Course Title	HTM 303 Introduction to Tourism Informatics	Instructor(s)	Dr. Raweewan Proyrungroj
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Class Style	Lecture	Office Hours	TBA
Track	Hospitality and Tourism Management	Mode of Instruction	Lecture and active learning
Credits	2 Credits	Allocated Year	Spring 2025
Active Learning	Category 1- (3) Written paraphrases and summaries (6) Response/reaction Category 2 -(3) Presentation and reverse Category 3- (2) Pause for reflection Category 4 -(1) Interactive lectures (3) Free discussions (9) Group work on questions	Compulsory or Elective	Compulsory
Course Overview	Explore the dynamic relationship between tourism and information technology in this introductory course. Learn about tourist statistics, types of information technology shaping the industry, and the roles of online booking systems, mobile applications, social platforms, and review websites. Discover emerging trends in smart tourism and virtual tourism, gaining insights into their impact on destination management and traveler experiences.		
Course Objectives	In this course, students will learn about event planning and marketing and be able to: 1. Understand the fundamental concepts and significance of tourism, including key statistical indicators and trends shaping the global tourism landscape. 2. Identify and classify different types of information technology utilized in the tourism industry 3. Analyze the roles and functions of Online Booking Systems and Mobile Applications in facilitating travel planning, reservations, and communication between tourists and service providers. 4. Evaluate the impact of social platforms and review websites on destination marketing, reputation management, and consumer behavior within the tourism sector. 5. Explore emerging trends in smart tourism and virtual tourism, examining their potential to enhance destination management strategies, visitor experiences, and industry sustainability.		
Prerequisite			

Course Schedule	No	Contents	Homework
	1	Syllabus explanation and introduction to the course topics *Understand the syllabus and an overview of the course* **Chapter 1 Introduction to Tourism** *Explain definitions and types of tourism*	Answer the homework sheet. Read the course materials for Week 2.
	2	**Chapter 2 Introduction of Tourism Informatics** *Explain definitions of tourism informatics and types of information technology which contribute to the improvement of tourism*	Answer the homework sheet. Read the course materials for Week 3.
	3	**Chapter 2 Introduction of Tourism Informatics (cont'd)** *Explain definitions of tourism informatics and types of information technology which contribute to the improvement of tourism*	Answer the homework sheet. Read the course materials for Week 4.

References	4	**Chapter 2 Introduction of Tourism Informatics (cont'd)** *Explain definitions of tourism informatics and types of information technology which contribute to the improvement of tourism*	Answer the homework sheet. Read the course materials for Week 5.
	5	**Chapter 2 Introduction of Tourism Informatics (cont'd)** Prepare for the presentation	Prepare for the presentation
	6	**Chapter 2 Introduction of Tourism Informatics (cont'd)** Give the presentation	Give the presentation Prepare for the test
	7	**Test I**	Read the course materials for Week 8.
	8	**Chapter 3 Tourism Statistics** *Give the presentation of tourist statistics of different countries*	Answer the homework sheet Read the course materials for Week 9.
	9	**Chapter 3 Tourism Statistics (cont'd)** *Give the presentation of tourist statistics of different countries*	Answer the homework sheet. Read the materials for week 10.
	10	**Chapter 3 Tourism Statistics (cont'd)** *Give the presentation of tourist statistics of different countries*	Answer the homework sheet. Read the course materials for Week 11.
	11	**Chapter 4 IATA Codes: Essential Knowledge for Online Booking** IATA codes	Answer the homework sheet. Read the course materials for Week 11
	12	**Chapter 4 IATA Codes: Essential Knowledge for Online Booking (cont'd)** IATA codes	Prepare for the test
	13	Test II	Read the course materials for week 14.
	14	**Chapter 5 Online Booking: Reading PRN** Creating and reading PNR	Answer the homework sheet. Read the course materials for Week 15
	15	**Chapter 5 Online Booking: Reading PRN (cont'd)** Creating and reading PNR	Prepare for the final examination.

Grading	Grades will be determined as follows: - Attendance 10% - Tests 20% - Review questions 10% - Oral presentations (group presentations) 15% - Participation (i.e. answering the questions, sharing opinions, asking questions) 5% - Homework 10% - Final examination 30%
Textbooks	Course materials prepared by the lecturer.
References	Raga, J. (2019). *Tourism Informatics*. Society Publishing.

NOTES	**Class Preparation and Review** As with any college class, students are expected to study course materials outside of class. For this class, students should read each assigned reading before coming to class. It will take approximately two hours to look up new vocabulary, identify and comprehend the main concepts, answer homework questions, and prepare for each class meeting. Finally, students should spend about one hour before class reviewing their notes from previous classes, writing down any questions they have about the lesson, and doing additional research to prepare for class discussion. In other words, students are expected to spend at least one hour preparing for every hour of lesson, and one hour reviewing and doing Homework. Therefore, because we meet for 90 minutes per week, you should be doing at least 180 minutes preparing and reviewing each week.