



TRENDS IN HOSPITALITY & TOURISM MANAGEMENT

LEI 5188

Department of Tourism, Recreation and Sport Management
College of Health and Human Performance

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COURSE DESCRIPTION

This class will introduce students to some of the issues and trends pertinent to the field of hospitality and tourism studies. Materials will be drawn from relevant theories, empirical research, and contemporary articles on a range of issues.

STUDENT LEARNING OUTCOMES

1. Develop critical and analytical thinking among students pertaining to trends in the hospitality and tourism industries.
2. Analyze hospitality and tourism market dynamics, including geographic, demographic, and psychographic changes, geopolitical forces, technological shifts, legal developments, and social and environmental pressures.
3. Assess trends in hospitality and tourism business management, including marketing, data mining, corporate strategy, and safety and security.
4. Conduct a PESTLE analysis of real-world hospitality and tourism trends.
5. Synthesize recommendations for investment based market analysis and well-reasoned predictions.

COURSE MATERIALS

All required readings will be posted on the course website. The following textbook is optional but recommended as a supplement for student learning:

Walker, G. J., Scott, D., & Stodolska, M. (2016). *Leisure matters: The state and future of leisure studies*. Venture Publishing, Pennsylvania.

COURSE FORMAT

Students are expected to view all course materials and complete all assignments, as assigned in the syllabus and posted on the course website.

COURSE EVALUATION

Assessment Summary:

A student's overall performance in this course will be based on the following assessment tools:

| Assessment Tool | Point Value | Percentage Value |
|--------------------------------------|-----------------------------------|------------------|
| Discussion Boards | 4 points each *14 = 56 points. | 56% |
| PESTEL Analysis Report (Week 8) | 22 | 22% |
| Investment Strategy Report (Week 16) | 22 | 22% |
| Total | 100 | 100% |

Assessment Overview:

Discussion Board Posts (4 points each * 14 = 56 points)

Discussion Boards are a way to show participation in an online classroom environment, and to engage your fellow classmates in healthy, productive, informative dialogue. Specific instructions for the discussion boards can be found in our Canvas classroom under 'Discussions'.

Students may post as often as they like to discussion boards (dialogue is encouraged). However, in order to secure full credit for a discussion, students must complete, at minimum, the following:

- One (1) main response to the discussion question, of at least **250** words in length.
- Two (2) peer responses addressing the main postings from other students, of at least **100** words in length each.
- The grading rubric for discussion boards is as follows:

| | |
|---|-------|
| Main Post Substance and length requirement. | 2 pts |
| Peer Response 1 Substance and length requirement. | 1 pts |

| | |
|---|-------|
| Peer Response 2 Substance and length requirement. | 1 pts |
|---|-------|

PESTEL Analysis Report

You will apply the concepts in this course to conduct an analysis of the external environment for an organization. Specifically, each student **must select one hospitality sub-industry** and apply the PESTEL (political, economic, social, technological, environmental, and legal) framework to identify relevant forces based on the environmental analysis.

Sub-industries may include, but are not limited to: airlines, cruise lines, hotels and resorts, restaurants, theme parks and attractions, food and beverage, meetings and events venues, and others. If you're not sure if a sub-industry qualifies, email me to discuss.

You will produce a business report that demonstrates your understanding of environmental analysis. Your report should be **at least 2,400 words in length** and should address **each of the six PESTEL categories with roughly 400 words** of discussion. Reports should include a title page, a brief introduction, the discussion of all six PESTEL categories, a brief conclusion, and a references page with **at least 6 credible sources cited** (at least one source for each of the six PESTEL categories), properly cited in APA format.

The length requirement of 2,400 words means 2,400 words of substance. If you put a heading on your submission, you shouldn't count that. You also shouldn't count your reference content. Bluntly, I am looking for 2,400 words of your own careful thoughts and analysis.

You should conduct research and obtain relevant information from the academic literature, trade publications, and other **credible sources** to support your environmental analysis (e.g. Wikipedia is not credible). You will submit your report as a Word document through the associated assignment on the course website (under the Assignments section).

IMPORTANT: Do not plagiarize or use unoriginal content without attribution. These assignments use TurnItIn.com for originality verification. If you copy/paste from other sources, I will know it, and you will receive a zero.

The grading rubric for the PESTEL Analysis Report is as follows:

| | |
|--|--------|
| Substance and Content Addresses all components of the assignment with complete answers and discussion. | 10 pts |
| Sources Uses required number of credible sources. | 4 pts |
| APA Source Formatting | 4 pts |

| | |
|--|-------|
| References and in-text citations are in proper APA format. | |
| Grammar Writing is grammatically correct, and free of spelling and syntax errors. | 4 pts |
| Length Requirement Credit deduction proportional to length shortfall (e.g. if submission is 80% of required length, max eligible credit shall be 80% before other deduction). For an explanation regarding why length requirement is important, please read this article: https://onlinelearningtips.com/2019/08/length-requirements-papers/ | --% |

Investment Strategy Report

Imagine that you are given one million dollars, and you are asked to invest it in the stock market. Using your results from the PESTEL Analysis Report earlier in the semester, identify:

- Two (2) companies from the sub-industry you chose that you **WOULD** invest in, based on the result of your PESTEL analysis.
- Two (2) companies from the sub-industry you chose that you **WOULD NOT** invest in, based on the result of your PESTEL analysis.

Again, your response should be based on your PESTEL results. So in other words, you should be aiming to invest in companies that are responding well to the forces of change in their external environment, and passing on companies that are not.

As an example, if technology is a really important dynamic for your sub-industry, then you would naturally want to invest in companies that are adapting and leveraging technology to their advantage, while avoiding companies that are not staying ahead of the technology curve.

The two companies you choose to invest in should be for different reasons (so that you are not repeating discussion). So for example, if the first company you choose is because of their technological advantages, the second company you choose should be for a different reason/PESTEL factor. Similarly, the two companies you choose NOT to invest in should be for different reasons as well.

Your report should be **at least 2,400 words in length** and you should support your decisions with thorough discussion (**roughly 600 words for each company**). Reports should include a title page, a brief introduction, the discussion of all six PESTEL categories, a brief conclusion, and a references

page with **at least 4 credible sources cited** (at least one source for each of the four companies you discuss), properly cited in APA format.

The length requirement of 2,400 words means 2,400 words of substance. If you put a heading on your submission, you shouldn't count that. You also shouldn't count your reference content. Bluntly, I am looking for 2,400 words of your own careful thoughts and analysis.

You should conduct research and obtain relevant information from the academic literature, trade publications, and other **credible sources** to support your decisions (e.g. Wikipedia is not credible). You will submit your report as a Word document through the associated assignment on the course website (under the Assignments section).

IMPORTANT: Do not plagiarize or use unoriginal content without attribution. These assignments use TurnItIn.com for originality verification. If you copy/paste from other sources, I will know it, and you will receive a zero.

The grading rubric for the Investment Strategy Report is as follows:

| | |
|--|--------|
| Substance and Content Addresses all components of the assignment with complete answers and discussion. | 10 pts |
| Sources Uses required number of credible sources. | 4 pts |
| APA Source Formatting References and in-text citations are in proper APA format. | 4 pts |
| Grammar Writing is grammatically correct, and free of spelling and syntax errors. | 4 pts |
| Length Requirement Credit deduction proportional to length shortfall (e.g. if submission is 80% of required length, max eligible credit shall be 80% before other deduction). For an explanation regarding why length requirement is important, please read this article: https://onlinelearningtips.com/2019/08/length-requirements-papers/ | --% |

COURSE SCHEDULE

Please see the webcourse for a detailed schedule of module content, assignments, and due dates. These may change throughout the course of the semester as needs require so it is important that you are checking the webcourse early and often for updates to due dates, deadlines, etc. Please email your instructor with any questions relevant to the course schedule.

COURSE POLICIES

Academic Integrity:

University of Florida students are bound by The Honor Pledge which states, “*We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code.*” On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “*On my honor, I have neither given nor received unauthorized aid in doing this assignment.*”

The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Examples of academic dishonesty include (but are not limited to) plagiarism, unauthorized use of materials or resources, prohibited collaboration or consultation, use of fabricated or falsified information, unauthorized taking or receipt of materials or resources to gain an academic advantage, and unauthorized recordings. Written assessments submitted through the course website will automatically be run through Turnitin, an online anti-plagiarism service which compares student submissions to millions of websites and papers submitted for exact matches. The reports are integrated into the ‘Assignments’ section of the course website.

Academic dishonesty will not be tolerated in this course. For a violation or violations of the Honor Code, a student may receive any of the sanctions that can be imposed for Student Conduct Code violations. The sanctions include (but are not limited to) conduct probation, suspension, and expulsion, as well as any educational sanctions. In addition, students may receive an assignment grade penalty or a course grade penalty.

For additional information about the University’s Honor Code, please consult <http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>.

Accommodations for Students with Disabilities:

Support services for students with disabilities are coordinated by the Disability Resource Center in the Dean of Students Office. Students with disabilities requesting accommodations must first register with the Disability Resource Center by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations based on the impact of a disability. The accommodation letter must be presented to the instructor during office hours or another scheduled time. The instructor will not accept accommodation letters presented in the classroom or any other public space. The University

encourages students to follow this procedure as early in the semester as possible. For additional information about the Disability resources, please consult 352-392-8565 or www.dso.ufl.edu/drc/.

Getting Help:

Additional resources are available at <http://distance.ufl.edu/getting-help/>.

Attendance and Make-Up:

Absent extenuating circumstances (e.g. medical emergencies, military deployment, natural disasters, etc.), work that is not submitted on time will generally not be accepted for credit. If you contact me in advance concerning a challenge in submitting work on time, I will absolutely discuss it with you, and may from time to time grant an extension as may be appropriate and justified (no promises are made a priori). However, failure to read, understand, or remember deadlines will not be an excuse that justifies any such exceptions. This is why it is very important that you pay close attention to coursework deadlines as outlined in the schedule contained herein.

Requirements for exceptions in this course are consistent with the University's policies. For additional information about the University's attendance policies, please consult <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Grading System:

The University's grading system will be strictly enforced for this course. In accordance, a student's overall performance in this course will be graded as follows:

| Letter Grade | A | A- | B+ | B | B- | C+ | C | C- | D+ | D | D- | E |
|--------------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|
| Point Range | 93-100 | 90-92 | 87-89 | 84-86 | 80-83 | 77-79 | 74-76 | 70-73 | 67-69 | 64-66 | 60-63 | <60 |
| GPA Points | 4.00 | 3.67 | 3.33 | 3.00 | 2.67 | 2.33 | 2.00 | 1.67 | 1.33 | 1.00 | 0.67 | 0.00 |

For additional information about the University's grades and grading policies, please consult <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

Online Course Evaluations:

Students are expected to provide feedback on the quality of instruction in this course based on criteria set forth by the University of Florida and the Department of Tourism, Recreation and Sport Management. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester.

Technology:

Online access is the student's responsibility. Students who have a technological problem (e.g., trouble accessing the course website or GatorLink account) should contact the UF Computing Help Desk (<http://helpdesk.ufl.edu/>; helpdesk@ufl.edu; (352) 392-HELP) immediately. Any requests for a make-up due to technological issues must be emailed to the instructor within twenty-four hours and must be accompanied by the ticket number received from the UF Computing Help Desk when the problem was reported.