HTMT 354-01
Hospitality & Tourism Technology

Fall 2019
TR 1:40pm - 2:55pm
108 Education Center

Instructor
Daniel Guttentag, Ph.D.
Assistant Professor
Department of Hospitality and Tourism Management
School of Business, College of Charleston

Contact
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Office phone: 843.953.2025

Office location
326 Beatty Center

Office hours
Wednesday 1:30pm - 3:00pm
Thursday 11:00am - 12:30pm
Other times by appointment

Course Prerequisites
Junior standing

Readings
Required readings associated with each week will be provided via OAKS, and are listed below in this Syllabus. There is no textbook for this course. This course uses freely available digital materials rather than a traditional textbook. More information on such Open Educational Resources is provided towards the end of this Syllabus.

Course Description
This course examines theories and current trends in Internet marketing and information technology and teaches analytical skills with information systems, online marketing and social media management in the hospitality and tourism industry. It exposes the students to the dynamics of technological changes and how it significantly transforms this industry.

Course Objectives
• Understand how information technology is transforming hospitality and tourism businesses.
• Learn various information systems used in hotels, restaurants, and other hospitality and tourism organizations.
• Obtain hands-on skills with current technologies used in hospitality and tourism businesses.
• Understand the ethical, social and legal issues related to technology in hospitality and tourism businesses.
• Improve computer skills through assignments with various software and programs.
Professor’s policies

COMMUNICATION WITH PROFESSOR
- Let the instructor know as early as possible if you are struggling with class work, if you need further clarification on something, if you think you will be unable to meet a deadline, etc.

OAKS
- Students are responsible for checking OAKS regularly and staying updated on course communications. OAKS is the tool through which course communications will be made.
- You are strongly urged to set up OAKS notifications. A video tutorial showing how to do this can be found here: https://blogs.cofc.edu/ltltutorials/2014/04/04/oaks-notifications-setting-up-your-notifications/.

EMAIL
- All email communication should be sent to the instructor at guttentagda@cofc.edu.
- Students must write from their CofC email accounts.
- The instructor will respond to all correspondence within two business days.
- When corresponding with the instructor, please use formal, professional language. For example, a message should not begin “Hey you” or include text message-style shorthand.

ABSENCES
- If you have an excusable absence (e.g., illness), as soon as possible please inform the instructor and submit any necessary documentation to the Absence Memo Office (http://victimservices.cofc.edu/absence-memo/index.php). Students must submit this documentation within one week of returning to school.

CLASSROOM BEHAVIOR
- Come to class prepared, having read the material assigned for each unit.
- Actively participate in class discussions and activities.
- Do not eat noisy or smelly food in the classroom.
- Respect others in the classroom and value their opinions, even if they differ from your own. The classroom is a place for productive, civil, and open dialogue. Students making hateful or inflammatory comments meant simply to provoke will be asked to leave the classroom. Critique ideas, rather than the people who hold them. Allow everybody an opportunity to talk.

CLASSROOM TECHNOLOGY
- Be responsible, considerate, and respectful (to yourself, your classmates, and your instructor) in your use of electronic devices. If you are using technology inappropriately, you will be asked to turn off your device and may be asked to leave the classroom.
- Set cell phones to vibrate, and if you must take a call then please leave the room.
- No video recording of lectures.
## Course schedule (subject to change)

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic/Event</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Tue, Aug 20</td>
<td>Course Intro</td>
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<tr>
<td></td>
<td>Thu, Aug 22</td>
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<tr>
<td>2</td>
<td>Tue, Aug 27</td>
<td>Tourism technologies and innovation</td>
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<td></td>
<td>Thu, Aug 29</td>
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<tr>
<td>3</td>
<td>Tue, Sep 3</td>
<td></td>
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<tr>
<td></td>
<td>Thu, Sep 5</td>
<td>The internet and tourism</td>
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<tr>
<td>4</td>
<td>Tue, Sep 10</td>
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<tr>
<td></td>
<td>Thu, Sep 12</td>
<td></td>
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<tr>
<td>5</td>
<td>Tue, Sep 17</td>
<td><strong>Exam 1</strong></td>
</tr>
<tr>
<td></td>
<td>Thu, Sep 19</td>
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<tr>
<td>6</td>
<td>Tue, Sep 24</td>
<td>Data analytics in tourism</td>
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<tr>
<td></td>
<td>Thu, Sep 26</td>
<td></td>
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<tr>
<td>7</td>
<td>Tue, Oct 1</td>
<td></td>
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<tr>
<td></td>
<td>Thu, Oct 3</td>
<td>Data analytics in tourism (cont.)</td>
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<td>8</td>
<td>Tue, Oct 8</td>
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<td></td>
<td>Thu, Oct 10</td>
<td><strong>Exam 2</strong></td>
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<tr>
<td>9</td>
<td>Tue, Oct 15</td>
<td>FALL BREAK</td>
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<td></td>
<td>Thu, Oct 17</td>
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<td>10</td>
<td>Tue, Oct 22</td>
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<tr>
<td></td>
<td>Thu, Oct 24</td>
<td><strong>Exam 2</strong></td>
</tr>
<tr>
<td>11</td>
<td>Tue, Oct 29</td>
<td>Tourism data security</td>
</tr>
<tr>
<td></td>
<td>Thu, Oct 31</td>
<td>The sharing economy</td>
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<tr>
<td>12</td>
<td>Tue, Nov 5</td>
<td></td>
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<tr>
<td></td>
<td>Thu, Nov 7</td>
<td>Mobile tourism and social media</td>
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<td>13</td>
<td>Tue, Nov 12</td>
<td></td>
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<td></td>
<td>Thu, Nov 14</td>
<td>The future of tourism technology</td>
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<tr>
<td>14</td>
<td>Tue, Nov 19</td>
<td></td>
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<tr>
<td></td>
<td>Thu, Nov 21</td>
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<tr>
<td>15</td>
<td>Tue, Nov 26</td>
<td>THANKSGIVING</td>
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<td></td>
<td>Thu, Nov 28</td>
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*Notes: Exam 3 will be a take-home exam.*
Readings [all readings are available via OAKS]

Week 1 (Aug 20, 22): History of tourism technology


Week 2 (Aug 27, 29): Innovation and hospitality technology


Week 3 (Sep 3, 5): OTAs and eWOM


Week 4 (Sep 10, 12): The internet and websites


Week 5 (Sep 17, 19): Search engine marketing


Week 6 (Sep 24, 26): Excel and data analytics


Week 7 (Oct 1, 3): Excel and data analytics II


Week 8 (Oct 8, 10): Data visualization


**Week 9 (Oct 15, 17): Segmentation**


**Week 10 (Oct 22, 24): Advanced data analysis**


**Week 11 (Oct 29, 31): Data security and privacy**


**Week 12 (Nov 5, 7): The sharing economy**


**Week 13 (Nov 12, 14): Mobile tourism and social media**


**Week 14 (Nov 19, 21): Future of tourism**


**Week 15 (Nov 26, 28): [No readings]**
### Course evaluation

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Assignments</td>
<td>17.5%</td>
</tr>
<tr>
<td>Exam 1</td>
<td>15.0%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>15.0%</td>
</tr>
<tr>
<td>Exam 3</td>
<td>15.0%</td>
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<tr>
<td>Project 1</td>
<td>12.5%</td>
</tr>
<tr>
<td>Project 2</td>
<td>12.5%</td>
</tr>
<tr>
<td>Project 3</td>
<td>12.5%</td>
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**Assignments**

Throughout the term, students will complete assignments, sometimes as homework and sometimes in class. The focus of these assignments will be on critically thinking about and applying the knowledge that has been learned. These assignments will be graded with a focus on assessing a student’s effort and whether the student has demonstrated a general understanding of the material. Those assignments which are conducted in class must be completed in class (excluding excused absences). The assignments will be graded on a ten-point scale as follows, and the lowest grade from the semester will be dropped:

- 10: Excellent effort and demonstration of concept mastery
- 8-9: Good or very good effort and demonstration of concept mastery
- 6-7: Poor or very poor effort and demonstration of concept mastery
- 0-5: Not completed, or minimal effort or demonstration of concept mastery

**Exams**

Three exams will be held throughout the term – two in class and one at home. The in-class exam dates can be found on the Course Schedule located in this Syllabus. Exam 1 will consist primarily of multiple choice and short / semi-short answer questions related to the material that is covered in the preceding section of the course. Exam 2 will have two components – one that is similar to Exam 1, and a second component in which students must demonstrate their mastery of various Excel techniques. Exam 3 is a take-home exam that will involve short-answer and short essay questions in which students apply their learnings from the course, with a focus on units covered after Exam 2.

Exam questions may relate to any and all material that has been covered, including lectures, readings, class discussions, and guest talks. Note that, with regards to readings and guest speakers, exam questions will focus on top-level topics and themes, not minor details.

**Projects**

Three individual projects will be assigned during the term. These projects will involve analyzing and applying the knowledge that has been learned in the course. Further information regarding the projects, including the official due dates, will be posted on OAKS in due course.
Grade scale

A: 96-100
A-: 90-95
B+: 87-89
B: 83-86
B-: 80-82
C+: 77-79
C: 73-76
C-: 70-72
D+: 67-69
D: 63-66
D-: 60-62
F: 59 and below

School of Business learning goals

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will students know and be able to do when they complete the course?</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
</tr>
<tr>
<td>COMMUNICATION SKILLS: Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.</td>
<td>Students will create various marketing and management products, such as a professional website and a business intelligence dashboard. In doing so, students must consider their audience and develop the tools in a way that is professional, engaging, and effective.</td>
</tr>
<tr>
<td>INTELLECTUAL INNOVATION AND CREATIVITY: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.</td>
<td>Students will use their creativity to develop digital marketing tools (e.g., a website and a social media feed) for a hypothetical hospitality/tourism enterprise.</td>
</tr>
<tr>
<td>GLOBAL CIVIC RESPONSIBILITY: Students identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students integrate knowledge and skills in addressing these issues.</td>
<td>Questions related to the ethics of digital privacy and tracking will be critically examined during the course.</td>
</tr>
</tbody>
</table>
SYNTHESIS: Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings, in the completion of complex and comprehensive tasks.

Tourism is inherently a multi-disciplinary subject, and students will be exposed to topics related to management, marketing, communications, etc. As part of all graded assignments, students must demonstrate an ability to draw on knowledge from multiple disciplines.

QUANTITATIVE FLUENCY: Students will demonstrate competency in logical reasoning and data analysis skills.

A significant portion of the course is devoted towards students developing their Excel abilities, learning to use Excel for quantitative analysis, and conceptually learning about various data analysis techniques.

Center for Student Learning
I encourage you to utilize the Center for Student Learning’s (CSL) academic support services for assistance in study strategies and course content. They offer tutoring, Supplemental Instruction, study skills appointments, and workshops. Students of all abilities have become more successful using these programs throughout their academic career and the services are available to you at no additional cost. For more information regarding these services please visit the CSL website at http://csl.cofc.edu or call (843)953-5635.

Writing Lab
I encourage you to take advantage of the Writing Lab in the Center for Student Learning (Addlestone Library, first floor). Trained writing consultants can help with writing for all courses; they offer one-to-one consultations that address everything from brainstorming and developing ideas to crafting strong sentences and documenting sources. For more information, please call 843.953.5635 or visit http://csl.cofc.edu/labs/writing-lab/

Attendance Policy
Because class attendance is crucial for any course, students are expected to attend all classes. Participation in college-sponsored activities, where students are official representatives of the College of Charleston, may result in absence(s). I will recognize absences in which students are official representatives of the College of Charleston (such as intercollegiate academic or athletic team competition, or academic program sanctioned research presentation or artistic performance) as excused. I will make a reasonable accommodation for formal graded work (such as exams, presentations, papers) when a student misses class for an event at which s/he is an official representative of the College of Charleston. Examples of reasonable accommodations might include: rescheduling an exam, altering presentation times, or flexibility in assignment submission dates. Students are required to submit documentation of their College representation related commitment from the appropriate College authority at least one week prior to the scheduled absence in order to be eligible for reasonable accommodations by the instructor. Regardless of any accommodation granted, students are responsible for satisfying all academic objectives,
requirements, and prerequisites as defined by the instructor and the College. I will ascertain whether both excused and unexcused absences count in determining the basis for a grade of “WA,” which stands for “withdrawn excessive absences” and is equivalent to a failing grade. In the case of this course five absences may lead to a “WA” grade being assigned. If a student has more than the maximum allowed absences as defined in the course syllabus, the professor may assign a “WA.” Instructors are required to submit an electronic “WA” form (located in MyCharleston faculty tab) to the Registrar on or before the last meeting day of the class. The Registrar will then send an email notification to the student. The student is responsible for keeping personal addresses and contact information current through the Office of the Registrar. All students, whether absent or not, are responsible for all information disseminated in the course.

**College of Charleston Honor Code and Academic Integrity**

Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved.

Incidents where the instructor determines the student’s actions are related more to a misunderstanding will handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed both by the instructor and the student, will be forwarded to the Dean of Students and placed in the student’s file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the X to be expunged. The F is permanent. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration--working together without permission-- is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information via a cell phone or computer), copying from others’ exams, fabricating data, and giving unauthorized assistance.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

Students can find the complete Honor Code and all related processes in the Student Handbook at [http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php](http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php)
Disability Statement
The College will make reasonable accommodations for persons with documented disabilities. Students should apply at the Center for Disability Services / SNAP, located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations are responsibility for notifying me as soon as possible and for contacting me one week before accommodation is needed.

Weather closures
If the College of Charleston closes and members of the community are evacuated due to inclement weather, students are responsible for taking course materials with them in order to continue with course assignments consistent with instructions provided by faculty. In cases of extended periods of institution-wide closure where students have relocated, instructors may articulate a plan that allows for supplemental academic engagement despite these circumstances.

Open Educational Resources
This course uses digital course materials designed using Open Educational Resources (OER) (high-quality, openly licensed educational materials), rather than a traditional textbook. You can access all readings, videos, podcasts, etc. through the course site on OAKS. The course materials were created and assembled by the instructor with support from CofC’s OER Incentive Program. CofC is committed to student access and excellence. You will not have any additional cost for textbooks. Extra care and effort was involved to assure access to high-quality affordable materials. I am interested in your experience using these materials and welcome your feedback at any time during the course of this class.