INTRODUCTION

Information Technology is clearly changing the way contemporary organizations conceive business management. IT’s are now present in all functions of strategic and operational management. It is more a matter of business strategy, rather than having a sharpened tool. Fortunately, Tourism and Hospitality Industry is not an exception.

Managers, therefore, are claimed to consider IT’s not only as a challenge to enhance business processes, but also as an opportunity for business objectives. Dealing with IT is sometimes not an easy thing to do, but extremely necessary for achieving business needs.

These sessions are intended to bring know-how in managing IT’s for a Tourism and Hospitality Industry company, focusing in the natural alignment of the IT strategy with business goals.

AIMS

Participants should be able to understand the IT&C essentials in a Hospitality Industry company, being familiar to IT applications types that support business processes.

Hotel Operations are increasingly leaning more and more on a wide range of different Technologies... so a good understanding of the principles is a main objective.

Also, considering Hospitality as a 24x7 “machine”, some aspects about Risk Management, Disaster Recovery and Business Continuity will be covered during the sessions.

It is also an objective to give the clues to approach the participant to an IT organization, knowing the clues for measuring IT Service.

METHODOLOGY

Sessions will be driven in a interactive and collaborative environment, where participants will actively will be requested to express their opinions/experiences. Business Cases, exercises and discussion forums will be set up to bring up interaction that help in the understanding. Some exercises can be set as homework in a individual or groupal way.

EVALUATION

Evaluation will be the result of the combination of different exercises (interventions, quizzes, written assignments...) done during the sessions, some of which can be conducted in an individual or in a groupal way. Class participation will be also considered as a grade. Final grade will be the result of:

30% for class participation.
30% For written assignments / quizzes.
40% Final test/exam
BIBLIOGRAPHY

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