

STH 491 01

Tourism & Hospitality Strategic Management

Spring 2017
Monday & Wednesday
3:30-4:45

School of Education Building - 219

Instructor: Dr. Erick T Byrd
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Office: 474 Bryan Building

Office Hours: Monday & Wednesday 10:00-11:00; 1:00-2:00 & Friday 10:00 – 11:00; 2-3

Catalog Description

Capstone case course where students utilize the integration of knowledge and skill, acquired through their course work, through the strategic management process to address issues facing tourism and hospitality organizations.

Student Learning Outcomes (SLO)

On completion of this course students will be able to:

1. Explain concepts that are integral to hospitality and tourism to a variety of audiences.
2. Analyze issues and planning decisions facing the hospitality and tourism industry and organizations.
3. Conceptualize the tourism and hospitality industries as a system and its relevance to business and destinations.
4. Evaluate relevant information to conduct strategic and competitive analysis for tourism and hospitality organizations.
5. Formulate tourism and hospitality business and destination level strategies.
6. Develop persuasive argument on issues related to tourism and hospitality
7. Demonstrate ability to integrate knowledge acquired through the STH degree program.



Texts

Readings

Readings will be assigned and posted on Canvas.

Attendance

Just like any organization would expect you to show up for work, I expect you to attend class. This class is based on student preparation and participation. Therefore attendance is a very important part of this class. If you miss class you are still responsible for all material covered in class. If you must miss class for a valid reason please contact me as soon as possible.

Grading

The following is how the grade for each assignment will brake out in your total grade.

Assignment	Points
Situation Analysis	150
Project Proposal	100
Final Project	450
Quizzes (4 quizzes)	200
Class Activities (points vary based on assignment)	200

A+	1000	-	970		C+	799	-	770
A	969	-	930		C	769	-	730
A-	929	-	900		C-	729	-	700
B+	899	-	870		D+	699	-	670
B	869	-	830		D	669	-	630
B-	829	-	800		D-	629	-	600
					F	599	-	0

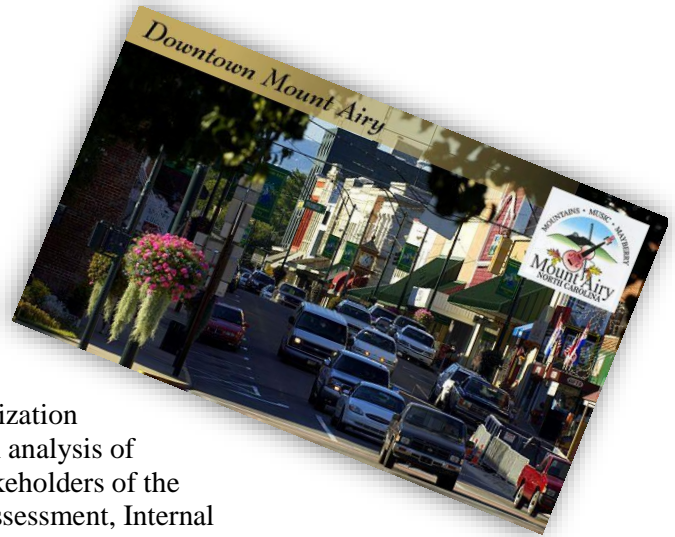
Explanation of Letter Grade

A+/A/A-	Achievement of distinction and excellence
B+/B/B-	General achievement superior to an average standard
C+/C/C-	Acceptable, average ability reflecting reasonable time and effort
D+/D/D-	Falls below acceptable standards but is sufficient to be counted
F	Failure; not a passing grade

Assignments

Assignment Format:

All assignments, unless otherwise specified, should be turned in typed, in a 12-point font, 1.5 spaced, and grammatically correct. All margins should be set to 1 inch. All pages should be numbered with your name and the date on the first page. All emailed assignments must have the assignment title in subject and attached files named –your name–.



Situation Analysis (150 points) (SLO: 1-3)

Students will develop a situation analysis on the organization that they are working with. The situation analysis is an analysis of the internal and external environment, factors, and stakeholders of the organization. This is a 3 part assignment – External Assessment, Internal Assessment, and Situation Analysis.

Project Proposal (100 points) (SLO: 1-4)

Based on the results of the situation analysis, client interactions, class discussion, and text your team needs to develop strategies that culminate into a project proposal. This proposal must reflect the identified mission, goals, and objectives of your client. Strategies and subsequently the proposal should take advantage of organizational strengths and environmental opportunities and/or neutralize or overcome organizational weaknesses and environmental threats.

Final Project (500 points) (SLO: 1-7)

Each team will develop the project they proposed in the *Project Proposal* assignment, once it is approved by the organization and the instructor. The team will then develop the project by identifying needed information, gathering that information, analyzing the information and then using it to produce their project. All projects must be linked to the situation analysis, the mission of the organization, the organization's goals and objectives and be realistic.

Class Activities (200 points) (SLO: 1-7)

During class and outside of class students will participate in a variety of activities that are related to hospitality and tourism. These activities will come in the form of quizzes, homework, short reports, short presentations, case studies, and group work. The activities will relate to the topic being discussed during the class.

Late Assignments

A very important part of being a professional is meeting deadlines. All assignments are due at the beginning of class (3:30 pm) on the date indicated unless otherwise specified by the instructor. Late assignments will not be accepted without permission from the instructor.

Special Needs

If you have special needs related to a qualified or certified disability, please notify the instructor by the end of the second week of classes so that arrangements can be made to meet those needs.

Class Schedule

***Subject to change**

Welcome to a new semester and to STH 491. Below you will find the class schedule, which includes topics we will discuss, field trips, and the assignments that are due along with the readings that should be completed on the particular date. We will make every attempt to stay on schedule during the semester, but there may come a time when the schedule may get adjusted. Any adjustment to assignment due dates will be announced in class. Please make sure that you check Canvas weekly (if not daily) for announcements and posted readings. If at any time, you have a question please let me know. I hope each of you have a great semester.

Date	Topic	Assignment Due	Reading Due
Wednesday 1/18	Introduction to Class		
Monday 1/23	Strategic Management in a Hospitality World Teams Assigned	Quiz 1	Reading 1
Wednesday 1/25	External Environment – GACVB meeting	Class Activity 1	
Monday 1/30	External Environment: Assessment the General Environment & Operating Environment	Quiz 2 Class Activity 2 (Porters Diagram)	Reading 2
Wednesday 2/1	Strategic Management in a Hospitality World Putting it in context	Class Activity 3: Greensboro Organization – Who are they? – Description, Mission, etc Contact log – First Contact	
Monday 2/6	External Environment Assessment Discussion	Class Activity 4: External Environment Draft	
Wednesday 2/8	External Environment Assessment	External Environment Assessment	
Monday 2/13	Assessment of the Internal Environment	Quiz 3 Class Activity 5	Reading 3
Wednesday 2/15	Site Visits	Class Activity 6: Site Visit	Contact log – Second Contact

Monday 2/20	Internal Environment Assessment Discussion Surry County Visit Debrief and Community Discussion	Class Activity 7: Debrief and Internal Environment Draft	
Wednesday 2/22	Internal Environment Assessment Discussion	Internal Environment Assessment	
Monday 2/27	Situation Analysis Discussion	Class Activity 8 Situation Analysis Draft	
Wednesday 3/1	Situation Analysis Presentation	Situation Analysis	
Monday 3/6	Proposal Discussion		
Wednesday 3/8	Proposal Presentation	Project Proposal	
Monday 3/13	Spring Break		
Wednesday 3/15	Spring Break		
Monday 3/20	Project Development and Management	Class Activity 9: Project Outline Contact log – Third Contact	Reading 6
Wednesday 3/22	Project Update		
Monday 3/27	No Class (SETTRA)		
Wednesday 3/29	Partners Visit	Class Activity 10	
Monday 4/3	Guest Speaker		
Wednesday 4/5	What to look for in plans	Contact log – Forth Contact	
Monday 4/10	Individual Group Meetings	Project Written Report Draft 1 Due to Peers Class Activity 11	
Wednesday 4/12	Individual Group Meetings		

Monday 4/17	Peer Meetings	Peer Review Discussion Peer Review Due	
Wednesday 4/19	Project Work Day	Project Written Report Draft 2 Due 5:00 pm	
Monday 4/24	In Class Project Work Day	Class Activity 12: Project Feedback	
Wednesday 4/26	Group Workday (No Class)	Written Project (Revised)	
Monday 5/1	Practice Presentations Day		
Wednesday 5/10	Final Presentations	Final Presentations	3:30-6:30