NHM 676: Adv. Hospitality Information Technology

NUTRITION & HOSPITALITY MANAGEMENT

Information and communication technologies (ICT) have emerged as key platforms to facilitate operations, commerce, and communication on a global basis. In the hospitality and tourism industry, the importance of information technology systems has increased tremendously in the past few years – and this trend will certainly continue. The integration of technology systems into the operation, marketing, and management efforts of hospitality and tourism organizations is an important key to success. This integration requires that technology and the overall organizational mission/goals are coordinated to achieve the desired effectiveness. This course is a survey of technology applications, issues, innovations, and trends in the hospitality industry. Emphasis is placed on the role of technology in operations and management of technology as a strategy. The content of this seminar-style course will be facilitated through readings, discussions, field trips, and research projects.

3 Credits

Instruction Type(s)

- Lecture: Lecture for NHM 676

Subject Areas

- Hotel/Motel Administration/Management

Related Areas

- Hospitality Administration/Management, General
- Restaurant/Food Services Management

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.