

12.2_H

Original text

Successfully integrating technology across an operation makes it easier to run a tourism business. Organizations big and small often now depend on social media to promote their services, on search engine optimization to be found by the potential customer, and on big data to understand the market and react to its trends. But despite the fact that IT systems have become more and more complex, travelling has never been easier. Go to any travel site these days and you will be offered the opportunity to book hotels, flights, cars, catering and entertainment, creating exactly the experience you want – demonstrating that integration of information technology tools is paramount to travel organizations.

Student text

As Hitchins (2019) explains that successfully integrating technology ... makes it easier to run a tourism business. Many organizations of all sizes now rely on social media, search engine optimization and big data to understand the market, promote their services and communicate with customers and business partners.

According to Hitchins, he says that almost all travel sites now enable customers to plan their holiday from A to Z and demonstrating that integration of information technology tools is paramount to travel organizations.

12.2_H Model answers

Original text	Student text	Corrected student text	Comments
Successfully integrating technology across an operation makes it easier to run a tourism business.	As Hitchins (2019) explains that successfully integrating technology ... makes it easier to run a tourism business.	As Hitchins (2019) explains, 'Successfully integrating technology ... makes it easier to run a tourism business' (p. 39).	- Note the grammar here. Use either: <i>As Hitchins explains ...</i> <i>Hitchins explains that ...</i> - The words which are the same as the original need quotation marks. - Some words have been left out. Where this happens three dots are used to signify an omission. It is important that a quote is exactly the same as the original. Any changes (such as omitting words) need to be clearly shown.
Organizations big and small often now depend on social media to promote their services, on search engine optimization to be found by the potential customer, and on big data to understand the market and react to its trends.	Many organizations of all sizes now rely on social media, search engine optimization and big data to understand the market, promote their services and communicate with customers and business partners.	–	This sentence is fine. Note that much of the information here has been paraphrased – which is the better option for information.
Go to any travel site these days and you will be offered the opportunity to book hotels, flights, cars, catering and entertainment, creating exactly the experience you want – demonstrating that integration of information technology tools is paramount to travel organizations.	According to Hitchins, he says that almost all travel sites now enable customers to plan their holiday from A to Z and demonstrating that integration of information technology tools is paramount to travel organizations.	Hitchins (2019) further points out that almost all travel sites now enable customers to plan their holiday from A to Z, 'demonstrating that integration of information technology tools is paramount to travel organizations.' (p. 39).	- When continuing to refer to a source you can use <i>further</i> or <i>also</i> or other similar words; <i>says</i> is not a good choice of information introductory verb since it is too informal. You do not need <i>according to</i> as well as a verb of saying. - It is important to make a quotation fit the grammar of a sentence. Failing to do this properly is a common mistake. - The quotation marks must be added to the words which are the same as the source.