out about what technologies they use on a daily basis, how they use them, what they do, what is the technology trend in that industry, website, social media, mobile app, etc; an all-around information and exploratory interview. Also ask what the interviewee likes and dislikes about the technologies they mentioned. Before you conduct interview, **discuss the interview questions with the instructor and get feedback**. The instruction and rubrics for Industry IT Interview Project is posted on Canvas in assignment drop box.

- *IT Best Practices Report*: this is a COVID-19 related individual semester project. In this project, you will evaluate a hospitality company of your choice as it is impacted by COVID-19 and understand how it may take advantage of Technology to get recovery. You will research

the similar company that represents the best practices in the industry to develop your guidelines for the target company. The instruction and rubrics for IT Best Practices Report is posted on Canvas in assignment drop box. The project will be posted in the beginning of the semester and due the final week. Please arrange your time wisely to finish the project based on your own schedule. Please **do NOT wait until the last minute**!

❖ *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.

**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 an "F" or 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***.

**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.*

**10. TENTATIVE CLASS SCHEDULE** (The dates are Tuesdays of the week)

| Week Date | Topics | Assignments |
|---|---|---|
| Week 1 (1/12) | Introduction<br>Semester Project Open | Syllabus Quiz<br>Discussion 0 (Self-introduction) |
| Week 2 (1/19) | 1. Information Technology & Information Systems | Quiz 1<br>Discussion 1 |
| Week 3 (1/26) | 2. Business Intelligence | Quiz 2<br>Discussion 2 |
| Week 4 (2/2) | 3. Networking & the Internet | Quiz 3<br>Discussion 3 |
| Week 5 (2/9) | 4. System & Cyber Security<br>***Exam 1 Review*** | Quiz 4<br>Discussion 4 |
| Week 6 (2/16) | **Exam 1 (Wednesday 2/17)**<br>LinkedIn Learning Course (choose ONE):<br>*Learning Excel Desktop* or<br>*Learning PowerPoint Desktop* | LinkedIn Learning Certificate I |
| Week 7 (2/23) | 5. Digital Marketing | Quiz 5<br>Discussion 5<br>Calculation assignment |
| Week 8 (3/2) | 6. Social Media Marketing | Industry IT Interview Project - Step 1 (Due 3/1)<br>Quiz 6<br>Discussion 6 |
| Week 9 (3/9) | 7. Mobile Marketing & Location-based Technology | Quiz 7<br>Discussion 7 |
| Week 10 (3/16) | 8. Sharing Economy<br>***Exam 2 review*** | Quiz 8<br>Discussion 8 |
| Week 11 (3/23) | **Exam 2 (Wednesday 3/24)**<br>LinkedIn Learning Course (choose ONE):<br>*Excel: Introduction to Charts and Graphs* or<br>*Pivoting to Virtual Events* | LinkedIn Learning Certificate II |
| Week 12 (3/30) | 9. E-commerce & Distribution Systems | Quiz 9<br>Discussion 9 |
| Week 13 (4/6) | 10. Emerging Technology Trends | Quiz 10<br>Discussion 10 |
| Week 14 (4/13) | 11. Automation & Robotics | Quiz 11<br>Discussion 11 |
| Week 15 (4/20) | 12. Extended Reality & Biometrics<br>***Final exam review*** | Quiz 12<br>Discussion 12 |
| Week 16 (4/27) | **Final Exam (Cumulative)**<br>**(Wednesday 4/28)** | IT Best Practices Report (Due 4/26)<br>(or Industry IT Interview Project - Step 2)<br>***Good Luck*** ☺ |

**11. CMHT Syllabus Policy Statements**

       Please download the separate "CMHT Syllabus Policies Spring 2021" document to check CMHT Syllabus Policy Statements.