

FOR 374: Tourism Information Technology Syllabus

Tuesdays, 6:00-7:15 pm and 7:30 to 8:45 pm
3 credits
Oregon State University – Cascades Campus

COURSE DESCRIPTION

This course covers the information technology needs of outdoor recreation and tourism businesses. The course will focus on the Internet and information technology as tools that influence outdoor recreation and tourism businesses. Emphasis is placed on providing a thorough understanding of how e-marketing, e-commerce and online information distribution are keys to commercial success. Students will develop, publish and present a tourism-related e-commerce newsletter, website, or powerpoint relating to a topic or company.

COURSE PRE-REQUISITES

There are no pre-requisites, but the following courses are recommended:

- CIS 235 Advanced Software Applications
- FOR 475 Hospitality and Tourism Marketing or BA 223 Marketing Principles

LEARNING OUTCOMES AND INSTRUCTIONAL OBJECTIVES

At the end of the course, students will be able to:

- Understand and discuss the impact of the Internet on the outdoor recreation and tourism (ORT) industry.
- Describe Internet connectivity (e.g., broadband, LAN, WAN, wireless).
- Explain the various Internet communication platforms.
- Explain and utilize the various types of e-commerce and e-marketing.
- Publish an effective e-newsletter and/or website.
- Use Google AdWords and Yahoo words to advertise and make a web site search engine-friendly.
- Take advantage of changing trends in tourism information technology.

REQUIRED MATERIALS AND/OR READINGS

The **required** text for this course is:

Zhou, Zongqing (2004) ***E-Commerce and Information Technology in Hospitality and Tourism*** New York: Delmar Learning. ISBN: 7668-4140-5

In addition, we will make extensive use of the Internet for class assignments.

CLASS PARTICIPATION

Each of our class sessions will be devoted to a combination of lectures, case discussions, class exercises, and group work. Every student is expected to come to class prepared and to actively participate in our learning environment.

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STUDENTS WITH DISABILITIES

Students with documented disabilities who may need special accommodation, who have any emergency medical information the instructor should know of, or who need special arrangements in the event of evacuation, should make an appointment with the instructor as early as possible – and no later than the first week of the term. If alternative testing is needed, the student should make the request at least one week in advance of the test. Students seeking accommodation should be registered with the Office of Services for Students with Disabilities.

ACADEMIC DISHONESTY AND CONDUCT

This course conforms to the Oregon State University Administrative Rules Relating to Student Conduct. Put simply, you are expected to do your own work. The following comes from OSU documents:

Academic Integrity – students are expected to be honest and ethical in their academic work.

Academic dishonesty is defined as an intentional act of deception in one of the following areas:

- cheating: use or attempted use of unauthorized materials, information or study aids
- fabrication: falsification or invention of any information
- assisting: helping another commit an act of academic dishonesty
- tampering: altering or interfering with evaluation instruments and documents
- plagiarism: representing the words or ideas of another person as one's own.

Example: you must write your project in your own words. “Cutting and pasting” blocks of text from other sources is considered plagiarism. Of course, you may quote from source material, but the quote must be brief (usually less than a paragraph), enclosed within quotation marks, and correctly cited in the text and in the reference section. Please ask in advance if you are uncertain regarding the appropriate use of material from other sources.

COURSE GRADING

1. Midterm Exam (20% of grade).

2. Final Exam (20% of grade).

3. Project (20% of grade). For this assignment, you will develop an e-commerce newsletter and present your creation to the class. See next page for project details

4. Class participation (20% of grade). You are expected to participate in class discussion – of the instructor's lectures, of class assignments, and of student presentations. Students who attend class, successfully discuss cases, and add to the class discussion with information from the text and outside reading will be given the full 20%.

5. Homework (20% of grade). Students who successfully complete homework will be allocated the full 20%. Homework is due on every Tuesday, before class begins. Late homework is not accepted. Homework is assigned every week.

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PROJECT: E-COMMERCE NEWSLETTER DEVELOPMENT, WEBSITE, OR POWERPOINT PRESENTATION

Overview

1. You will use what you learned in the text, lectures, and outside resources to build your presentation.
2. Grading will be based on content, grammar, spelling, visual quality (viewed via email and in class), originality and inclusion of key components.
3. You will use a Microsoft program to develop your project and presentation.
4. You will email your project to the class members and to the instructor.
5. You will make a presentation to the class.
6. All projects will be completed by XXX start of class.
7. This is NOT a team project.

Newsletter/Website/Powerpoint (75% of project value)

1. This is an original e-newsletter/website/powerpoint of your choosing.
2. Not all database or links need to function.
3. Projects will be at least 2 web pages but no more than 5 web pages (powerpoints need to be a minimum of 10 slides in length).
4. An outline of your project needs to be included in a separate document.

Sites to help you learn build an email

newsletter http://www.clickz.com/experts/em_mkt/em_mkt/

Presentation (25% of project value)

1. Spend about 10 minutes on your presentation, including a Q&A session at the end.
2. Tell us the following:
 - a. What is the purpose of the project?
 - b. Who is your intended audience for this project? (besides the class)
 - c. How do you hope to affect your readers?
 - d. How often do you need to update this to reach your objectives?
3. Explain your links and why you put them there.
4. Explain what you would change (add/delete) in the future.
5. Describe what you learned from completing this project.
6. Include your resources.

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Schedule (using Fall 06 term dates).

Week	Date		Topic	Homework
1	TU	Sept 19	Introduction and Syllabus Review/ Internet Overview	ZZ: Chapter 1 Pg 14 Review Questions: 1-10
			<i>Speaker: Video Streaming in Tourism</i>	
2	TU	Sept 26	Discuss: Case Asiatravelmart.com(pg 15) Other Topics:The Future of Online Travel & Web Bloggers	ZZ: Chapter 2 Pg 32 Review Questions: 2-18(even)
			Ch: 1 Homework Due	
3	TU	Oct 3	Discuss: Case Study: Commissions in the Hotel Industry: Agents For Change? (pg 29) Other Topics: How to Manage your Reputation Online & Percieved Value	ZZ: Chapter 3 Pg 54 Review Questions: 1-11 (odd)
			Ch: 2 Homework Due	
4	TU	Oct 10	Discuss: Case Study: American Airlines (pg 52) Other Topics: Looking and Booking online & Boomers online	ZZ: Chapter 4 Pg 75 Review Questions: 1-6
			Ch: 3 Homework Due	
5	TU	Oct 17	Midterm Exam	ZZ: Chapter 5 Pg 92 Review Questions: 1-11
			Ch: 4 Homework Due	
6	TU	Oct 24	Discuss: Case Study:Dr. Pepper/Seven Up, Inc. (pg 89) & Case Study: Sandals All-Inclusive Resort (pg 73) Other Topics: Third Party Customers and Social Networking Sites Used to Promote Travel	ZZ: Chapter 6 Pg 125 Review Questions:2-12 (even)
			Ch: 5 Homework Due	
7	TU	Oct 31	Discuss: Case Study: "America Loves New York" (pg 120) Other Topics: E-Mail Marketing & Webcentric Integrated Marketing	ZZ: Chapter 7 Pg 148 Review Questions: 1-7 (odd)
			Ch: 6 Homework Due	
8	TU	Nov 7	Discuss: Case Study: The Colony Beach and Tennis Resort (pg 146) Other Topics: Marketing to International Travelers & Interactive Video	ZZ: Chapter 8 Pg 171 Review Questions: 1-6

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			Ch: 7 Homework Due	
9	TU	Nov 14	Present Projects Discuss: Case Study: The Only Way to Travel, Inc. (pg 168) Other Topics: Using Humor to Hook Online Visitors	ZZ: Chapter 9 Pg 189 Review Questions: 4,10,11
			Ch: 8 Homework Due	
		Nov 21	Present Projects Discuss: Case Study: Major Airline Web Sties Take Flight with WevSideStory's Real-Time E-Business Interlligence Service (pg 188) Other Topics: Loyalty Programs and Toursim	ZZ: Chapter 10 Pg 207 Review Questions: 1,5,6,9
			Ch: 9 Homework Due	
10	TU	Nov 28	Discuss: Case Study: The Hotel Reservations Arena: An At-a-Glance View from Around the Globe (pg 202) Other Topics: The Future of Tourism and Technology	Review for Final
			Ch: 10 Homework Due	
11	TU	Dec 5	FINAL – 6:00-8:00	FINAL