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: Online   **Class Location**: Canvas

Communication Expectations: If you have questions regarding this class, please contact me via email and I will respond within 72 hours on weekdays (usually sooner). When you send emails, please use HMGT4600 as part of your subject. Please do not expect a response over the weekend.

Welcome to UNT!

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation. UNT's full Non-Discrimination Policy can be found on https://idea.unt.edu/equal-opportunity-titleix.

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 STRUCTURE**

This course is an 100% online course. Students will complete required readings, assignments, quizzes, and exams on Canvas.

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. COURSE MATERIALS:

Students are **REQUIRED to purchase** THREE case studies on **Harvard Business Publishing Website**, at https://hbsp.harvard.edu/import/1058582 Please purchase the case package for this course (HMGT 4600 - Summer2023). Other course-related readings will be posted **on Canvas**. Students are REQUIRED to read **all Contents** and watch **all Videos** posted **on Canvas**.

Recommended readings:
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/

5. TECHNICAL REQUIREMENTS

The minimum technology requirements for successful completion of this course include:
- Computer
- Reliable internet access
- Speakers
- Microphone
- Plug-ins
- Microsoft Office Suite
- Canvas Technical Requirements (https://clear.unt.edu/supported-technologies/canvas/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, for 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 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　=　**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) Quizzes (100 questions @ 1 pts)	100 points
(3) Individual Assignments • Self-introduction discussion: 10 pts • Calculation assignment: 10 pts • LinkedIn Learning certificates: 2 @ 25 pts • Case reports: 3 @ 30 pts • Global technology trend report: 40 pts	200 points
Total	**450 points**
Extra Credit:	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. 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 on Canvas. Please make sure your internet connection is stable before taking the exams. On exam day, all module contents will be removed from the Canvas to avoid any references during the exam. Please prepare Exam before exam day.**

2) **Quizzes (100 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 within a set time limit. You have **TWO** attempts to take each quiz. The quiz for each module will be **closed MIDNIGHT (11:59pm)** on the module day and will **NOT** reopen. Please remember to take the quiz on time.

3) **Individual Assignments** (**200 points**): There will be four types of assignments throughout the semester. All assignments are individual assignments. The due dates for the assignments are listed on the class schedule below. 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.

- *Self-introduction discussion* (10 points): Students will be asked to introduce themselves at the beginning of the semester in a self-introduction discussion. Each student is required to introduce themselves in ONE post (6 points) and respond to at least TWO posts (other students' self-introductions, 4 points).

- *Calculation assignment* (10 points): there is one calculation assignment with 10 points. The instructions of this assignment will be given on Canvas.

- *LinkedIn learning course (certificate)* (2 @ 25 points each): Students will complete TWO LinkedIn learning courses and earn certificates. The LinkedIn learning courses are **FREE** for all UNT students. Upon completion of the 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 potential employers!

- *Case report* (3 @ 30 points each): Students will read the three cases purchased from Harvard Business Publishing and write a case report on each case. In Case report, students will provide a brief summary of the case and then answer TWO questions posted on Canvas. Please refer to the separate *Case Report Rubric* for more detailed requirements.

- *Global technology trend report* (40 points): Students will complete one written report regarding a global technology trend. Please select one technology trend (learned either in class or outside of class) 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 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.

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 accommodation with UNT Office of Disability Access (ODA), please communicate your approved accommodation to me at your earliest convenience so I can accommodate your needs.*

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 (Subject to change)

Week Date	Topic	Activities/Assignments
Week 1 5/22	Introduction	Syllabus Quiz Self-introduction discussion
Technology Basics		
Week 1 5/23	1. Information Technology & Information Systems	Quiz 1
Week 1 5/24	2. Business Intelligence	Quiz 2
Week 1 5/25	3. Networking & the Internet	Quiz 3
Week 2 5/29	4. System & Cyber Security	Quiz 4
Week 2 5/30	Case 1 – Cyber Attack at the University of Calgary	Case 1 report
Week 2 5/31	**Exam 1**	***Good Luck*** ☺
Week 2 6/1	LinkedIn Learning Course: ***Learning Excel Desktop***	LinkedIn Learning Certificate I
Digital/Mobile Technology		

Week 3 6/5	5. Digital Marketing	Quiz 5 Calculation assignment
Week 3 6/6	6. Social Media Marketing	Quiz 6
Week 3 6/7	7. Mobile Marketing & Location-based Technology	Quiz 7
Week 3 6/8	8. The Sharing Economy	Quiz 8
Week 4 6/12	Case 2 – Kitopi: The Brave New World of Cloud Kitchens	Case 2 report
Week 4 6/13	**Exam 2**	*Good Luck* ☺
Week 4 6/14	LinkedIn Learning Course: ***Excel: Introduction to Charts and Graphs***	LinkedIn Learning Certificate II
	New Tech Trends	
Week 4 6/15	9. E-commerce & Distribution Systems	Quiz 9
Week 5 6/19	10. Emerging Technology Trends I – IoT, Big Data, & Blockchain	Quiz 10
Week 5 6/20	11. Emerging Technology Trends II – Service automation & Robotics	Quiz 11
Week 5 6/21	12. Emerging Technology Trends III – Extended Reality & Biometrics	Quiz 12 Technology trend report
Week 5 6/22	Case 3 – Can Blockchain Help Château Lafite Fight Counterfeits?	Case 3 report
Week 5 6/23	**Final Exam**	*Good Luck* ☺