Course title: Final Project - Strategic Management in Tourism

**Instructors:** Prof. Yechezkel Israeli and Dr. Alon Gelbman

**Credit hours:** 4

**Year:** 2, **Semester:** B

**Prerequisites:** Having successfully completed at least 75% of the required credits

**Course objectives:**

The final project is a summarizing paper – in scope bigger than a seminar paper but smaller than a thesis. The project paper is the student’s final graduation requirement.

The objective is to analyze, research, and develop a tourism issue concerning one of the topics discussed in the program (Strategic Management in the Globalization Era). The student is required to formulate a research question or problem, which will serve as a basis for the paper, and will guide the direction of investigation or inquiry.

The final project will enable the student to deal with the practical aspects of strategic management in the fields of tourism and/or hotel management. The student will focus on an actual problem selected from a case study in the field of tourism and/or hotel management, he will carry out in-depth analysis of the problem, present his insights and suggest solutions. The selected case can be, for example, a strategic process which takes place in tourism companies, such as mergers or acquisitions (airlines, hotel chains etc.); analysis of a specific global company from the point of view of policy, goals and how to achieve them; examining the development of a tourism region based on objectives (could also be from the student’s country of origin) compared the potential and obstacles; examining a regional or national marketing facility; looking at penetration of new market sectors (such as the Chinese market) and developing new markets (including the best way to meet their needs); looking at a private or public tourism project (at one of the stages of planning, execution or operation); examining price policy in a competitive market and the way in which revenue management is carried out etc.

The student (1-2 student/s per project) is expected to address the following in his or her final project:

* Analysis of decision-making processes
* Characterization of objectives and goals
* Characterization of market potential
* Identifying obstacles, constraints and catalysts
* Possible risk while indicating possible failures, and past failures
* Analysis of cost effectiveness (not just quantitative) against potential
* Management insight with possible implications

The project is based on published scientific materials. Empiric materials gathered by the student in the field (such as interviews or documents) can be integrated in the work. These background materials can serve to build the chapters as well as the discussion chapter, in which the student analyzes the information, and performs synthesis and integration of the information. The discussion chapter is the core of the work, since it should express the student’s unique contribution to the issue, while presenting his/her position and understanding of the tourism/hotel management issue that was chosen. The work process is regularly overseen by the lecturers, so that each stage of the work is supervised.

Structure of the final project:

* Title page
* Contents
* Abstract (up to 300 words)
* Introduction
* Theoretical Background
* Findings (The relevant chapters)
* Discussion
* Conclusions (includes implications)
* Bibliography

The paper should be around 5000 - 7000 words long (around 12-15 pages).

At the conclusion of the course, the student should be able to:

1. Write a scientific paper according to scientific writing rules;
2. Analyze a strategic management problem in tourism or hotel management;
3. Perform syllogisms between data from various sources on relevant topics;
4. Reach conclusions about a strategic management problem in tourism or hotel management.

**Course activities:**

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| --- | --- | --- |
| **Topic** | **Details** | **Relevant reading assignments** |
| Initial session | Explanation of the essence and goals of the final project, and how the student should choose his or her topic | Designated reading, relevant to the chosen topic |
| Choosing a topic | Joint discussion about the essence of potential topics; guidance and choice of topic for final project | Designated reading, relevant to the chosen topic |
| Locating and collecting relevant scientific literature | Supervision | Designated reading, relevant to the chosen topic |
| Data collection | Supervision | Designated reading, relevant to the chosen topic |
| Data processing | Supervision |  |
| Analysis of findings and discussion | Supervision |  |
| Summary and presentation | Supervision |  |

**Grading scale:**

Grade components in percentage of the final grade

|  |  |
| --- | --- |
| **Assignment** | **Percentage of final grade** |
| Attendance | 10% |
| Project | 70% |
| Intermediate Presentation | 10% |
| Final presentation | 10% |
| **Total** | **100%** |

**Main bibliography:**

Designated reference items are individual – according to the topic of the student’s final project, and based on the courses studied throughout the program