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| Course Code:        | 1220HSL                                     |
| Course Name:        | Information Systems for Services Industries |
| Trimester:          | Trimester 3, 2017                           |
| Program:            | Associate Degree in Commerce & Business     |
|                     | Diploma of Hotel Management                 |
| Credit Points:      | 10  |
| Course Coordinator: | Dr Shaun Shao                               |
| Document modified:  | 9 October 2017                              |

### Teaching Team

Your lecturer/tutor can be contacted via the email system on the portal.

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### Staff Consultation

Your lecturer/tutor is available each week for consultation outside of normal class times. Times that your lecturer/tutor will be available for consultation will be given in the first week of lectures. A list of times and rooms will be published on the Griffith College Portal under the “myTimetable” link.

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### Prerequisites

There are no prerequisites for this course

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## Brief Course Description

Information Systems for Services Industries is a 10 Credit Point course within the Diploma of Hotel Management. The course is situated within the first trimester of the program. The Diploma of Hotel Management is designed to provide students with a pathway to:

- further university studies in Business and related degrees or
- direct employment.

Information Systems for Services Industries focuses on the information systems that support the tourism and hospitality industry. It provides students with a theoretical knowledge of the ways in which information technology is transforming these industries and the likely impacts of technology growth in the future. The course also provides students with an opportunity to acquire and/or develop practical computing skills for use in their education and future careers.

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## Rationale

The Information Systems and Services Industries [1220HSL] course provides an introduction to the use of information and communication technologies in the services industries. It gives attention to the fundamentals of technology, before looking at technologies and information systems in the tourism and hotel industries in more depth. In this context, students are taught the concepts of how these technologies work, and the impact they have on the organisation/s and industries. Also addressed are issues of how technology is impacting on society in general. Students are also given the opportunity to develop their introductory skills in computing using Microsoft Office and WordPress. Therefore, this course provides you with an opportunity to acquire and/or develop practical computing skills for use in your future education and career.

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## Aims

The aims of this course are:

1. To explore the different applications of technology and information systems in the tourism and hospitality industry;
  2. To introduce students to the principles of information systems and how they underpin major business activities in the tourism and hospitality industry;
  3. To familiarize you with how information technology is changing these industries; and,
  4. To develop some practical computing skills relevant to your future career in the tourism and hospitality industry.
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## Learning Outcomes

Upon successful completion of this course students will be able to...

1. Understand and be familiar with the technologies used in the tourism and hospitality industry;
  2. Demonstrate a practical understanding of the ways in which information systems are used within and between organisations in the tourism and hospitality industry;
  3. Demonstrate an awareness of ethical and social issues associated with information systems in the tourism and hospitality industries; and,
  4. Use computer literacy skills to communicate, analyse and solve problems in the service industries.
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## Texts and Supporting Materials

### **Course Readings**

Course readings (listed in the weekly teaching schedule) are available through the campus bookshop, and contain all readings in the content summary. These provide students with information on each of the topic areas, and are designed to give students a more thorough understanding of the topics presented. To get the most out of lectures, students should complete their weekly readings before coming to the lecture.

### **Tutorial Materials**

Tutorial materials will be available electronically via the Griffith College student portal

### **Workshop Materials**

Workshop materials will be available electronically via the Griffith College student portal.

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## Organisation and Teaching Strategies

During each of the twelve (12) weeks of teaching during a trimester, you will participate in three areas of contact time.

First, the two hour lecture time will be used to present the theoretical aspects of the course content. Lecturers will use overheads and data projectors to present material.

Secondly, a one hour tutorial is used to present you with an opportunity to participate in small group discussion and complete short tutorial questions similar to those required in examinations.

Finally, workshops will be used to present you with the techniques and methods for using WordPress. You will also get the opportunity to further discuss theoretical material from the lectures on a one-to-one basis.

## Class Contact Summary

- You are expected to attend lectures, tutorials and workshops throughout trimester
- You are expected to read the readings stated in the content schedule each week prior to your scheduled class. This weekly preparation will help you to keep up-to-date with information required.

All students are reminded that satisfactory Program Progression requires that attendance in classes is maintained at equal to or greater than 80%, and that GPA is maintained at equal to or greater than 3.0 with passing grades achieved in more than 50% of courses in any trimester [please see Griffith College Policy Library - Program Progression Policy - for more information].

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## Content Schedule

### Weekly Teaching Schedule

| Week | Topic  | Activity | Readings  |
|------|--|----------|---|
| 1    | Introduction to information systems in the services industries | Lecture  | Online article readings: Internet and Global Hotel Industry (Wei, 2001) Internet Relationship Marketing (Gilbert, 2002) |
|      | Administration and overview                                    | Tutorial | Introduction to tutorial, computer networks and Microsoft Office  |
|      | Administration and overview                                    | Workshop | Ice breaking activities   |
| 2    | Computers, information systems and the Internet                | Lecture  | Nyheim, McFadden & Connolly (2005) Chapter 3  |
|      | Website plan assignment  | Tutorial | MS Word tutorial - report formatting  |
|      | Group discussion   | Workshop | Selecting a topic and writing an introduction   |
| 3    | Database management in the services industries                 | Lecture  | Hoffer & Prescott (2005) Chapter 1  |
|      | Website plan assignment  | Tutorial | Referencing articles with APA style   |
|      | Documenting website report                                     | Workshop | Writing objectives and competitors websites analysis  |
| 4    | Internet marketing in services industries                      | Lecture  | Zhou (2004) Chapter 6 and Preece (2000) Chapter 1   |
|      | Website plan assignment  | Tutorial | Discussion on target audience, use environment and website contents   |
|      | Documenting website report                                     | Workshop | Using MS Word SmartArt to design website storyboard and page templates  |

|    |  |          |   |
|----|--|----------|---|
| 5  | Website development in services industries     | Lecture  | Briggs (2001) Chapter 7   |
|    | Website plan assignment                        | Tutorial | Discussion on marketing approach and assignment submission procedures               |
|    | Documenting website report                     | Workshop | Report writing and formatting   |
| 6  | Introduction to WordPress                      | Lecture  | Website goes live - demonstration of website setup and page creation in WordPress   |
|    | WordPress website setup                        | Tutorial | Introduction to the WordPress dashboard, settings and theme selection               |
|    | Assignment submission                          | Workshop | Website plan assignment submission  |
| 7  | Information Technology in hotels               | Lecture  | O'Connor (2004) Chapter 9   |
|    | WordPress -- Website design                    | Tutorial | Reading Settings, site title, taglines and website disclaimers, creating pages etc. |
|    | Image editing                                  | Workshop | Using Paint, Picasa and Picture Manager to edit images - Creating banner images     |
| 8  | Website design principles                      | Lecture  | Online article readings   |
|    | WordPress -- Website design                    | Tutorial | Creating WordPress page and custom menus  |
|    | WordPress exercise and discussion              | Workshop | Practicing WordPress and feedback discussion of the 1st assignment                  |
| 9  | Information technology in travel               | Lecture  | Prideaux (2001) Chapter 14  |
|    | WordPress -- Website design                    | Tutorial | Dealing with contents - text, image, galleries, multimedia contents and links       |
|    | WordPress exercise and discussion              | Workshop | User engagement and SEO in WordPress  |
| 10 | Information technology in tourism destinations | Lecture  | Pease, W., Rowe, M. & Cooper, M (2007) (pp.1-25)                                    |
|    | WordPress -- Website design                    | Tutorial | Creating WordPress posts, categories, custom forms and widgets                      |
|    | WordPress exercise                             | Workshop | Creating image reference and testing website  |
| 11 | IT ethics, crime and privacy                   | Lecture  | Long & Long (2005) Chapter 7  |
|    | WordPress -- Website design                    | Tutorial | Assignment submission guideline and last-minute one to one assistance               |
|    | Assignment submission                          | Workshop | Website project assignment submission   |
| 12 | Course review and administration               | Lecture  | All relevant chapters covered in the trimester                                      |
|    | Exam preparations                              | Tutorial | Revision activities   |
|    | FAQ  | Workshop | Feedback discussion of the 2nd assignment   |

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## Assessment

This section sets out the assessment requirements for this course.

### Summary of Assessment

| Item | Assessment Task                  | Weighting | Relevant Learning Outcomes | Due Date    |
|------|----------------------------------|-----------|----------------------------|-------------|
| 1    | Lecture Comprehension Activities | 10%       | 1,2,3                      | 1-12        |
| 2    | Website Plan                     | 20%       | 1,3,4                      | 6           |
| 3    | Website Project                  | 30%       | 1,3,4                      | 11          |
| 4    | Final Exam                       | 40%       | 1,2,3                      | Exam Period |

### Assessment Details

There are four assessment items in this course.

#### Lecture Comprehension Activities

This assessment includes a set of activities in varying formats such as online quizzes and group discussion to test students understanding of course materials delivered in the lectures. These activities are to be completed during the lectures throughout the trimester. Timing of the activities will not be announced in advance.

#### Website Plan

The website plan requires students to consider various management issues and design issues that need to be considered before developing a website. One copy of the website plan must be submitted through Turnitin, and will be assessed based on clarity of writing, appropriately and directly addressing the information required, and the congruity between information in different sections. The plan should be presented as a business report, with an appropriate title, introduction, and summary. The website plan will be the basis of the website project. Students should pay attention to the feedback they receive on the website plan to improve their website projects.

## Website Project

The website project requires the development of a website, based on the previously developed website plan. This is intended to assess student's familiarity and application of practical skills, while also requiring consideration of how to implement the management and design issues that were raised in the website plan. As well as the website, students are also required to provide a document detailing references and how the implementation of the website differed from the website plan. The assessment criteria for the website project will be based on elements of website quality.

## Final Examination

The Final Exam assesses your knowledge of information systems in the tourism and hospitality industry.

You are required to submit all assessment items by the due date as stated in this Course Outline.

To gain a Pass grade in this course, you must achieve a minimum of 50% collectively for all assessment pieces.

## Submission and Return of Assessment Items

Normally you will be able to collect your assignments in class within fourteen [14] days of the due date for submission of the assignment.

## Retention of Originals

You must be able to produce a copy of all work submitted if so requested. Copies should be retained until after the release of final results for the course.

## Extensions

To apply for an extension of time for an assignment, you must submit an Application for Extension of Assignment form to your teacher at least 24 hours before the date the assignment is due. Grounds for extensions are usually: serious illness, accident, disability, bereavement or other compassionate circumstances and must be able to be substantiated with relevant documentation [e.g. Griffith College Medical Certificate]. Please refer to the Griffith College website - Policy Library - for guidelines regarding extensions and deferred assessment.

## Assessment Feedback

Marks awarded for in-trimester assessment items, except those being moderated externally with Griffith University, will be available on the Student Portal within fourteen [14] days of the due date. This does not apply to the final assessment item in this course (marks for this item will be provided with the final course result).

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## Generic Skills

Griffith College aims to develop graduates who have an open and critical approach to learning and a capacity for lifelong learning. Through engagement in their studies, students are provided with opportunities to begin the development of these and other generic skills.

Studies in this course will give you opportunities to begin to develop the following skills:

| Generic Skills                   | Taught | Practised | Assessed |
|----------------------------------|--------|-----------|----------|
| Written Communication            | Yes    | Yes       | Yes      |
| Oral Communication               |        | Yes       |          |
| Information Literacy             | Yes    | Yes       | Yes      |
| Secondary Research               | Yes    | Yes       | Yes      |
| Critical and Innovative Thinking | Yes    | Yes       | Yes      |
| Academic Integrity               | Yes    | Yes       | Yes      |
| Self Directed Learning           |        | Yes       |          |
| Team Work                        |        | Yes       |          |
| Cultural Intelligence            |        | Yes       |          |
| English Language Proficiency     |        | Yes       | Yes      |

## Additional Course Generic Skills

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### Additional Course Information

#### Teacher and Course Evaluations:

Your feedback is respected and valued by your lecturers and tutors. You are encouraged to provide your thoughts on the course and teaching, both positive and critical, directly to your lecturer and tutor or by completing course and lecturer evaluations on the Griffith College portal whenever these are available

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## Academic Integrity

Griffith College is committed to maintaining high academic standards to protect the value of its qualifications. Academic integrity means acting with the values of honesty, trust, fairness, respect and responsibility in learning, teaching and research. It is important for students, teachers, researchers and all staff to act in an honest way, be responsible for their actions, and show fairness in every part of their work. Academic integrity is important for an individual's and the College's reputation.

All staff and students of the College are responsible for academic integrity. As a student, you are expected to conduct your studies honestly, ethically and in accordance with accepted standards of academic conduct. Any form of academic conduct that is contrary to these standards is considered a breach of academic integrity and is unacceptable.

Some students deliberately breach academic integrity standards with intent to deceive. This conscious, pre-meditated form of cheating is considered to be one of the most serious forms of fraudulent academic behaviour, for which the College has zero tolerance and for which penalties, including exclusion from the College, will be applied.

However, Griffith College also recognises many students breach academic integrity standards without intent to deceive. In these cases, students may be required to undertake additional educational activities to remediate their behaviour and may also be provided appropriate advice by academic staff.

As you undertake your studies at Griffith College, your lecturers, tutors and academic advisors will provide you with guidance to understand and maintain academic integrity; however, it is also your responsibility to seek out guidance if and when you are unsure about appropriate academic conduct.

In the case of any allegation of academic misconduct made against a student he or she may request the guidance and support of a Griffith College Student Learning Advisor or Student Counsellor.

Please ensure that you are familiar with the [Griffith College Academic Integrity Policy](#); this policy provides an overview of some of the behaviours that are considered breaches of academic integrity, as well as the penalties and processes involved when a breach is identified.

For further information please refer to the Academic Integrity Policy on the Griffith College website – Policy Library.

### Risk Assessment Statement

In Information Systems for Service Industries, you are not exposed to any out of the ordinary risks.

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Note: For all Diploma level programs, Griffith College acknowledges content derived from Griffith University.