

Unit Title: Information Technology in Hospitality and Tourism Operations	Unit Code: ITiTTH
Level: Diploma	Learning Hours: 160
<p>Learning Outcomes and Indicative Content:</p> <p>Candidates will be able to:</p> <ol style="list-style-type: none"> 1. Define ICT and outline its uses in travel, tourism and hospitality (TTH) <ol style="list-style-type: none"> 1.1 Define IT and ICT 1.2 Understand the evolution of ICT over the past two decades 1.3 Understand the general uses of ICT in society 1.4 Identify features of TTH and how these affect ICT use 2. Identify the uses and impact of ICT in the accommodation sector <ol style="list-style-type: none"> 2.1 Identify the use of ICT in information provision 2.2 Identify the use of ICT in promotion and marketing 2.3 Identify the use of ICT in reservations 2.4 Identify the use of ICT in virtual and dynamic packaging 2.5 Identify the use of ICT in cross-selling 2.6 Identify the use of ICT in revenue and yield management 2.7 Identify the use of ICT in check-in, check-out (personal, automated) 2.8 Identify the use of ICT during guest stay 2.9 Identify the use of ICT in guest billing 2.10 Identify the use of ICT in guest histories 2.11 Identify the use of ICT in guest experience enhancement 2.12 Identify the use of ICT in communications 2.13 Identify the use of ICT in security 2.14 Identify the use of ICT in energy management 3. Identify uses and impact of ICT in the restaurant sector <ol style="list-style-type: none"> 3.1 Identify the use of ICT in information provision 3.2 Identify the use of ICT in promotion and marketing 3.3 Identify the use of ICT in reservations 3.4 Identify the use of ICT in guest billing 3.5 Identify the use of ICT in communications 3.6 Identify the use of ICT in guest ordering (EPOS) 3.7 Identify the use of ICT in stock control and supplier communications/ordering 3.8 Identify the use of ICT in menu creation and portion control 3.9 Identify the use of ICT in food hygiene control 3.10 Identify the use of ICT in security 3.11 Identify the use of ICT in energy management 	

4. Identify uses and impact of ICT in the travel and transportation sector

- 4.1 Identify the use of ICT in information provision
- 4.2 Identify the use of ICT in promotion and marketing
- 4.3 Identify the use of ICT in virtual and dynamic packaging
- 4.4 Identify the use of ICT in revenue and yield management
- 4.5 Identify the use of ICT in cross-selling
- 4.6 Identify the use of ICT in reservations
- 4.7 Identify the use of ICT in management of booking by customer (seat selection, check-in, baggage tracking)
- 4.8 Identify the use of ICT in communications and delay notification
- 4.9 Identify the use of ICT in traveller experience enhancement
- 4.10 Identify the use of ICT for self-service check-in
- 4.11 Identify the use of ICT in navigation and travel management
- 4.12 Identify the use of ICT in traffic control (air, rail, road, sea)

5. Identify uses and impact of ICT in the attractions and heritage sector

- 5.1 Identify the use of ICT in information provision
- 5.2 Identify the use of ICT in promotion and marketing
- 5.3 Identify the use of ICT in virtual and dynamic packaging
- 5.4 Identify the use of ICT in revenue and yield management
- 5.5 Identify the use of ICT in cross-selling
- 5.6 Identify the use of ICT in reservations
- 5.7 Identify the use of ICT in enhancing the guest experience
- 5.8 Identify the use of ICT in guest management (queuing)
- 5.9 Identify the use of ICT in exhibit presentation, animation etc
- 5.10 Identify the use of ICT in database creation and access (e.g. in genealogy)

6. Identify uses and impact of ICT for destination and national tourism marketing

- 6.1 Identify the use of ICT in information provision
- 6.2 Identify the use of ICT in promotion and marketing
- 6.3 Identify the use of ICT in virtual and dynamic packaging
- 6.4 Identify the use of ICT for destination representation
- 6.5 Identify the use of ICT for training and industry support

7. Recognise the impact of ICT on the travel, tourism and hospitality distribution chain in relation to consumers

- 7.1 Understand tourism distribution
- 7.2 Understand the role of ICT in distribution – accommodation, transport, tour packages

- 7.3 Understand the changing role of customers – control, access, booking, packaging
- 7.4 Understand the changing opportunities for customers – time and place control over reservations, comparison (price, product, schedule)
- 7.5 Identify the drawbacks of ICT-induced changes to distribution
- 8. Recognise the impact of ICT on the travel, tourism and hospitality distribution chain in relation to intermediaries and other service providers**
 - 8.1 Recognise the impact on tour operators
 - 8.2 Recognise the impact on travel agents
 - 8.3 Recognise the impact on suppliers
- 9. Understand the impact of ICT on consumer behaviour and the service experience**
 - 9.1 Understand enhanced consumer choice
 - 9.2 Appreciate being able to access product and service information previously inaccessible
 - 9.3 Understand access to real-time information
 - 9.4 Understand facility to control bookings
 - 9.5 Understand the consumer's responsibility for error
 - 9.6 Understand depersonalisation of service
 - 9.7 Understand handling unorthodox requirements
- 10. Recognise the use of informal ICT systems in tourism marketing and information sharing**
 - 10.1 Understand what is meant by informal ICT systems – unofficial websites, chat rooms, blog sites
 - 10.2 Recognise examples of sites relating to TTH – company-specific (airlines, hotels), general with TTH content (YouTube), travel sites
 - 10.3 Understand the value of informal information
 - 10.4 Understand the limitations of informal information – accuracy, currency, motivation
- 11. Recognise the challenges faced in the use of ICT in the travel, tourism and hospitality industries of developing countries**
 - 11.1 Recognise the variable levels of ICT access and penetration in different countries, between rural and urban environments
 - 11.2 Recognise the access to broadband
 - 11.3 Recognise the concept of the digital divide
 - 11.4 Recognise the gender and cultural issues
 - 11.5 Recognise the access to payment technology

12. Understand the potential further applications of new and emerging technologies within the tourism sector

- 12.1 Recognise the constant change environment within ICT in general and also in the context of TTH
- 12.2 Identify main projected developments over the next five years
- 12.3 Assess their implications for TTH business
- 12.4 Recognise the potential of low-cost ICT for micro and small TTH operations

Assessment Criteria:

- Assessment method: written examination
- Length of examination: three hours
- Candidates should answer four questions from a choice of eight, each question carrying equal marks

Recommended Reading

Buhalis D, *eTourism : Information Technology for Strategic Tourism Management* (2003), Harlow, Prentice Hall,
ISBN: 0582357403

Zhou Z, *E-Commerce and Information Technology in Hospitality and Tourism* (2004), New York, Thomson Delmar,
ISBN: 0766841405

Chaffey D, *E-Business and E-Commerce Management* (2006), 3rd Ed, Harlow, Prentice Hall,
ISBN: 1405847069