



### **Course Description**

#### **HFT2449 | E-Business for the Hospitality Industry | 3.00 credits**

Prepares student to manage information systems within their organizations. Emphasis is on selecting the right computer systems technology and maximizing available technology in order to promote and sell services. Introduces the use of automation in the broad hospitality sector and exams technological applications ranging from distribution systems (GDS, CRS and Web based), Property Management Systems, and EPOS systems to developments in telecommunications, and assesses their effect on the tourism sector. While a broad interpretation of both technology and tourism will be used, particular emphasis will be placed on the hospitality sector (i.e. Hotels and catering) and on distribution technology. A combination of lecture, case studies, seminars, visiting lecture and lab sessions are used. Prerequisite: HFT 1000.

### **Course Competencies:**

**Competency 1:** The student will evaluate information systems management within organizations by:

1. Analyzing the needs and objectives of different organizational units to select appropriate computer systems technology
2. Assessing the effectiveness of current information systems in supporting business processes and decision-making
3. Investigating best practices for integrating new technologies into existing systems
4. Developing strategies to optimize the use of technology for service promotion and sales

**Competency 2:** The student will explore the use of automation in the hospitality sector by:

1. Examining the role of distribution systems such as GDS, CRS, and web-based platforms in hospitality operations
2. Analyzing the functionalities and benefits of Property Management Systems (PMS) in hotel management
3. Investigating the impact of Electronic Point of Sale (EPOS) systems on customer service and operational efficiency
4. Evaluating recent developments in telecommunications and their implications for the tourism and hospitality sectors

**Competency 3:** The student will assess the impact of technological applications on the tourism sector by:

1. Analyzing case studies to understand the transformative effects of technology on tourism businesses
2. Evaluating the role of technology in enhancing customer experience and operational efficiency in tourism
3. Investigating the challenges and opportunities presented by emerging technologies in the tourism industry
4. Synthesizing information from various sources to predict future trends in tourism technology

**Competency 4:** The student will apply knowledge through diverse instructional methods by:

1. Engaging in seminars and discussions to deepen understanding of technological applications in hospitality
2. Participating in lab sessions to gain hands-on experience with specific systems and technologies
3. Analyzing real-world scenarios through case studies to apply theoretical knowledge to practical situations
4. Reflecting on insights gained from visiting lectures to connect academic learning with industry practices

### **Learning Outcomes:**

- Communicate effectively using listening, speaking, reading, and writing skills
- Use quantitative analytical skills to evaluate and process numerical data
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information