TOUR 320_001—Hospitality, Tourism and Event Management Information System
3 Credits, Spring 2020
Mon & Wed 4:30 pm. – 5:45 pm, Robinson B 105

FACULTY

Name:	Dr. Seungwon "Shawn" Lee
Office hours:	Wednesdays 2:00 pm ~3:00 pm
Office location:	Fairfax: Krug Hall 213F
Office phone:	703-993-9915
Email address:	slz@gmu.edu

PREREQUISITES
TOUR 200, TOUR 220 or TOUR 230.
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.

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.

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	25	Each class
Attitude (device usage)	10	
Weekly e-Journal (12 submissions/ each 2 point)	25	Every Wednesday
Midterm	85	March 4 (Wednesday)
HTEM MIS application Assignments, #1 MICROS, #2 Event Mobile app development and #3 THE MIS trends WebEx Conference	135 (45 each)	Due dates are in the class schedule table Details to be announced in the class
Individual presentation	15	Lead class discussion on HMIS news related to course chapter/content
In class team works and quizzes (total of 4, each 5 point)	20	As announced during the semester
Final Exam	85	May 6 (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 25 If a student misses more than 5 classes (25 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.

Attitude*:*
   Cell phones must be turned off or silenced during class. Unless required due to documented disability, laptop computers may NOT be used or turned on during class meetings excluding assigned activities. The use of communication and entertainment devices such as iPads, iPods, and similar devices is also prohibited. **Students receiving telephone calls or texting will get zero for attitude grade. Eating should not be allowed in the classroom.** It is a distraction to the teaching and learning process and results in a mess in the classroom. Students should be allowed to bring water bottles in the classroom though. **Violation of basic rules above will result in zero for attitude grade.**

<u>e-Journal</u>

Every Wednesday, students will submit a weekly learning eJournal via Blackboard by the end of Wednesday class- summarizing weekly learning outcomes. It is **due by 5:45pm on Wednesdays- No late submission will be accepted.** 15 minutes will be allocated for **this in-class assignment** every Wednesdays.

<u>Exams</u>

Mid-term and Final exam will be only given on the specified date. Make up examinations will be conducted <u>ONLY</u> 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.**

<u>In-class activities and Quizzes</u>

In-class activities and Quizzes will be assigned on randomly selected weeks during the course. Each one is to be prepared and submitted as specified by the professor.

<u>Individual Tech presentation</u>

Each student will present an industry news article related to a designated date's course contents. The student will create a PPT and discussion questions to leas its responsible class. More details are posted on Bb and will be presented in the class.

	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	Chapter Reading/Video Link
1	Intro	1/24	Introduction to Course	
2	IT and MIS module	1/27	HTEM Key trends (terms) Individual presentation demo	http://www.forbes.com/sites/bernardmarr/2016/01/26/how-big-data-and-analytics-changing-hotels-and-the-hospitality-industry/#1ead5d014b39 Ch.1
		1/29	Digital HTEM Operation I	
3		2/3	HTEM Information System and Integration I	Ch. 2
		2/5	HTEM Information System and Integration II	
4		2/10	Database Concepts & User Computing	Ch. 6

		2/12	Hotel/Lodging Management Systems I	Reading links will be posted
5	Hotel and Restaurant Module	2/17	Hotel/Lodging Management Systems II: MICROS online training intro	Reading links will be posted
		2/19	Hotel/Lodging Management Systems III	Reading links will be posted
6		2/24	Restaurant Management System I - Point-of-Sales (POS) system	**SRTM Career Social day**
		2/26	Restaurant Management System II	Reading links will be posted
7		3/2	Mid-term EXAM review Assignment #1 DUE: MICROS	
		3/4	**Mid-term exam**	
8		**3/9**	**No Class (Spring Break)**	
		3/11	**No Class (Spring Break)**	
9	Event Technology Module	3/16	Introduction to Event Technology (CIEM model)	
		3/18	Event/Meeting Venue search application (CVENT)	Ch. 4
10		3/23	Event diagram application (MeetingMatrix and GoToMeeting)	Ch. 5
		3/25	Event Mobile Application Development I	Ch. 11
11		3/30	Event Mobile Application Development II	
		4/1	Assignment #2 work day	
12		4/6	Assignment #2: Mobile conference App Showcase	
		4/8	Event and Meeting Technology II: VMT (CISCO WebEx)	Ch. 7
13	e-Tourism Management and future of HTE MIS Module	4/13	e-Tourism Management System I	Ch. 3
		4/15	e-Tourism Management System II	Ch. 9
14		4/20	e-Tourism Management System III	Ch. 10
		4/22	e-Tourism Management System IIII	Ch. 12
15		4/27	Assignment #3: Virtual conference on future of HTEM MIS	
		4/29	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.

GEORGE MASON UNIVERSITY | School of Recreation, Health, and Tourism