# Miami-Dade Community College
## HFT 2444 eCommerce and Information Technology in Hospitality and Tourism

Catalog Description:
This course will prepare students to manage information systems within their organizations. Selecting and computer systems technology is emphasized as well as how to maximize available technology to promote and sell their services.

*3 Credits*

Prerequisites:  HFT 2000 – Introduction to Hospitality and Tourism Industry

Course Competencies:

Competency 1: The student will demonstrate knowledge of the role of the Internet in hospitality and tourism by
a. Explaining the role of the Internet in travel research.
b. Discussing the internet's reach and how it can enhance business potential in hospitality.
c. Identifying the impact of the Internet on the global economy.

Competency 2: The student will demonstrate knowledge of the concepts of e-Business and e-Commerce by
a. I
dentifying differences and advantages of e-business vs. brick and mortar businesses.
b. Defining concepts and terminology used in e-business such as:
1. B2B
2. B2C

Competency 3: The student will demonstrate knowledge of the use of the Internet as means for marketing hospitality and tourism services by
a. Comparing different types of Internet marketing strategies.
b. Explaining the advantages of affiliate programs and how they benefit exposure.
c. Describing strategies to cultivate and maintain e-Customer relations.

Competency 4: The student will identify Property Management System Interfaces by

a. Defining call accounting systems.
b. Explaining benefits of electronic locking and safety systems.
c. Discussing energy management systems.

Competency 5: The student will describe applications of computer based reservation systems by

a. Identifying applications of central reservation systems.
b. Identifying characteristics of property level reservation systems.
c. Explaining room management and guest accounting applications.

Competency 6 The student will demonstrate knowledge of computer based food and beverage systems management by

a. Identifying food and beverage applications.
b. Describing Point of Sale systems.

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*The mission of Miami-Dade Community College is to provide accessible, affordable, high quality education*
*by keeping the learner's needs at the center of decision making and working in partnership*
*with its dynamic, multi-cultural community.*

c.    Explaining the effectiveness of automated beverage control systems.

Approved 04/30/2001