

## Course Syllabus

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|------------------------------------|---|
| 1. <b>Program of study</b>         | B.B.A. (Tourism and Hospitality Management) |
| <b>Faculty/ Institute/ College</b> | Mahidol University International College    |
| 2. <b>Course code</b>              | ICTM 370                                    |
| <b>Title</b>                       | Technology for Tourism Industry             |
| 3. <b>Number of Credits</b>        | 4 (4-0-8) (Lecture-Lab-Self-study)          |
| 4. <b>Prerequisite (s)</b>         | ICNS 141                                    |
| 5. <b>Type of Course</b>           | Elective Course                             |
| 6. <b>Session</b>                  | Trimester 1, 2, 3 / Every academic year     |
| 7. <b>Conditions</b>               | Maximum number of students is 30            |

### 8. Course description

The use of information systems in the tourism industry; the use of computers to facilitate both the flow and management of information in the industry, the flow and capture of information related to providing tourism and hospitality services; constant changes in information technology and their impact on the channels of distribution; the interdependence and cross-linking of the industry's systems along with the emergence of the Internet as another channel of information flow.

### 9. Objectives

After successful completion of this course, students will be able to:

- 9.1. Explain how to apply a particular information technology to a problem in the tourism industry.
- 9.2. Understand how an information system supports different segments of the tourism industry.
- 9.3. Practice computer skills and have a good practical understanding on how to use spreadsheets and database to solve business problems.
- 9.4. Understand how to design an e-commerce Web site.
- 9.5. Understand and be familiar with terminology relating to the information technology.
- 9.6. Be familiar with transaction processing systems, management information systems, Decision Support Systems within the hospitality and tourism industry.
- 9.7. Understand Enterprise Resource Packages, Supply Chain Management, and Customer Relations Management software.
- 9.8. Understand how you can use the Internet or corporate intranets to conduct commerce, provide content, create communities, work collaboratively, train employees, and manage employees remotely

9.9. Gain familiarity with security issues affecting information systems.

## 10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
1	Strategic Role of IT in Hospitality	2	-	4	Phillips, B.J.
	Computer Lab: Excel	2		4	
2	IS in the Enterprise: Major Types of Systems	2	-	4	
	Computer Lab: Excel	2	-	4	
3	IS in the Enterprise: Enterprise Applications	2	-	4	
	Computer Lab: Excel	2	-	4	
4	Digital Firm: E-Commerce	2	-	4	
	Computer Lab: HTML Intro	2	-	4	
5	Digital Firm: E-Business	2	-	4	
	Computer Lab: HTML Color and Anchors	2	-	4	
6	GDS/CRS	2	-	4	
	Midterm Examination	2	-	4	
7	Data Resources: Databases Approaches	2	-	4	
	Computer Lab: HTML Tables	2	-	4	
8	Telecom & Networking: Networking	2	-	4	
	Computer Lab: HTML Frames	2	-	4	
9	The Transportation Industry	4	-	8	
10	Decision Making: DSS	4	-	8	
11	Computer Lab: CSS Style Sheets	2	-	4	
	IT Security in Travel Industry	2	-	4	
<b>Total</b>		<b>44</b>	<b>0</b>	<b>88</b>	
<b>Final Examination</b>					

NB. The course is subject to change without prior notice to fit the changing tourism circumstances.

## 11. Teaching Method (s)

- 11.1. Lectures
- 11.2. Lab practice
- 11.3. Problem-Based Learning Project
- 11.4. Assigned homework from Web Blog

## 12. Teaching Media

- 12.1. PowerPoint
- 12.2. Assigned Book
- 12.3. Handouts
- 12.4. Blog Site

### 13. Measurement and evaluation of student achievement

Student achievement is measured and evaluated by

- 13.1 the ability in explaining how to apply a particular information technology to a problem in the tourism industry.
- 13.2 the ability in understanding how an information system supports different segments of the tourism industry.
- 13.3 the ability in practice computer skills and having a good practical understanding on how to use spreadsheets and database to solve business problems.
- 13.4 the ability in understanding how to design an e-commerce Web site.
- 13.5 the ability in understanding and being familiar with terminology relating to the information technology.
- 13.6 the ability in being familiar with transaction processing systems, management information systems, Decision Support Systems within the hospitality and tourism industry.
- 13.7 the ability in understanding Enterprise Resource Packages, Supply Chain Management, and Customer Relations Management software.
- 13.8 the ability in understanding how you can use the Internet or corporate intranets to conduct commerce, provide content, create communities, work collaboratively, train employees, and manage employees remotely
- 13.9 the ability in gaining familiarity with security issues affecting information systems.

Ratio of mark

1. Personal Part of Web	10%
2. Web Project	10%
3. Web Presentation	5%
4. Decision Support System Project	10%
5. Blog Homework	5%
6. Quizzes	5%
7. Mid-term Examination	25%
8. Final Examination	30%
<b>Total</b>	<b>100%</b>

### 14. Course evaluation

- 14.1. Students' achievement as indicated in number 13 above.
- 14.2. Students' satisfaction towards teaching and learning of the course using questionnaires.

### 15. Reference (s)

#### Required Text Book

Laudon & Laudon (2006). *Information Systems: Managing the Digital Firm*. (9<sup>th</sup> ed.), New York: Prentice Hall.

### Additional Reading

Galen, C. & Taun M. (1999). *Hospitality Information Technology. Learning How to Use it.* (4<sup>th</sup> ed.). Kendall: Hunt Publishing.

Inkpen, G. (1998). *Information Technology for Travel and Tourism.* (2<sup>nd</sup> ed.) London: Longman.

Nyheim, P. (2004). *Technology Strategies for the Hospitality Industry* (2<sup>nd</sup> ed.) New Jersey: Pearson Education.

O'Connor, P. (1996). *Using Computers in Hospitality.* Wellington: Wellington House.

Olson, D. (2004). *Managerial Issues of Enterprise Resource Planning Systems.* New York: McGraw-Hill.

Werthner, H. & Stefan K. (1999). *Information Technology-A Challenging Relationship.* New York: Springer .

Zhou, Z. (2004). *E-Commerce and Information Technology in Hospitality & Tourism,* New York: Thomson Delmar Learning Inc.

### **16. Instructor (s)**

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