University of Florida

Department of Tourism Hospitality and Event Management

Professional Paper [LEI 6931]

PROFESSIONAL PAPER (LEI 6931)

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Course Description
Through this culminating experience, students will complete a professional paper derived from a real-world hospitality/tourism management industry-related issue. Examples of appropriate professional paper topics include, but are not limited to, developing a marketing plan for a hospitality/tourism organization, analyzing secondary data to address an issue for an HBM organization or the industry, and working with an organizational client to address a client-identified issue.

Course Learning Objectives
Upon completion of this course the student will be able to:
- Apply and develop a project scope based on the selected issue.
- Apply strategic decision-making principles, skills, and knowledge
- Evaluate and address areas of concern for formulating and implementing their recommended strategies.
- Apply and integrate their knowledge across courses. For example, students may incorporate management, marketing, human resources, and financial recommendations to address the selected issue.

The professional paper should be 30-50 pages in length and double-spaced with academic references (12-point font). Use of headers and subheaders is highly recommended. Use of tables and figures is also highly recommended and should be included within the page limit.
Students will work with their faculty advisor on the professional paper.

Helpful Tips

The professional paper should benefit the student's professional growth, as well as leadership and management abilities. Students are encouraged to start thinking about the topic of their professional paper by the completion of their first semester in the master's program.

Appropriate Professional Paper Topics

- Analysis of secondary data to understand the impact of travel bans on the hospitality/tourism industry
- Development of a 10-year tourism development plan for a city
- Development of a business plan for a new tour company
- Development of a destination crisis management plan for a DMO
- Development of a marketing plan for a hotel or resort
- Social media analysis of Orlando theme park attendance by visitors from different countries
- Content analysis of newspaper publications on the Olympic Games
- Spatial pattern of social media discussion of the 2016 Beijing hotel attack
- Mapping tourist mobility in Florida
- Others [approved by your instructor]

Professional paper proposals must be submitted to your advisor for review 30 days prior to the start of the term in which you plan to complete the paper. ***You are strongly encouraged to schedule one-on-one zoom at least two times during the course period.***
https://hospitalitymanagement.hhp.ufl.edu/curriculum/practicum-and-professional-paper/
https://hospitalitymanagement.hhp.ufl.edu/curriculum/

GRADING: Grades will be based on the following assignments and points:

Student can earn 100 points (100%) in this class:

Assignments	Submission Deadline	Points
[1] Overall Guidelines/Plan of your Paper	submitted by Friday Jan. 27 @11:59 pm EST	15
[2] Midterm Draft Paper submission	by Friday Feb. 24 @11:59 pm EST	25
[3] Final Paper submission	Friday April 14 @11:59 pm EST	60
	TOTAL POINTS	**100**

[1] 4 pages, double space, 12 font size – use a table to display your tentative title, subtitle, and your proposed finished deadlines for each element

- Background of the selected case – [e.g. by September 15]
- Visions/missions…
- Literature reviews [e.g., by September 30]
- Marketing Ps [product, price, place, promotion, people, partnership, profits,…] if applicable, [e.g., by October 30]
- Data and data collections
- SWOT analysis, if applicable
- Recommendations [e.g., by November 30]
- Final edits [e.g., by December 1]

[2] 25 pages, double space, 12 font size – including more sounded contents for each session in your report

[3] 30 to 50 pages, double space, 12 font size – completion of your final professional paper

It will take one week to 10 days to get grades posted for each assignment. Please contact your instructor in one week after your grade is posted when you feel there is an error in grading. **Your grade will not be rounded.** More detailed information regarding current UF grading policies can be found here: https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/." Any requests for additional extra credit or special exceptions to these grading policies will be interpreted as an honor code violation (i.e., asking for preferential treatment) and will be handled accordingly.

GRADING SCALE AND GPA POINTS:

A- = 90.00-92.99% (3.67)	A = 93.00-100% (4.0)		
B- = 80.00-82.99% (2.67)	B = 83.00-86.99% (3.0)	B+ = 87.00-89.99% (3.33)	

Appendix Guidelines and suggestions for your Final Professional Paper

The length of a full paper: [30 - 50 pages double-spaced; 12 font size; Times New Roman; 1 inch margin; Important note: **you are required to reach the minimum page and may exceed the maximum page.**

- **Step 1**. Zoom meeting with Dr. Rachel Fu to express your tentative and interested topic(s)
- **Step 2**. Decide your selected case [from the suggested list] and companies' competitors that are within your selected industry [Note: apple-to-apple; orange-to-orange; do not compare oranges to apples]
- **Step 3**. Analyze the level of Ps of your selected cases [as many Ps as possible!], if applicable
- **Step 4**. Compare the SWOT of your selected cases [internal vs. external], if applicable
- **Step 5.** Think and think – where and how you can obtain the historical and concurrent information of your selected companies?! Any stories of 'Legal, Moral, Ethical' of your selected cases? How and What did your selected companies deal with the issues? Do you want to focus on the corporate levels, business units level, and/or functional levels [HR, advertisement, marketing, sales, etc.]
- **Step 6**. You are encouraged to create your networks throughout the semester via working closely with the selected companies' employees/customers, etc. to obtain their insights
- **Step 7**. Compile all accessible information into a high-quality report [only professional quality is accepted!]
- **Step 8**. Keep your instructor informed about your progress and gain further advice on the logic of your contents and how you can market your professional paper
- **Step 9**. Market yourself whenever you can

Summary of the 27 P's of Marketing
1. Product

2. Price
3. Promotion
4. Place
5. People
6. Process
7. Physical evidence
8. Purpose
9. Purchaser
10. Push/pull
11. Personal relationships
12. Positioning
13. Packaging
14. Persuasion
15. Performance
16. Profitable
17. Proactive
18. Pull together
19. Perform
20. Permission
21. Pain
22. Pleasure
23. Periodic
24. Persistent
25. Partners
26. Psychology
27. Perceptions

Summary of the 15 P's of Marketing
1. Product
2. Price
3. Place
4. Promotion
5. People
6. Process
7. Physical Evidence
8. Privacy
9. Personal Interest
10. Personal Social Networks
11. Public Commentary
12. Personalization
13. Participation
14. Peer to Peer
15. Predictive Modeling

Additional Ps
Problems
Process

Procedure
Promises
Potentials
Patience

Title Page.

A title should summarize the main idea of the project simply and if possible, with style. It should be a concise statement of the main topic and should identify and actual variables or theoretical issues under investigation and the relationship between them. An example of a good title is "Effect of Transformed Letters on Reading Speed." A title should be fully explanatory when standing alone. Avoid words that serve no useful purpose: they increase length and can mislead indexers. For example, the words method and results do not normally appear in a title, nor should such redundancies as "A Study of" of "An Experimental Investigation of" begins a Title. Avoid using abbreviations in a title: spelling out all terms will help ensure accurate, complete indexing of the article. The recommended length for a title is 10 – to 12 words.

- ❖ Authors' names and institutional affiliation
- ❖ The preferred form of an author's name is first name, middle initial(s), and last name. The affiliation identifies the location where the authors conducted the investigation

Executive Summary [one up to 2 pages]

An executive summary is a brief/highlight, comprehensive summary of the contents of the report: it allows readers to survey the contents of an article/a project quickly. A well-prepared abstract can be the most important page(s) in your article/report.

Accurate: Ensure that the executive summary correctly reflects the purpose and content of the report/manuscript. Do not include information that does not appear in the body of the project.

Self-contained: define all abbreviations and acronyms.
Concise and specific: Make each sentence maximally informative, especially the lead sentence. Be as brief as possible. The executive summary should not exceed 2 pages.
An executive summary of a report of an empirical study should describe
- ❑ The problem under investigation, in one sentence if possible;
- ❑ The method (e.g., 27 Ps of Marketing Mix);
- ❑ The findings;
- ❑ The conclusions and the implications or applications.

[Tables of Contents] (for your professional report: required!)

Subtitle and pages
Tables and pages
Figures and pages

Introduction

Introduce the purpose of this study. For example, the body of a paper opens with an introduction that presents the specific problem under study and describes the research strategy.

Develop the background. Discuss the literature, an overall and scholarly review of earlier work provides an appropriate history and recognizes the priority of the work of others (if applicable). Citation of and specify credit to relevant earlier works are part of the author's scientific and scholarly responsibility and are essential for the growth of a cumulative science. Demonstrate the logical continuity between previous and present work.

> ❖ Purpose of study

Method

The method section describes in detail how the study was formatted. [e.g., 27Ps of the Marketing Mix] Appropriate identification of research subjects and clientele is critical to the science, particularly for assessing the results.

Results

The results section summarizes the data collected and the statistical [if applicable]. Report the data in sufficient detail to justify the conclusions. Mention all relevant results. Summarizing the results and the analysis in tables or figures instead of text may be helpful. When you use tables or figures, be certain to mention all of them in the text.

Conclusions/Discussion

After presenting the results, you are in a position to evaluate and interpret their implications. You are free to examine, interpret, and qualify the results, as well as to draw inferences from them. Similarities and differences between your results and the work of others should clarify and confirm your conclusions. You are encouraged, when appropriate and justified, to end the Discussion section with commentary on the importance of your findings. This concluding section may be brief or extensive, provided that it is tightly reasoned and self-contained.

References

Just as data in the paper support interpretations and conclusions, so reference citations document statements made about the literature. All citations in the report must appear in the reference list, and all references must be cited in text.

APA example:
https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html

The length of a full paper: [30 - 50 pages double-spaced; 12 font size; Times New Roman; 1 inch margin; Important note: **you are required to reach the minimum page** and may exceed the maximum page.

General Grading criteria
- ❑ The flow of your completed report
- ❑ The quality of information that you include
- ❑ The overall quality of your project/research design
- ❑ The overall quality of your provided marketing strategies and recommendations
- ❑ The evaluations and feedback of your designated company's [your professionalism, etc.]

COURSE AND UNIVERSITY POLICIES:

Students should be aware that online learning is different than a traditional classroom experience and can present unique challenges, particularly to individuals who do not possess good time management skills. The online classroom is available to you 24 hours a day. Unlike traditional instructional settings in which each student gets the same class at a set time and day, the online setting gives students the opportunity to tailor class to their particular learning style. You should note, however, that this course is not completely self- paced. Please note that all assignments, must be completed and submitted by the due date listed on the syllabus. Since we will not have in-class meeting times for me to remind you of critical dates, it is essential to familiarize yourself with the course schedule, deadlines, and due dates.

Make Up Policy:
Assignments will not be accepted late, and on some days more than one of these tasks may be due. If personal circumstances arise that may interfere with your ability to meet a deadline, **please let me know as soon as possible <u>before</u> the due date**. Please keep in mind only university authorized excuses will be accepted, and documentation must be provided. Requirements for make-up exams, assignments, and other work are consistent with university policies: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Communication and Questions:
Students are responsible for getting a University of Florida email account (e.g., john.doe@ufl.edu) and should use this email for all university related correspondence – The instructor may not read emails from or send emails to any non-UF email addresses (e.g., john.doe@hotmail.com). Email subject should start with "LEI 6931 Professional Paper – First name, Last name - …" Email use does not relieve students from the responsibility of confirming the communication with the instructor. Always sign your email – don't make the instructor guess from whom the email was sent. The instructor will answer your email within two business days, when possible.

You may email me through the course site with any questions or concerns you have, and I will attempt to respond to your emails within 48 hours (typically sooner). If you have an urgent issue, please call my office and/or email my personal UF email,
< racheljuichifu@ufl.edu>.

All students are expected to follow rules of common courtesy in email messages, discussions, chats, etc.

Copyright/Recording Statement:
The materials used in this course are copyrighted. The content presented is the property of UF and may not be duplicated in any format without permission from the College of Health and Human Performance and University of Florida and may not be used for any commercial purposes. Content includes but is not limited to syllabi, videos, slides, quizzes, exams, lab problems, in-class materials, review sheets, and additional problem sets. Because these materials are copyrighted, you do not have the right to copy or distribute the course materials, unless permission is expressly granted. Students violating this policy will be subject to disciplinary action under the UF Conduct Code.

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A "class lecture" is an educational presentation intended to teach enrolled students about a inform or particular subject including any instructor-led discussions that form part of the presentation and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under University of Florida Regulation 4.040 Student Honor Code and Student Conduct Code.

University Policy on Accommodating Students with Disabilities:
Students with disabilities requesting accommodations should first register with the Disability Resource (DSR) Center (352-392-8565; www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. You must submit this documentation to your instructor prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the DSR office as soon as possible in the term for which they are seeking accommodations

Honor Code Policy:
"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

The following pledge will be either required or implied on all work:
"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

It is the duty of the student to abide by all rules set forth in the UF Undergraduate Catalog. Students are responsible for reporting any circumstances, which may facilitate academic dishonesty. University Policy on Academic Misconduct: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at:
https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/

Academic Integrity:
All students must adhere to university regulations regarding academic integrity. Any form of academic dishonesty (including but not limited to any form of cheating, plagiarism, misrepresentation, etc.) will not be tolerated. Any student guilty of academic dishonesty will receive a failing grade (E) for the course, and the matter will be forwarded to the UF Office Student Affairs and the Dean of Students.

Grade Appeal Policy:
Should you want to contest a grade, you will have up to three (3) days after a grade has been posted to contact me and discuss your issue; after which the grade is final. Grades are based on a point scale and will not be rounded.

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Getting Help:
 The University of Florida recognizes that pursuit of an online degree requires just as much student support as pursuit of a traditional on-campus degree and, therefore, each online program is responsible for providing the same student support services to both students who are in residence on the main campus and those who are seeking an online degree through distance learning. The following links provide support services for students:

Online Computing Help Desk- e-Learning Support Services
The UF Computing Help Desk is available to assist students with technical issues. If you have any issues accessing the online course material you must contact the UF Computing Help Desk immediately for assistance and obtain a case number. I will not accept late assignments, or change any course dates, due to technology difficulties if you do not have a case number prior to the due date for the assignment.
For issues with technical difficulties in E-learning, please contact the UF Help Desk:

helpdesk@ufl.edu
(352) 392-4357
https://elearning.ufl.edu/student-help-faqs/

Other resources are available at: https://distance.ufl.edu/getting-help/

Online Library Help Desk
The help desk is available to assist students with access to all of the UF Libraries resources.

Disabilities Resource Center
Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. If you have a

physical, learning, sensory or psychological disability, please visit our Disabilities Resource Center.

U Matter, We Care - Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

Student Privacy
There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see the Notification to Students of FERPA Rights.

Health and Wellness
Counseling and Wellness Center: counseling.ufl.edu/cwc, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)
Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies), or police.ufl.edu.

Academic Resources
E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.

Library Support, Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints Campus

On-Line Students Complaints

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Disclaimer: This syllabus represents the objectives and tentative plans for the course. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, will be communicated clearly, are not unusual, and should be expected.