

HOSP 6509: Hospitality and Tourism Global Issues
Special Topics Assignment
Due: Week 6

Purpose: The purpose of this assignment is for students to examine and analyze social, multi-cultural and environmental issues and their impacts upon managerial practice in the global hospitality industry

Submission: This is a written assignment to be submitted via the assignment link found in week 6 of the online course.

Question 1: Loyalty Programs as a Competitive Environment Issue

In recent years, loyalty programs have taken on significant strategic roles in terms of increasing customer visits and gaining customer loyalty.

- a. Choose a well known hospitality industry loyalty program and provide a brief overview of its history and benefits (this can be from any segment of our industry, but one from a major hotel company would likely be the easiest to analyze).
- b. How does the company leverage its loyalty program to achieve its organizational objectives (such as increased loyalty, increased customers, increased revenue, etc). Please provide 2 strategic examples.
- c. What factors do you believe makes a loyalty program innovative? If you had a crystal ball, what would you predict the next innovation to be?

Expectation: It is expected that your answer will be approximately 500-750 words in length (one page to one and one-half pages, single-spaced, 12 point font) and will use a minimum of 3 cited sources from either refereed or reliable industry trade publications. Please be sure to use in-text citations and include a reference list at the end of the question.

Question 2: Immigration Reform as a Social Issue

Immigration reform is considered to be a top agenda item confronting the US Congress. Please discuss the significance of immigration reform on your chosen industry segment. You may consider reliance on immigrants as employees, visa availability and types, DACA, stronger borders, etc. Do you believe immigration reform should be an agenda item for industry lobbying groups such as the American Hotel and Lodging Association or the National Restaurant Association? Why or why not?

Expectation: It is expected that your answer will be approximately 500-750 words in length (one page to one and one-half pages, single-spaced, 12 point font) and will use a minimum of 3 cited sources from either refereed or reliable industry trade publications. Please be sure to use in-text citations and include a reference list at the end of the question.

Question 3: **Bias and Diversity Training as a Multi-Cultural Issue**

Suppose you were a US based, hospitality manager (you may make any assumptions you wish as to the type of business). You have been tasked with developing a cultural competence and racial bias training program for employees. The training will last one day.

- a. You know that unconscious bias is a big topic in culture competence and diversity training, most specifically in the hospitality industry. What is unconscious bias? Would this be addressed in your training?
- b. How will you structure the training? What topics do you believe are the most important to cover in your training in regard to how guests and employees are respected and treated? What would your objectives of your training program be?

Expectation: It is expected that your answer will be approximately 500-750 words in length (one page to one and one-half pages, single-spaced, 12 point font) and will use a minimum of 3 cited sources from either refereed or reliable industry trade publications. Please be sure to use in-text citations and include a reference list at the end of the question.

Question 4: **Contactless Service in the Hospitality Industry as a Technology Innovation Issue**

The hospitality industry has long been characterized as a service industry in which we constantly seek to meet and exceed guest service expectations.

- a. What innovations has your chosen industry segment made recently in order to provide guests with technology-based contactless service options? Do these co-exist with traditional personal service or have they replaced it?
- b. Do you think technology helps or hinders company strategies to enhance customization and personalization on a global scale?
- c. In summary, what technology advances do you see as being a win-win for both the company and its guests, and which ones do you believe that hotels should proceed with caution?

Expectation: It is expected that your answer will be approximately 500-750 words in length (one page to one and one-half pages, single-spaced, 12 point font) and will use a minimum of 3 cited sources from either refereed or reliable industry trade publications. Please be sure to use in-text citations and include a reference list at the end of the question.