

BOROUGH OF MANHATTAN COMMUNITY COLLEGE
City University of New York

Title of Course: Hotels, Travel and Tourism Technology
HTT 201-1800
Professor:
Email:

Fall 2015

Class hours 3
Instructor Information

Credits 3

Course Description

This course is designed for students to learn the operations of the hotel, travel and tourism industry as impacted by information technology (IT). Students will learn the IT needs of this global business and study the digitization of the back-office processes and value chains in the hospitality, travel and tourism industries that enable organizations to maximize their efficacy and effectiveness.

Prerequisites/Co-requisites

HTT 200

Student Learning Outcomes (Students will be able to...)	Measurements (means of assessment for student learning outcomes listed in first column)
Describe and demonstrate how technology is changing the industry	Students will conduct and record interviews with industry professionals to understand trends in usage of technology in this industry Written report/oral presentation for a client-specific itinerary.
Review the role of technology in the daily operations of the hotel, travel and tourism industry.	Written report based on interview with industry professionals
Identify emerging trends in technology in this industry based on secondary data	Research paper on the role of government, private sectors and trade associations in developing new technologies.

Below are the college's general education goals. The goals that are checked in the left-hand column indicate goals that will be covered and assessed in this course.

	General Education Goals	Measurements (means of assessment for general education goals listed in first column)
x	Communication Skills – Students will write, read, listen and speak critically and effectively	Research, interview and report to class on meetings with industry professionals
x	Quantitative reasoning – Students will use quantitative skills and the concepts and methods of mathematics to solve problems	Industry analysis
x	Information and Technology literacy – Students will collect, evaluate and interpret information and effectively use information technologies	Experience with industry-specific simulations.

Required Text & Readings

Edition: 2nd edition **Binding:** Softcover **Publisher:** CAB INTL **Date published:** 9/12/2014 12:00: 00 AM **ISBN-13:** [9781780641850](#) **ISBN:** [1780641850](#)

Other Resources

Online publications (i.e., eturbonews.com, tourismexecutives.com, travelmole.com; websites: www.sabre.com, www.worldspan.com, www.amadeus.com, www.galileo.com, www.airport-technology.com, www.iata.org, www.travelshop.de/english/airlines-e.html

Use of technology

Computers, Internet, Industry-related Software: Sabre, PMS (property management systems); Microsoft Office Suite

Evaluation and Requirements of Students**Grading**

A: 93% and above	C: 74-76%
A-: 90-92%	C-: 70-73%
B+: 87-89%	D+: 67-69%
B: 84-86%	D: 64-66%
B-: 80-83%	D-: 60-63%
C+: 77-79%	F: Below 60%

Evaluation

• Class participation percent	20
• Term reports and projects percent	40
• Quizzes percent	10
• Mid-Term percent	15
• <u>Final Exam</u> <u>percent</u>	<u>15</u>
Total	100 percent

College Attendance and Lateness Policy

At BMCC, if you do not attend class at least once in the first weeks of the semester, the instructor is required to assign a grade of “WN” Classes begin promptly at the times indicated in the Schedule of Classes. Arrival in classes after the schedule start time constitutes lateness. Latecomers may, at the discretion of the instructor, incur an official absence. The Department policy is that two (2) lateness will count as one absence. The maximum number of absences is limited to one more hour than the number of hours a class meets in one week. For example, you may be enrolled in a three-hour class. In that class, you would be allowed 4 hours of absence (not 4 days). In the case of excessive absences, the instructor has the option to lower the grade or assign an F or WU grade.

Academic Adjustments for Students with Disabilities

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Accessibility (Room N-360, Ex. 8180). BMCC is committed to providing equal access to all programs and curricula to all students.

BMCC Policy on Plagiarism and Academic Integrity Statement

Plagiarism is the presentation of someone else’s ideas, words or artistic, scientific, or technical work as one’s own creation. A student who copies or paraphrases published or on-line material, or another person’s research, without properly identifying the source(s) is committing plagiarism.

Plagiarism violates the ethical and academic standards of our college. Students will be held responsible for such violations, even when unintentional. To avoid unintended plagiarism students should consult with their instructors about when and how to document their sources. The library has also both print and digital guides designed to help students cite sources correctly.

Plagiarism carries a range of penalties commensurate with severity of the infraction. The instructor may, for example, require the work to be redone, reduce the course grade, fail the student in the course, or refer the case to the Faculty-Student Disciplinary Committee (see Article 15.4 of the Bylaws of the Board of Trustees). Cases referred to that committee could result in suspension or expulsion from the college.

**Course
Outline**

Week	Topic
1.	Information and communication technologies: evolution and revolution
2.	Implications of the ICT revolution for business and strategy
3.	eTourism: The dynamic interaction of ICTs and tourism, travel and hotels
4.	Demand-driven hotel, travel and tourism
5.	Supply – driven hotel, travel and tourism
6.	Operational management and distribution in hotel, travel and tourism

7.	eAirlines
8.	Mid-Term Exam
9.	eHospitality
10.	eTour Operators
11.	eTravel Agencies
12.	eDestinations
13.	eTourism: Synthesis and a vision of the future
14.	Presentation of term research reports
15.	Final exam