

George Mason University
College of Education and Human Development
Tourism and Event Management

TOUR 320_001—Hospitality, Tourism and Event Management Information System
3 Credits, Spring 2019
Mon & Wed 4:30 pm. – 5:45 pm, Exploratory Hall L102-FX

FACULTY

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PREREQUISITES

TOUR 200D, TOUR 220D or TOUR 230D.
D Requires minimum grade of D

COURSE DESCRIPTION

Introduces management information systems (MIS) technology and its application to hospitality, tourism and event management (HTEM) sectors from managerial and strategic perspectives. Surveys computer applications, products and trends in gathering, analyzing, storing and communicating information within the HTEM sectors.

COURSE OBJECTIVES

1. Describe how managers use information technology to solve problem and make decisions;
2. Describe the role of, and describe the function of property management systems, reservation systems, POS, Restaurant management systems, and sales and catering systems;
3. Describe database management;
4. Apply hospitality-specific software to appropriate situations; and describe the role of hospitality managers in information systems development; and
5. Describe the role of hospitality managers in information systems development.

ALT CLASSROOM: This class meets in the **Active Learning with Technology (ALT)** classroom. It is not equipped with individual workstations and all students are required to “bring your own device” (BYOD) to class. This is typically a personal laptop or tablet. Due to the nature of some online tools that may be introduced, a laptop (Mac or Windows) or a tablet running Windows 8.1 Pro would be optimal.

PROFESSIONAL ASSOCIATION STANDARDS/CAREER BUILDER

Further, upon completion of this course, students will meet or be provided training for the following professional accreditation standards:

- MICORS: Property Management System
- CVENT Certification: eMarketing, online registration, and site search.
- EventMobi event app building skill
- WebEx virtual meeting planning skill
- Preparation for the Certified Hospitality Technology Professional (CHTP) designation

NATURE OF COURSE DELIVERY

Face to face and online training

REQUIRED READINGS

Lee, S.S., Boshnakova, D. & Goldblatt, J. (2016). The 21st century meeting and event technology: Powerful tools for better planning, marketing, and evaluation. Apple Academic Press, NJ.

Nyheim, P. & Connolly, D. (2011). Technology Strategies for the hospitality industry (2nd edition). New Jersey: Prentice Hall (**RECOMMENDED BUT NOT REQUIRED**)

Additional readings/watching materials will be also assigned during the semester

EVALUATION

This course will be graded on a point system, with a total of 400 possible points.

Type	Points	Due Date
Attendance	40	Each class
Midterm	75	March 6 (Wednesday)
HTE MIS application Assignments, #1 Event Mobile app development, #2 MICROS and #3 WebEx Conference	150 (50 each)	Details to be announced
Individual presentation	25	Lead class discussion on HMIS news related to course chapter/content
In class team works and quizzes	35	As announced during the semester
Final Exam	75	May 8 (Wednesday), 4:30 pm –7:10 pm
Total	400	

Attendance

Each absence that is not excused by a professor in advance will reduce 5 points from your attendance score of 40. If a student misses more than 8 classes (40 points deduction), additional 5 points per each additional absence will be deducted from the final score of course without a limit.

- Up to 2 absences will NOT be penalized.
 - Excuses to miss class will be considered only when family or health emergency occurs and only that is documented.
 - Leaving class early due to a special occasion should be notified to your instructor prior to the beginning of classes.
- Attendance credit will be given based on the length of hours stayed in a class.

It will be the student's responsibility to sign in on attendance sheets for each class.

Exams

Mid-term and Final exam will be only given on the specified date. Make up examinations will be conducted ONLY if the instructor grants prior permission or student has a written doctor's note. **NO makeup exam will be given due to a pre-scheduled travel reason.**

Quizzes

Quizzes will be assigned on randomly selected weeks during the course. Each quiz is to be prepared and submitted as specified by the professor.

Homework Assignments

Homework will be assigned on selected classes during the semester. Each homework assignment is to be prepared and submitted as specified by the professor. Late homework may not be accepted – if accepted, a penalty may be applied. Acceptance of late homework and/or application of penalties will be at the sole discretion of the Instructor.

In class exercises

In-class exercises may be conducted in selected class sessions throughout the semester and may be used to earn extra-credit for the exams. Exercises will not be announced in advance. Any student who misses an exercise due to an unexcused absence will receive zero (0) for that exercise.

Weighted (%)	Raw	Weighted (%)	Raw	Weighted (%)	Raw	Weighted (%)	Raw
A+ = 97-100	388-400	B = 88-89.9	352-359	C+ = 78-79.9	312-319	D = 60-69.9	240-279
A = 94-96.9	376-387	B = 84-87.9	336-351	C = 74-77.9	296-311	F = 0-59.9	239 and lower
A- = 90-93.9	360-375	B = 80-83.9	320-335	C- = 70-73.9	280-295		

TENTATIVE COURSE SCHEDULE

Week	Module	Date	Topic / Speaker	Reading/Video Link
1	Intro	1/23	Introduction to Course & ALT	ALT classroom https://registrar.gmu.edu/topics/alt/
2	IT and MIS module	1/28	HTEM Key trends (terms)	Ch.1
		1/30	Digital HTEM Operation I	http://www.forbes.com/sites/bernardmarr/2016/01/26/how-big-data-and-analytics-changing-hotels-and-the-hospitality-industry/#lead5d014b39
3		2/4	HTEM Information System and Integration I	Ch. 2
		2/6	Information System and Integration II	Ch. 6
4		2/11	Database Concepts & User Computing	
		2/13	Hotel/Lodging Management Systems I	
5		2/18	Hotel/Lodging Management Systems II: MICROS online training intro	
		2/20	Hotel/Lodging Management Systems III	
6	Hotel and Restaurant Module	2/25	Restaurant Management System I - Point-of-Sales (POS) system	
		2/27	Restaurant Management System II	

7		3/4	Mid-term EXAM review Assignment #1 DUE: MICROS	
		3/6	Mid-term exam	
8		3/11	No Class (Spring Break)	
		3/13	No Class (Spring Break)	
9	Event Technology Module	3/18	SRT Career Social (Mandatory – Attendance Check)	
		3/20	Event/Meeting Venue search application (CVENT)	Ch. 4
10		3/25	Event diagram application (MeetingMatrix and GoToMeeting)	Ch. 5
		3/27	Event Mobile Application Development I	Ch. 11
11		4/1	Event Mobile Application Development II	
		4/3	Assignment #2 work day	
12		4/8	Assignment #2: Mobile conference App Showcase	
		4/10	Event and Meeting Technology II: VMT (CISCO WebEx)	Ch. 7
13	e-Tourism Management and future of HTE MIS Module	4/15	e-Tourism Management System I	Ch. 3
		4/17	e-Tourism Management System II	Ch. 9
14		4/22	e-Tourism Management System III	Ch. 10
		4/24	e-Tourism Management System IIII	Ch. 12
15		4/29	Assignment #3: Virtual conference on future of HTEM MIS	
		5/1	Final exam Review	
16		5/8 (Wed)	Final Exam (4:30 pm ~7:10pm)	

Note: Faculty reserves the right to alter the schedule as necessary.

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/the-mason-honor-code/>].
- Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services and inform their instructor, in writing, as soon as possible. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.

Campus Resources

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu/>].

PROFESSIONAL BEHAVIOR: Students are expected to exhibit professional behaviors and dispositions at all times.

CORE VALUES COMMITMENT: The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.

