

KOCW Content Development Application

1. Outline

ㄱ. Name of a Class

Class Name	Innovative Technologies for Hospitality and Tourism		
Semester	Second Semester of 2023	Division	Major (/) Liberal Art ()

ㄴ. Goal of a Class

(1) Goal of a Class :

The goal of the class it's a CONTENT—BENEFITS FOR STUDENT

This course will benefit the students to understand and recognize the following:

- Explores application of innovative technologies in tourism and hospitality industry as well as examines the gaps and provides for solutions for industry and government to foster tourism opportunities.
- Examines application of technologies in tourism including an array of international experts and scholars from cross disciplinary fields.
- This subject appeals to students, researchers, practitioners, government, and non-government institutions interested in South Asian tourism, investment and policy planning.

(2) Introduction:

The course of Tourism Information Technology provides a contemporary update on the complexities of using information technology in the tourism industry. It examines IT applications in all sectors including airlines, travel intermediaries, accommodation, food service, destinations, attractions, events and entertainment. Fully updated throughout and organized around the stages of the visitor journey, the course reviews how tourists are using technologies to support decision-making before their trip, during their travels and at the destination.

The course:

- Provides comprehensive and up to date coverage of all key topics in tourism information technologies.
- Covers new areas, such as augmented and virtual reality, robotics, smart destinations, disruptive innovation and the collaborative economy, crowd-sourcing for sustainability, online reputation management and big data.

- Incorporates a wealth of pedagogic features to aid student learning, including key models and concepts, research and industry insights, case studies, key terms, discussion questions, and links to useful websites.

Accompanied by online resources, this course provides a comprehensive and learning-focused text for students of tourism and related subjects.

2. Weekly Plan

Week	Content(Topic)	Learning Objective	How to Operate		
			Methodology	Material	Reference
1	Chapter 1 Introduction to tourism and information technology	1.1 Define key terms and concepts in information technology; 1.2 Describe the evolution of information technology; 1.3 Recognize the types of information technologies relevant to tourism; 1.4 Explain the synergies between the travel industry and information technology; and 1.5 Evaluate the strategic applications of information technology in tourism organizations and destinations.	LECTURE AND GROUP DISCUSSION	PPT VIDEO	Benckendorff, P. J., Xiang, Z., & Sheldon, P. J. (2019). Tourism information technology . Cabi.
2	Chapter 2 - The Digital Tourism Landscape	1.1 Describe the general concept of the digital tourism landscape; 1.2 Explain and evaluate the components and functions of information technology in tourism using a digital tourism ecosystem perspective; 1.3 Analyze the drivers of innovation and technological change in the digital tourism landscape; 1.4 Define and provide examples of disruptive innovation; 1.5 Apply behavioral perspectives to explain how travelers adopt, use and respond to information technologies in tourism settings; and 1.6 Explain the role of information technology in tourists' decision-making processes.	LECTURE AND GROUP DISCUSSION	PPT VIDEO	Benckendorff, P. J., Xiang, Z., & Sheldon, P. J. (2019). Tourism information technology . Cabi.
3	Chapter 3 - Travel	1.1 Explain, compare and contrast	LECTURE	PPT	Benckendorff, P. J., Xiang, Z., & Sheldon, P. J. (2019). Tourism information technology . Cabi.

	Intermediaries and Information Technology	<p>traditional and digital tourism distribution systems;</p> <p>1.2 Understand the evolution, role and features of Global Distribution Systems (GDSs) as travel intermediaries;</p> <p>1.3 Analyze the challenges faced by GDSs as a result of technological change and innovation;</p> <p>1.4 Explain how traditional travel retailers use IT;</p> <p>1.5 Explain how IT has led to disintermediation and evaluate how this has impacted travel intermediaries;</p> <p>1.6 Describe and critically evaluate the different types of online travel intermediaries that have developed as a result of IT; and</p> <p>1.7 Explain how tour operators can use IT to improve productivity and competitiveness.</p>	AND GROUP DISCUSSION	VIDEO	<p>rff, P. J., Xiang, Z., & Sheldon, P. J. (2019). Tourism information technology . Cabi.</p>
	Chapter 4 - The Internet and the Tourist	<p>1.4 Understand the historical evolution and key terms related to the Internet;</p> <p>1.2 Explain how the Internet can be used by travelers and travel organizations and categorize different types of travel sites found on the Internet;</p> <p>1.3 Explain the online information search process and analyze the factors that influence search rankings and online search behavior; and</p> <p>1.4 Apply an understanding of communications, marketing and user experience design to the development of successful tourism websites.</p>	LECTURE AND GROUP DISCUSSION	PPT VIDEO	<p>Benckendorff, P. J., Xiang, Z., & Sheldon, P. J. (2019). Tourism information technology . Cabi.</p>
5	Chapter 5 - Social Media and Tourism	<p>1.1 Understand the types and functions of social media;</p> <p>1.2 Explain why electronic word of mouth is important to travel organizations;</p> <p>1.3 Analyze the advantages and disadvantages of different social media platforms;</p> <p>1.4 Discuss how different social media platforms can be used to engage with travelers; and</p> <p>1.5 Adopt a strategic approach to using social media for a range of</p>	LECTURE AND GROUP DISCUSSION	PPT VIDEO	<p>Benckendorff, P. J., Xiang, Z., & Sheldon, P. J. (2019). Tourism information technology . Cabi.</p>

		applications in travel organizations.			
6	Chapter 6 - Mobilities and Information Technology	1.1 Apply the mobilities paradigm to the understanding of mobile technologies and travel; 1.2 Explain the key elements of mobile devices using the mobile technologies ecosystem; 1.3 Know what a context-aware tourism system is and how it can facilitate the tourist experience; 1.4 Explain how the various mobile functions described in this chapter can be used to enhance travel experiences; and 1.5 Appreciate some of the opportunities and challenges in implementing mobile technologies.	LECTURE AND GROUP DISCUSSION	PPT VIDEO	Benckendorff, P. J., Xiang, Z., & Sheldon, P. J. (2019). Tourism information technology . Cabi.
7	Chapter 7 - Aviation and Information Technology	1.1 Analyze the impact of IT on airlines and air travelers; 1.2 Explain how airline reservation systems work and how they connect with other information systems; 1.3 Understand how information systems support management decision making in airlines; 1.4 Examine how information technologies are used by airports to streamline the passenger experience; and 1.5 Evaluate the present and future information technology applications in airport operations.	LECTURE AND GROUP DISCUSSION	PPT VIDEO	Benckendorff, P. J., Xiang, Z., & Sheldon, P. J. (2019). Tourism information technology . Cabi.
8	Chapter 8 - Surface Transport and Information Technology	1.1 Explain the components an Intelligent Transportation System (ITS) and how they are applied to surface transport 1.2 Describe the different IT applications in road, rail and water transport 1.3 Evaluate how technology facilitates the connection of systems in intermodal transport	LECTURE AND GROUP DISCUSSION	PPT VIDEO	Benckendorff, P. J., Xiang, Z., & Sheldon, P. J. (2019). Tourism information technology . Cabi.
9	Chapter 9 - Hospitality Information Systems	1.1 Understand the nature of the hospitality industry and its unique applications of IT 1.2 Be able to explain how a hotel's property management system works and connects to other systems in the hotel 1.3 Know the ways a hotel can	LECTURE AND GROUP DISCUSSION	PPT VIDEO	Benckendorff, P. J., Xiang, Z., & Sheldon, P. J. (2019). Tourism

		service its guests better with IT applications throughout the hotel 1.4 Know how restaurants can use IT for improved operations 1.5 Understand how a hotel or restaurant can use IT for improved management and decision-making			information technology . Cabi.
10	Chapter 10 - Technology Enabled Visitor Experiences	1.1 Explain the role that IT plays in attracting visitors to attractions and events 1.2 Analyze the different roles of IT in the staging of memorable attraction and event experiences 1.3 Understand how IT can disrupt or moderate some visitor experiences 1.4 Apply various IT solutions to the management of visitors in attraction and event settings	LECTURE AND GROUP DISCUSSION	PPT VIDEO	Benckendorff, P. J., Xiang, Z., & Sheldon, P. J. (2019). Tourism information technology . Cabi.
11	Chapter 11 - Destination Management and Smart Destinations	1.1 Explain a Destination Management System (DMS) and the features that it provides 1.2 Describe how a DMS can improve the management of tourism in a destination 1.3 Explain the concept of smart destination and how information technology can be used to support smart destination management.	LECTURE AND GROUP DISCUSSION	PPT VIDEO	Benckendorff, P. J., Xiang, Z., & Sheldon, P. J. (2019). Tourism information technology . Cabi.
12	Chapter 12 - Sustainable Tourism and Information Technology	1.1 Analyze how IT can improve the environmental, social and economic sustainability of tourism organizations, communities and destinations 1.2 Explain how IT systems can be used to ensure environmental preservation, purity and physical integrity 1.3 Describe the role of IT systems in promoting social equity and community well-being, local empowerment and the preservation of cultural diversity 1.4 Understand how IT systems can ensure economic viability and local prosperity 1.5 Explain how IT systems can facilitate tourists to behave more sustainably in tourist settings	LECTURE AND GROUP DISCUSSION	PPT VIDEO	Benckendorff, P. J., Xiang, Z., & Sheldon, P. J. (2019). Tourism information technology . Cabi.
13	Chapter 13 - The Future of Information	1.1 Identify the technological developments that will affect the	LECTURE AND GROUP	PPT VIDEO	Benckendorff, P. J.,

	Technology and Tourism	future of the travel industry 1.2 Understand the relationships between the development of various information technologies, the traveler and the tourism industry 1.3 Apply this understanding to anticipate the strategic, operational and structural changes that will impact on tourism	DISCUSSION		Xiang, Z., & Sheldon, P. J. (2019). Tourism information technology . Cabi.
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※ You can freely complete the content sections based on the feature of the class.

3. How are you going to use your class?

For a credit class (), For a non-credit class (), For a public view (/)

4. Expected Outcome

From a pedagogical perspective, the course associated with the book is constructed as a primary source for students because each chapter includes learning objectives in the beginning and key terms and discussion questions at the end. In addition, the useful sites and case studies complement the presented overview with appropriate examples from the real business world. I appreciate very much the comprehensive approach regarding information technologies, especially the accessible language, the detailed definition of each new term/technology item and the explanation of its role within the digital tourism ecosystem. The numerous figures and charts additionally enhance the visualisation of the text. From a futures perspective, the last chapter identifies 10 trends that would determine the future development and usage of the information technologies. All of them, in line with the previous chapters, are analysed within the traveller experience and the tourism industry. This chapter provides a sound ground for future research on technologies in travel, tourism and hospitality. The course is explained in a comprehensive and easy to understand manner. The logical flow and numerous examples and insights make it an excellent source for students, lecturers, researchers and practitioners.