

George Mason University
College of Education and Human Development
School of Sports, Recreation, Tourism Management
Tourism and Event Management

TOUR 320_001—Hospitality, Tourism and Event Management Information System
3 Credits, Fall 2022
Tue & Thurs 3:00 pm. – 4:15 pm
Horizon Hall 4010

FACULTY

Name: Dr. Seungwon “Shawn” Lee
Office hours: Tues 1:00 pm ~2:00 pm
Office location: Fairfax: Krug Hall 213B
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
- Preparation for the Certified Hospitality Technology Professional (CHTP) designation

Students must be fully familiar with the document, “Safe Return to Campus and Remote Learning Guidance for Students Enrolled in CEHD Courses,” which is posted as an addendum under the “Syllabus” tab of the course Blackboard site.

NATURE OF COURSE DELIVERY

In class and online based activities

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

A syllabus addendum, Safe Return to Campus Guidance for Students Enrolled in CEHD Courses is on Bb under folder "Syllabus"

EVALUATION

This course will be graded on a point system, with a total of 400 possible points. **All assignment is due by 11:59 pm of due date.**

Type	Points	Due Date
Attendance	20: From class attendance & participations	Each class
<u>In class</u> team/individual works and quizzes (a total of 5, each 5 point)	25	Throughout the semester Team works will be announced at the beginning of each module date
Weekly e-Journal (15 submissions/ each 2 point)	30	Summary of each week's learning in your own words (Summary form will be posted on Bb) Due by Fridays 11:59 pm
Midterm	80	October 6 (Thur)
HTEM MIS Hands-on Projects, #1 ORACLE OPERA MICROS, #2 Event Mobile app development and #3 Debates on topics in HTEM MIS	105 (35 each)	Due dates #1: 10/13 #2: 11/8 #3: 11/29 & 11/31 More details to be announced in the class and on Bb
Individual Tech presentation, facilitation, and summary - ONE TIME ONLY for your own presentation	15	1) Lead a class discussion on HMIS related article/news relevant to course chapter/content including 2 questions related to the presentation. (<u>10 minute timed live presentation</u>) Articles/PPT/questions are Due <u>by 1 week before</u> your presentation date for Dr.Lee's approval Posting your approved presentation 3 days prior your presentation date,

		And 2) Post a summary of answers by students including your own answers on Bb - <u>no later than 3 days after your presentation</u> *Details of grading rubric will be posted on Bb
Answers to Individual Tech Presentations	25 : A total of 20 presentations	Answers to questions from Individual Tech Presentations by peer students. Due by 12 pm of day of presentation
Final Exam	80	12/8 (Wed) 1:30 pm ~4:15 pm
Total	400	

Attendance

Each absence that is not excused by a professor in advance will reduce 5 points from your attendance score of 30. If a student misses more than 6 classes (30 points deduction), additional 5 points per each additional absence will be deducted from the final score of course without a max 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.

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 other reasons.**

In-class activities and Quizzes

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.

Individual Tech presentation

Each student will present an industry news article related to a designated date's course contents. The student will present 10 minute live presentation along with questions on a responsible class. More details are posted on Bb and will be presented in the class.

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	Textbook Chapter Reading/Video Link	
1	Intro to TOUR 320	8/23	Introduction to Course	Syllabus	
		8/25	Discussions on Course projects and assignments		
2	IT and MIS module	8/30	Key trends in HTEM	Ch.2	
		8/31	HTEM Information System and Integration I		
3		9/6	HTEM Information System and Integration II	Ch. 6	
		9/8	HTEM Information System and Integration III		
4		9/13	Database Concepts & User Computing	Reading links will be posted	
		9/15	Database Concepts & IS system		
5		Hospitality Module	9/20	Recap of Module 1	
			9/22	Hotel Management System I Introduction to MICROS PMS	Reading links will be posted
6			9/27	Hotel Management System II Guest Speaker #1	
			9/29	Hotel Management System III	Reading links will be posted
7	10/4		Hotel Management System IIII		
	10/6		Mid-term exam		
8	10/11		Fall break (no class on 10/11)		
	10/13		Project #1_3 ORACLE OPERA Due		
9	10/18		Review of Module 2		
	10/20		Event Technology I	Ch. 1	
10	Event Technology Module	10/25	Event Technology II	Ch. 4	
		10/27	Event Technology III	Ch. 5	
11		11/1	Event Technology IIII	Ch. 7	
		11/3	Event Technology V	Ch. 11	
12		11/8	Review of Event Technology module \ Project # 2_3 Event Mobile App Development Due		
		11/10	Project #2_3: Mobile App Showcase		
13			11/15	e- Tourism Management System I	Reading links will be posted

	e-Tourism Management Module	11/17	e- Tourism Management System II	Ch. 12
14		11/22	e- Tourism Management System III	Ch. 15
		11/24	No class (Thanksgiving break)	Reading links will be posted
15		11/29	Project 3_3 Debates on Key topics on HTEM MIS w/industry panel Part 1	
		11/31	Project 3_3 Debates on Key topics on HTEM MIS w/industry panel Part 2	
16		12/8 (Wed)	Final Exam (1:30 pm ~4:15 pm)	

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

Notice of mandatory reporting of sexual assault, sexual harassment, interpersonal violence, and stalking: As a faculty member, I am designated as a “Non-Confidential Employee,” and must report all disclosures of sexual assault, sexual harassment, interpersonal violence, and stalking to Mason’s Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance or support measures from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing titleix@gmu.edu

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.

