

Department of Hospitality and Tourism Management

ANNUAL REPORT

May 16, 2005 – May 15, 2006

TEACHING

1. Total HTM Students: 236
 - a. HTM Majors: 165
 - b. Business Administration Majors with HTM Concentration: 35
 - c. HTM Minors: 36
 - d. Graduates: Fall Semester 9; Spring Semester: 24

2. All HTMT students required to complete an internship
 - a. 2005/06 Internships: 63
 - b. Fall 2006 Internships: 75; Spring 2007: 75 *Forecasted*
 - c. In addition, HTM majors are required to complete a 400 hour practicum work requirements prior to senior internship

3. Courses Taught (No. students)

	Fall	Spring
a. Introduction to HTM	225	167
b. HT Marketing	19	25
c. Hotel/Resort Mgt.	27	31
d. Service Operations Mgt.	30	24
e. Hospitality Sales	--	25
f. Restaurant Entrepreneurship	27	29
g. Conference Services Mgt.	40	25
h. Events Management	25	24
i. Strategic HT Mgt. (capstone)	13	27
j. Other HTM electives	25	27

4. Student Quality (Average SAT scores)
 - a. 1,132 HTMT Majors
 - b. 1,116 BADM Majors
 - c. 1,097 ACCT Majors
 - d. Number of graduates in 2005/06: fall semester 9; spring semester 23
 - i. 8 (25%) students graduated with Honors

SCHOLARSHIP and RESEARCH

I. Books

1. Rich McNeil and John Crotts (2005). *Selling hospitality: A situational approach*. Clifton Park, N.Y.: Delmar/Thompson Publishing.

II. Chapters in Books

2. Goldman, Heather M. and Crotts, John C. (2006) "Applied Marketing and Sales of Hospitality and Tourism Services." Hospitality & Tourism. Ed. Robert A. Brymer. Dubuque, IA: Kendall/Hunt.
3. Pan, B., & Fesenmaier, D.R. (2006). Travel information search on the Internet and the implications for designing travel recommendation systems. In D.R. Fesenmaier, H. Werthner & K. W. Wöber. (Eds.), Travel destination recommendation systems: Behavioral foundations and applications. Oxfordshire: CABI publishing.
4. Pan, B., Walker, K., Gay, G., & Saylor, J. (2006). Learning objects in classrooms. In Alex Koohang & Keith Harman, Eds., Learning Object Applications & Future Directions. Informing Science Institute.
5. Pan, B. & Hembrooke, H. (2005). User-centered design for KMODDL digital library. In Hans Schuttenbeld, Eds., User Centered Design Works: IOP Human-Machine Interaction.

III. Journal Articles (Refereed)

6. Frash Jr., R., Binkley, M., Almanza, B., & Nelson, D. L. (2006). Transfer of Training Efficacy in U.S. Food Safety Accreditation. *The Journal of Culinary Science and Technology*, 5(2-3), 7-47, (in press).
7. Litvin, S.W. and MacLaurin, T. (2006), "Looking for the Right Stuff: Selecting Students for an Oversubscribed HTM Program", *Journal of Teaching in Travel & Tourism*, Vol. 4 (4): 37-45. (Reported in 2005 as accepted, pending publication.)
8. Blose, J.E. and Litvin, S.W. (pending publication), "Social Values and Restaurant Patronage," *Tourism Research International*, scheduled Vol. 8 (4): 311-321. (Reported in 2005 as accepted, pending publication.)
9. Litvin, S.W., Blose, J.E. and Laird, S.T. (2005), "Tourist Use of Restaurant Web-pages: Is the Internet a Critical Marketing Tool?" *Journal of Vacation Marketing* Vol. 11 (2): 155-161. (Reported in 2005 as accepted, pending publication.)
10. Litvin, S.W. (2005), "Streetscape Improvements in an Historic City: A Second Visit to King Street, Charleston, South Carolina, *Tourism Management*, Vol. 26 (3): 421-429. (Reported in 2005 as accepted, pending publication.)
11. Litvin, S.W. (pending publication). "Revisiting Plog's Model of Allocentricity and Psychocentricity ...One More Time" Accepted for publication by the *Cornell Hotel and Restaurant Quarterly*.
12. Litvin, S.W., Crotts, J.C., Blackwell, C. and Styles, A. (pending publication). "Expenditures of Accommodations Tax Revenue: A South Carolina Study." Accepted for publication by the *Journal of Travel Research*.
13. Litvin, S.W. and Fetter, E. (2006). "Can a Festival be too Successful? A Review of Spoleto, USA." *International Journal of Contemporary Hospitality Management*, scheduled for Vol. 18 (1): 41-49.

14. Blackwell, C., Crotts, J.C., Litvin, S.W. and Styles, A. (2006). "Local Government Compliance with Earmarked Tax Regulation." *Public Finance Review*, Vol. 34 (2): 212-228.
15. Jack Kivela and John Crotts (in print – 2006). Tourism and Gastronomy: Gastronomy's Influence on How Tourists Experience a Destination. *Journal of Hospitality and Tourism Research*, Vol. 30 (3).
16. Jack Kivela and John Crotts (in print – 2006). Understanding customers' dining experiences through narration. *Journal of Culinary Science and Technology*.
17. John Crotts, Duncan Dickson and Robert Ford (2005). Auditing organizational alignment for guest service excellence. *Academy of Management Education*, Vol 19 (3), 54-68.
18. Calvin Blackwell, John Crotts, Steve Litvin and Allan Styles (2006). An application of gaming theory in local government use of accommodation taxes. *Public Finance Review*. Vol 34 (2)212-228.
19. Peter Tse and John Crotts (2005). Antecedents of Novelty Seeking Among International Visitors: Hong Kong's Visitors' Propensity to Experiment with Culinary Traditions. *Tourism Management*, Vol. 26, 965-968.
20. Pan, B, Gay, G.K., Saylor, J., Hembrooke, H. (in press). One digital library, two undergraduate classes, and four learning modules: Uses of a digital library in classrooms. To appear in *Journal of American Society for Information Science and Technology*.
21. Lorigo, L., Pan, B., Hembrooke, H., Joachims, T., Granka, L., & Gay, G. (2006). How users Google: User, task and sequence patterns. *Information Processing and Management*.
22. Pan, B., & Fesenmaier, D.R. (2006). Online information search and trip planning process. In *Annals of Tourism Research*.

IV. Research Articles Under Peer Review

23. Pan, B., MacLaurin, T., & Crotts, J. (under review). Travel blogs and the implications for destination marketing. Submitted to *Journal of Travel Research*, Special Issue on Destination Marketing
24. Litvin, S.W., Pan, B., & Goldsmith, R.E. (under review). Electronic Word-of-Mouth in hospitality and tourism management, Submitted to *Tourism Management*.
25. Joachims, T., Granka, L., Pan, B., Hembrooke, H., Radlinski, F., & Gay, G. (under review). Evaluating the accuracy of implicit feedback from clicks and query reformulations in Web Search. *IEEE Transactions on Information Systems*.
26. Hembrooke, H., Pan, B., Joachims, T., Gay, G., & Granka, L. (under review). In Google we trust: Users' decisions on rank, position and relevancy. Submitted to *Journal of Computer-Mediated Communication*, special issues on The Social, Political, Economic and Cultural Dimensions of Search Engines.

V. Conference Presentations

27. Frash Jr., R., Binkley, M., Almanza, B., & Nelson, D. L. (2005). Transfer of Food Safety Certification. Paper presented at the 2005 Annual Conference: Architecting the Future of Tourism Education, Chicago.
28. Aziz, Abdul, Norrris, Jamie, Goldman, Heather M., Olsen, Nils. (2006) "Facets of Type A Personality and Pay Increase among the Employees of Fast Food Restaurants." Proceedings of the Society of Advancement of Management Conference; 2006 April 6-9; Orlando, FL.
29. Crotts, J. (2005). Bridging Academia with Industry Research Needs: The Case of the Hospitality Performance Index at the 2005 Annual Conference: Architecting the Future of Tourism Education, Chicago.
30. Pan, B., & Litvin, S. (accepted). Real users, real trips, and real queries: An analysis of destination search on a search engine. Annual Conference of Travel and Tourism Research Association (TTRA 2006), Dublin, Ireland.
31. Crotts, J., Pan, B., & Dimitry, C. (accepted). Hospitality Performance Index: A case study of developing an Internet-based competitive analysis and benchmarking tool for hospitality industry. Annual Conference of Travel and Tourism Research Association (TTRA 2006), Dublin, Ireland.

VI. Other Scholarship

32. Goldman, Heather M. (2006). Book Review of The Growth Strategies of Hotel Chains by Onofre Martorell Cunill. New York: Haworth.

VII. Research Contributions to Industry

33. The economic and social contributions of the Patriot's Point Authority. SC Patriots Point Authority.
34. Seabrook Island Homeowner Association Survey.
35. Co-Invented and launched the Hospitality Performance Index – an internet based financial performance benchmarking system being adopted by all convention and visitor bureaus in South Carolina.
36. Charleston Area Paid Attraction Visitorship, Summer 2005 Study, prepared for the Charleston Area Convention and Visitors Bureau.
37. The State (Columbia, SC), September 9, 2005 op-ed, "The Long Term Damage to New Orleans' Tourism Industry."
38. Analysis of travel blogs on Charleston, South Carolina
39. Developing and Evaluating a GPS-Enabled Electronic Charleston Tour Guide
40. Attraction intercept and economic impact survey of visitors to Charleston area, 2005
41. Attraction intercept and economic impact survey of visitors to Charleston area, 2006
42. Visitor inquiry online survey of Charleston, SC, 2006
43. Online survey research for the first Charleston Food and Wine Festival, 2006

44. Economic impact study of North Charleston convention center, 2005
45. Economic Impact Study of PGA 2012 Championship Tour in Kiawah Island
46. Economic impact study of the 2007 senior PGA championship in Kiawah Island
47. Economic Impact Study of 2006 National Governors Association Annual Meeting
48. Application for teaching grant in design a management game
49. 2006 SC Saltwater Fishing and Economic Impact Survey
50. Analysis of the pre-test of 2005 South Carolina marine Artificial reef usage and economic impact survey
51. Economic contribution of Kiawah Island to the economy of Charleston County
52. The economic and social consequences of the patriots point authority
53. Profile study of visitors to the Taste of Charleston
54. Annual economic impact study of Charleston
55. Analysis of new convention centers in North America
56. A conceptual framework of electronic Word-of-
57. Analysis of search queries on a search engine
58. Conceptual framework for information search and navigation on the Internet
59. Designing trustable web sites for different cultures
60. Credibility of online blog study
61. West Ashley restaurant preference survey
62. Coordination of the Design of South Carolina Restaurant Association web site
63. Smoking policy survey study for the South Carolina Restaurant Association

Service to the Industry

63. Hospitality Performance Index- This internet based system designed to provide the owners and operators of the regions commercial lodging facilities a means to compare property's performance with aggregates of others in ones competitive set on a variety of performance matrices. Currently we represent well over half the rooms in the Greater Charleston area. The Attractions HPI and the Restaurant HPI are coming soon. In addition the system has been adopted by Anderson CVB, Spartanburg CVB and Columbia CVB.
64. Board Member of the first annual Charleston Food & Wine Festival. Met a \$1.2 million budget through ticket sales and sponsors.
65. Chair, City of Charleston Sub-Committee on Cruise Industry Management. (Appointment by Charleston City Council).
66. Hospitality leadership Development Institute (25 industry sponsored participants)

67. Continuing Education- Sessions available throughout the year and are open to various levels of employment. Classes range from ½ day to 2 day courses.
- a. Conflict Management (September 2006)
 - b. Time Management (August 2006)
 - c. Strategic Selling (8 participants)
 - d. Negotiations (August 2006)
 - e. Presentation Skills (November 2006)
 - f. Running Effective Meetings (December 2006)
 - g. Basic Accounting (TBD)
 - h. Revenue & Yield Management (TBD)
 - i. Customer Service/Handlingirate Guests (TBD)
 - j. Charleston School of Protocol and Etiquette (15-20 participants in Fall session. Spring session starting April 2006)

VISIBILITY

68. Hosted the Research Fellows Dinner for the Academy of Management.
69. HTM faculty serve on the editorial board of
70. Editorial Review Board Member:
- a. Journal of Travel Research
 - b. Journal of Travel Marketing
 - c. International Journal of Contemporary Hospitality Management
 - d. Tourism Review
 - e. Journal of Travel and Tourism Marketing
 - f. Scandinavian Journal of Hospitality and Tourism Management
 - g. Journal of Hospitality and Tourism.

Revenue/Gift-Giving (New)

- a. Obtained an annual commitment of a \$1,000 for a scholarship from SMG.
- b. Annual commitment of \$40,000 from CACVB for Office of Tourism Analysis to conduct the regions tourism research.

SERVICE

College/ School

71. Chair, Faculty Committee for Institutional Effectiveness (Elected by faculty; standing College-wide committee).
72. Co-chair, College of Charleston SACS Accreditation Sub-Committee on Assessment (Appointment of President).
73. Member, College of Charleston SACS Accreditation Committee (Appointment of Provost).
74. Book Review Editor: International Journal of Contemporary Hospitality Management

75. Member, SBE Student Development Committee
76. Member, SBE Scholarship Review Committee
77. Member, College of Charleston's Campus Internship Committee
78. Member, College of Charleston's Undergraduate Research Committee
79. Member, SOBE Curriculum Committee
80. Member, College of Charleston's Undergraduate Research Committee
81. Technology Committee of the School of Business and Economics

Community

82. Chair, City of Charleston Sub-Committee on Cruise Industry Management. (Appointment by Charleston City Council).
83. Volunteer, Crisis Ministries
84. Volunteer, Historic Charleston Foundation
85. Member, Greater Charleston Restaurant Association
86. Member, Greater Charleston Restaurant Association
87. Member, Charleston Travel Council