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)

<table>
<thead>
<tr>
<th>Course</th>
<th>Fall</th>
<th>Spring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to HTM</td>
<td>225</td>
<td>167</td>
</tr>
<tr>
<td>HT Marketing</td>
<td>19</td>
<td>25</td>
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<tr>
<td>Hotel/Resort Mgt.</td>
<td>27</td>
<td>31</td>
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<tr>
<td>Service Operations Mgt.</td>
<td>30</td>
<td>24</td>
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<tr>
<td>Hospitality Sales</td>
<td>--</td>
<td>25</td>
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<tr>
<td>Restaurant Entrepreneurship</td>
<td>27</td>
<td>29</td>
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<tr>
<td>Conference Services Mgt.</td>
<td>40</td>
<td>25</td>
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<tr>
<td>Events Management</td>
<td>25</td>
<td>24</td>
</tr>
<tr>
<td>Strategic HT Mgt. (capstone)</td>
<td>13</td>
<td>27</td>
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<tr>
<td>Other HTM electives</td>
<td>25</td>
<td>27</td>
</tr>
</tbody>
</table>

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

II. Chapters in Books


III. Journal Articles (Refereed)


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


V. Conference Presentations

VI. Other Scholarship

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.
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/Handling Irate 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).
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