

BRL301_1: Technology and the Tourism Industry Course Manual for Fall 2020

Mondays from 12:15 to 16:00 Online

***subject to change pending revisions on August 14, 2020**

Course Overview: This unit focuses on how technology has changed and will continue to change the tourism industry. The course examines digitalization and technological innovations and their effects on tourists, tourism businesses, tourism destinations, and the society we live in. We approach technology as a tool to develop new business models, create customer value, and increase performance of the industry. Understanding of digital channels in tourism marketing and distribution is developed as well as the possibilities to enhance customer experience. Finally, sustainable tourism development and the role of technology in it is studied. **Learn more at:** https://www.uis.no/studies/study-courses/?code=BRL301_1&path=en.

Course Materials: Class materials (including literature and course supply lists) are available at the Learning Management System that UiS uses called Canvas at <https://stavanger.instructure.com> and/or on my teaching website at www.monaanitaolsen.com/teaching.

Course Schedule/Enrollment/Weighting/Method: This course is held during the fall 2020 semester. Full week assignments and the course schedule will release on the Learning Management System. No prerequisites. ECTS10. This course will be delivered online in a hybrid format including both synchronous (five sessions on Zoom) and asynchronous instruction. The synchronous dates will be posted by the start of the first class. The course content will be delivered over an eight-week period. Internet access is required. The course will be delivered in English.



Learning Outcomes: Upon completion of this course, the candidate shall have the following:

Knowledge

- Have knowledge on how tourists use digital channels to compare and choose destinations and tourism and hospitality businesses.
- Have insight in how tourism business can plan their digital marketing to match potential tourists' needs and wants.
- Have knowledge of the role of technology in developing and marketing tourism destination on national and regional level.
- Have knowledge of the critical role of technology in developing tourism in a sustainable way.

Skills

- Can plan and utilize the use of digital marketing channels to promote tourism businesses and destinations.
- Can use digital solutions to measure and manage tourists' experiences.
- Can choose correct digital marketing and distribution channels based on their impact on business development.

General competence

- Be able to measure and manage digital marketing and distribution in tourism and hospitality.
- Be able to choose correct digital tools and applications to solve technology related business development problems.
- Have an understanding of the role of technology in modern society and the principles of technological use and adoption.



Faculty: Mona Anita Olsen, Ph.D.

Contact Information: mona.a.olsen@uis.no (email is the best way to contact me)

Office hours: By appointment. Request an appointment at www.monaanitaolsen.com.

Mona Anita K. Olsen is the creator of [Yogibana \(weaving Yoga + Ikebana in 12 steps\)](#) and founder of [Innovation Barn AS](#), currently bringing [Route 8 Flow](#) to Farsund. She serves as an Associate Professor of Entrepreneurship (Førsteamanuensis i Entreprenørskap) at the [University of Stavanger \(UiS\) in the Norwegian School of Hotel Management](#) and a University Lecturer (Universitetslektor) at the [University of Southeastern Norway \(USN\) in the School of Business in the Department of Business and IT](#).

Olsen holds a Bachelor of Science with Distinction (Hotel Management) from Cornell University, a Masters (Management of Information Technology) from the University of Virginia, and a PhD (Education) from George Mason University. Olsen is a certified Sogetsu Ikebana and Yoga (C-HYI) Instructor. Full bio at www.monaanitaolsen.com.

Inclusivity Statement:

- I understand that our members represent a rich variety of backgrounds and perspectives. I am committed to providing an atmosphere for learning that respects diversity. While working together to build this community we ask all members to:
 - Share their unique experiences, values and beliefs;
 - Be open to the views of others;
 - Honor the uniqueness of their colleagues;
 - Appreciate the opportunity that we must learn from each other in this community;
 - Value each other's opinions and communicate in a respectful manner;
 - Keep confidential discussions that the community has of a personal (or professional) nature; and
 - Use this opportunity together to discuss ways in which we can create an inclusive environment in this course and across the UiS community.



Policies:

- Each student is expected to fully abide by the ethical guidelines for students at UiS. Familiarize yourself and precisely follow the ethical guidelines at <https://student.uis.no/academic-matters/ethical-guidelines/>.
 - **All outside assistance should be acknowledged** and the student's academic position truthfully reported always. If you use outside assistance, cite with APA citation.
- I am available to discuss appropriate academic accommodations that may be required for students with disabilities.

Evaluation Methods:

You can obtain up to 1,000 points which is based on your performance on your Course Portfolio and Quizzes. All evaluation will be done on Canvas. Dates are posted on Canvas. Plan accordingly.

Course portfolio 3/5 A - F

Quizzes 2/5 A - F

*Note: Course Portfolio will encompass two sections—including two case study reviews and a term paper submitted individually that total 3/5 of the final grade for the course. In case of a re-sit exam, the student must retake the complete portfolio folder with the two sections.

*Note: The grading scale for the course (<https://student.uis.no/examination/grading/grading-system/>) can be found here:

Grade	Points
A	900-1000
B	800-899
C	700-799
D	600-699
E	500-599
F	Under 500

If you have a concern about a grade in the course, explain it *in writing* using the Grade Change Request Consideration Online Form at www.monaanitaolsen.com/teaching **within one week** of the grade being posted, in order to be considered. Requests filed after one week of the grade being posted **will not** be considered. I do not accept late work. I suggest you submit as much as you have completed by the submission time in order to get partial points. Anything submitted after the submission time will not be graded.



I have received the course manual for Fall 2020 for BRL301_1: Technology and the Tourism Industry and reviewed the course manual in full.

I acknowledge understanding of the course manual in full.

Printed Name: _____

Signature: _____

Date: _____



Standard Release

I am hereby granted the right to record and use, to the extent that it desires, any images (including, but not limited to: visual images, graphics, spoken word, vocal or instrumental music/sound effects) or activity in which I (or my establishment/organization) have taken part on behalf of myself, UiS and/or its representatives. Recording methods and distribution media may include, but are not limited to: videotape, audiotape, motion picture film, still photographs (analog or digital), DVD, CD or web pages. I further understand that this authorization shall extend to their grantees, lessees or licensees in perpetuity.

Event: Mona Anita Olsen Lecture and Classes

Signature

Date

Please Print

Address
