University of North Texas
College of Merchandising, Hospitality, and Tourism
Department of Hospitality and Tourism Management
HMGT 5585   Smart Destination

1. Instructor Contact

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Class Meetings: Online   **Class Location**: Canvas

2. Course Description

Smart destination focuses on managing destination in the tourism and hospitality industry in a competitive manner through scientific data-driven methods. Smartness takes advantage of integrated technologies to process data in order to produce innovative services and products for destinations. Topics include big data, geopositioning, web and social media analytics, demand forecasting, benchmarking analysis, co-creation, and impact analysis.

3. Pre-requisites

There are no required prerequisites for this course.

4. Course Objectives

Upon successful completion of this course, the students will be able to:

- Explain the foundation and application of smart destination;
- Design and collect data from all possible sources regarding destination;
- Apply geopositioning and mobile technology in the tourism and hospitality industry;
- Learn how to use big data analytics to build an innovative destination;
- Explore Google analytics and reports;
- Analyze the wide variety of data to detect patterns of consumer behavior;
- Employ analytics tools in demand modeling and forecasting;
- Apply benchmarking analysis in the tourism and hospitality industry;
- Develop new products and services through co-creation;
- Evaluate economic, technical and social impacts of destination;
- Apply the concepts and techniques to real-world settings in the tourism and hospitality industry.

5. Required Materials

No textbook. Required materials & suggested readings are posted in each module on Canvas.

6. Technical Support

Student Helpdesk: Sage Hall 130; 940-565-2324; helpdesk@unt.edu

7. Technical Skill Requirements
Minimum technology skills for successful completion of this course include:
- ❖ Skills in using Microsoft Excel software
- ❖ Sending and receiving email
- ❖ Creating, sending, and receiving Microsoft Word documents
- ❖ Posting to discussion boards
- ❖ Opening and printing pdf files using free Adobe Acrobat Reader
- ❖ Navigating Canvas.

8. Netiquette
It is important for students to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and instructors. In an online class it is common for a very substantial portion of your grade to be a function of how well you perform in online discussion areas and other "classroom participation" activities. Your ability to clearly and properly communicate in an online class can be as important to your success as how you perform on multiple choice tests and written assignments.

These guidelines for online behavior and interaction are known as "netiquette". When communicating online, you should always:
- ❖ Treat instructor with respect, even in email or in any other online communication.
- ❖ Use clear and concise language. Be respective of readers' time and attention.
- ❖ Remember that all college level communication should have correct spelling and grammar.
- ❖ Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you".
- ❖ Use standard fonts such as Times New Roman and use a size 12 or 14 pt. font.
- ❖ Avoid using the caps lock feature AS IT CAN BE INTERPRETTED AS YELLING.
- ❖ Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or offensive.

9. Course Expectations
As the instructor in this course, I am responsible for:
- ❖ providing course materials that will assist and enhance your achievement of the stated course goals, guidance,
- ❖ answering any questions that you may have regarding this course,
- ❖ providing timely and helpful feedback within the stated guidelines, and
- ❖ assisting in maintaining a positive learning environment for everyone.

As a student in this course, you are responsible for:
- ❖ reading and completing all requirements of the course in a timely manner,
- ❖ working to remain attentive and engaged in the course and interact with your fellow students, and
- ❖ assisting in maintaining a positive learning environment for everyone.

10. Course Assessments

Measurements	Points
(1) Final Exam (A perspective article)	50 points
(2) Quizzes (105 questions @ 1 pts)	105 points

(3) Discussion Forum
    • Discussion 1 @ 5 pts
    • Discussion 2-5 @ 15 pts each
	65 points

(4) Individual assignments	180 points
Total	**400 points**

❖ **Grading Scale:**

    A = 360 – 400 points
    B = 320 – 359 points
    C = 280 – 319 points
    D = 240 – 279 points
    F =   0 – 239 points

❖ Any **late submission** will result in **a deduction of 10% of the grade per day**, including weekends (one letter grade down per day). Only submission via Canvas will be accepted; No email submission will be accepted.

❖ IMPORTANT: The instructor will not respond to students' requests for giving extra credits after posting final grades. No Late assignment will be allowed in pre-final and final weeks.

1) **Final Exam (50 points):** Final Exam will be a conceptual "perspective article" (1000-1500 words). You may pick any of the topics covered in lectures, readings, assignments, and discussions. You will have one week to complete the Final Exam and submit your papers on Canvas by **11:59pm on Wednesday of the final week**. Please refer to Perspective Article Rubrics for detailed requirements.

Final Exam will be submitted through Turnitin. Your **Turnitin similarity** report percentage must be **less than 25%**. If higher than or equal to 25%, you will automatically receive a **0** on final exam. **Self-plagiarism is NOT permitted.** https://guides.library.unt.edu/plagiarism/self

2) **Quizzes (105 points):** There are a total of 11 quizzes in class, one quiz for each module (except Module 6) plus a Syllabus Quiz. Each question is worth 1 point. Quizzes are online and must be finished in a set period. You have **TWO** attempts to take each quiz. Quiz for each module will be **close on Friday** of the module week and will **NOT** reopen. Please remember to take the quiz on time.

3) **Discussion Forum (65 points)**: There will be five discussion questions for you to answer on discussion forum. The first discussion question is self-introduction and worth 10 points. All other discussion questions are worth 15 points each. For each discussion questions, you are required to <u>post ONE discussion</u> and <u>respond to at least ONE</u> discussion (others' posts). Your initial discussion post must be posted by 11:59pm on **Thursday** of the module week. Your response(s) to others post(s) must be posted by 11:59pm on **Saturday** of the module week.

Discussion Forum points are earned according to the quality of the post. Please do not wait until the last day to post so that other classmates can benefit from your words of wisdom. When you answer the discussion questions, please stay on topic and incorporate your own knowledge and experiences. Please use proper netiquette. When you reply to others' posts, please don't use very simple sentences such as "I agree with her/him," "yes or no," or "Good/Great."

My role in the class is facilitator and observer in this online environment. As such, I generally do not participate in the online discussion boards. However, ongoing posts will be monitored by me throughout the semester to ensure that guidelines are followed.

<u>**Discussion Rubric**</u>:

Criteria	Points Available	Points Earned
Original Post (12 points total)		
Reference to learning materials Extensive use of reference and readings to support ideas. Refer to lecture video and readings. Enhanced vocabulary and application.	**3**	
Critical Thinking & Knowledge Addresses questions & provides clear insights. Evidence of high level analysis. Clear understanding of key concepts.	**3**	
Real-world Application Always use a hospitality/tourism business as an example to illustrate your arguments.	**4**	
Length & Mechanics Substantial paragraphs (<u>300-450 words</u>). Good grammar, well organized, logical ideas developed.	**2**	
Reply to Others' Posts (3 points total) Your thoughts/comments on others' posts (<u>at least 40 words</u>). Don't use very simple sentences such as "I agree with her/him," "yes or no," or "Good/Great."	**3**	
Total	**15**	

4) **Individual assignments (180 points):** There will be eight assignments throughout the semester. The rubric for each assignment is posted in Canvas assignment dropbox. Please submit assignments electronically by the due dates (see Canvas; assignments are submitted to Canvas **by 11:59pm** on the due date).

   ❖ Assignment 1 - Online survey design (24 pts)
   ❖ Assignment 2 - Google Analytics Certificate (30 pts)
   ❖ Assignment 3 - Word cloud (13 pts)
   ❖ Assignment 4 - Social media data analysis (30 pts)
   ❖ Assignment 5 - Data visualization (16 pts)
   ❖ Assignment 6 - Survey data analysis (32 pts)

❖ Assignment 7 - Time-series demand modeling (15 pts)
❖ Assignment 8 - LinkedIn Learning Certificate (20 pts)

All written assignments, including **Final Exam** will be submitted through **Turnitin**. Your **Turnitin similarity** report percentage must be **less than 25%**. If higher than or equal to 25%, you will automatically receive a **0** on the assignment or the final exam.

11. Course Schedule (The date under week is the Monday date)

Week Date	Topic	Activities/Assignments
Week 1 1/16	Introduction (Syllabus)	Syllabus Quiz Discussion One
Week 2 1/23	Module 1: Smart destination	Module 1 Quiz Discussion Two
Part I Technology		
Week 3 1/30	Module 2: Technology and consumer data collection	Module 2 Quiz
Week 4 2/6	Assignment 1 - Online survey design (Qualtrics)	Assignment 1
Week 5 2/13	Module 3: Geopositioning and mobile technology	Module 3 Quiz Discussion Three
Week 6 2/20	Module 4: Big data and analytics	Module 4 Quiz Discussion Four
Part II Innovation		
Week 7 2/27	Module 5: Co-creation and open innovation	Module 5 Quiz Discussion Five
Part III Analytics		
Week 8 3/6	Module 6: Google analytics	Assignment 2
Week 9 3/13	*Spring Break Have Fun!*	
Week 10 3/20	Module 7: Qualitative text analytics	Module 7 Quiz Assignment 3
Week 11 3/27	Assignment 4 - Social media data analysis	Assignment 4
Week 12 4/3	Module 8: Quantitative data analysis and visualization	Module 8 Quiz Assignment 5
Week 13 4/10	Assignment 6 - Survey data analysis	Assignment 6
Week 14 4/17	Module 9: Demand forecasting	Module 9 Quiz Assignment 7
Week 15 4/24	Module 10: Benchmarking analysis	Module 10 Quiz Assignment 8
Part IV Sustainability		

Week 16 5/1	Module 11: Impact analysis and stakeholder collaboration	Module 11 Quiz
Week 17 5/8	**Final Exam – Perspective Paper (Open on 5/4)**	**Due on 5/10**

12. CMHT Syllabus Policy Statements

Please download the separate "CMHT Syllabus Policies Spring 2023" document to view CMHT Syllabus Policy Statements.

13. Course Objective & Assessment Matching Table

Course Objective	Module Objective	Assessment
Explain the foundation and application of smart destination;	Explain the concept and definition of Smart Destination;	Module 1 Quiz
	Define the background of smart destination;	Module 1 Quiz
	Explain the foundations of smart destination;	Module 1 Quiz
	Evaluate the application of smart destination in your business.	Discussion 2
Design and collect data from all possible sources regarding destination;	Categorize different data types;	Module 2 Quiz
	Apply different data collection methods for different data types;	Module 2 Quiz
	Explain and apply different secondary data collection methods to collect consumer data for your business;	Assignment 2
	Explain and apply different primary data collection methods to collect consumer data for your business;	Assignment 1
	Evaluate the role of technology in data collection.	Assignment 1
Apply geopositioning and mobile technology in the tourism and hospitality industry;	Define what is geopositioning and mobile technology;	Module 3 Quiz
	Explain how geopositioning works;	Module 3 Quiz
	Apply geopositioning in smart destination management;	Discussion 3
	Compare mobile site with mobile applications;	Module 3 Quiz
	Evaluate how mobile applications can help improve visitor's experience in smart destination management;	Discussion 3
	Practice mobile analytics in your business.	Discussion 3
Learn how to use big data analytics to build an innovative destination;	Describe the definition and characteristics of Big Data;	Module 4 Quiz
	Explain the importance of big data to smart destination;	Module 4 Quiz
	Identify the five phases of big data business model maturation index;	Module 4 Quiz
	Classify and apply different big data analytic techniques.	Discussion 4
Explore Google analytics and reports;	Access Google Analytics Demo account;	Class Practice 1
	Explain different report groups in Google Analytics;	Module 5 Quiz
	Analyze visitors' profile and behavior on website using Google Analytics reports;	Module 5 Quiz
	Identify the areas of website that needs improvement.	Module 5 Quiz
Analyze the wide variety of data to detect patterns of consumer behavior;	Define what is textual analysis and coding process;	Module 6 Quiz
	Apply content analysis method in analyzing your customer data;	Assignment 2
	Explain network analysis and topic modeling methods in analyzing textual data;	Module 6 Quiz
	Display a large text data set using Word Cloud.	Class Practice 2
	Describe what is quantitative data analysis;	Module 7 Quiz
	Explain different types of quantitative data analysis methods and techniques;	Module 7 Quiz
	Apply quantitative data analysis methods in analyzing your customer data;	Assignment 3
	Create different data visualization charts using Excel.	Class Practice 3
Employ analytics tools in	Explain what is demand and how to measure demand;	Module 8 Quiz

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demand modeling and forecasting;	List factors that impact destination demand;	Module 8 Quiz
	Explain the two types of qualitative demand forecasting methods;	Module 8 Quiz
	Describe the three types of demand modeling;	Module 8 Quiz
	Apply time-series demand modeling in historical demand data.	Class Practice 4
Apply benchmarking analysis in the tourism and hospitality industry;	Define benchmarking analysis;	Module 9 Quiz
	Explain the pros and cons of benchmarking analysis;	Module 9 Quiz
	Identify the different types and approaches of benchmarking analysis;	Module 9 Quiz
	Summarize and apply the process of benchmarking analysis.	Discussion 5
Develop new products and services through co-creation;	Describe new customers today and the concept of co-creation and open innovation;	Module 10 Quiz
	Explain the four types of co-creation and illustrate with examples;	Discussion 6
	Apply different strategies to foster different types of co-creation;	Discussion 6
	Identify different levels of technology-facilitated co-creation;	Module 10 Quiz
	Compare closed innovation with open innovation;	Module 10 Quiz
	Recognize the four modes of open innovation;	Module 10 Quiz
	Develop different open innovation practices.	Discussion 6
Evaluate economic, technical and social impacts of destination;	Explains the economic, socio-cultural, and environmental impacts of destinations;	Module 11 Quiz
	Identifies both negative and positive impacts;	Module 11 Quiz
	Recognizes the importance of stakeholder collaboration on sustainable destination development;	Module 11 Quiz
	Apply impact analysis in real destination and suggest sustainable development practices.	Discussion 7
Apply the concepts and techniques to real-world settings in the tourism and hospitality industry.		Final Exam