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Problem-based Learning and Learning Assessment in Information Strategies for HTM Students

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happen to be highly credible and helpful when writing a research paper. Most of my

urrently the trend of today's restaurants. More trade journals where helpful in

vernment. The main websites that helped me include government sources were

more fact orientated. Another difficult area to find helpful research was trade

rganizations directly. I had to dig teeth to find articles that included trends of

Overall I have learned much from doing this final project. Before stepping into GS

75 I had not an idea the difference between trade articles, scholarly journals, and

ny HTM 212 class. I now know the importance of finding credible sources and wha

ferences and getting them in order. Overall I am a huge fan of this GS 175 class

nd over the semester and through this final project I have become a "research snob.

feel that with my new understanding of credible research I will be more successfu

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ertain amount of level, we eventually realize the

he tourism and the climate change on the searching

are much worse than I imagined, especially because σ

globel warming. Globel warming currently does not just

affect on the temperature; profoundly, it will hurt the

entire ecosystem in a long run. And it will decrease the

ourists who like to do snow-related activities.

However, by combining the tourism and the climate

change, I am glad to find some good outcomes which

overthrow my previous ideas, for instance the rised emperature extends the warm period and benefits

During my final project searching, I found out there is

ın attractive job called tourism climatologist. Their jo

After searching these resources I figured the only way

to keep the balance between climate and tourism is to

green. After all, tourists tend to choose a nice weather

Overall, I found the databases are really good because

I can get a lot of articles for free and they are useful.

And I learned how to choose the best resource among

different kinds of resources. Also this Netvibes is

automatically which I like it a lot. Before I took this

presentation and now I can search resource through

class I only use google for resource and powerpoint for

different databases and use wix. These will all help me

pretty awesome and it can save all this stuff

for hospitatility and tourism study.

protect the environment. We can not control the climate but we can contribute to this world by going

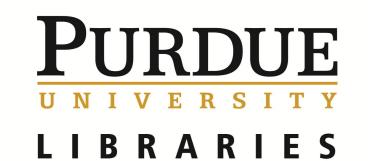
is to find out the climate impact to tourism and

certain job for tourism.

place than a bad one.

ranslate the technical work into easy language for other people to understand. I never knew there is a

orisingly, the negative impacts of climate change



Access. Knowledge. Success.

Problem-based Learning and Learning Assessment In Information Strategies for HTM Students (GS175)

GS 175 Information Strategies for Hospitality & Tourism Students is a required course for all incoming students. The course is designed to increase the students' Information Literacy skills. The desired outcome is to find quality information for papers and for improved decision-making in business situations.

A variety of assignments are used throughout the course. The focus is on making the assignments applicable to problems they will face in other courses and in the workplace. Assignments are designed to be problem-based and involve learning assessment.

Persona Assignment

The Persona Assignment is a teambased assignment where each team is given a specific a specific 'real world' problem to research. The objectives are to identify possible solutions, present the team's findings, and to make a recommendation on which solution the team will pursue.

The assignment involves a variety of deliverables.

Deliverables to be handed in: 1. An outline for the presentation: - 10pts a Summary of the issue (2pts) b. Possible solutions found through research (4pts) Cite where you found each possible solution c. Team's recommendation to pursue based on your findings(3pts) d. Team members' names on the outline (1pt) Include a resource list of the documents you reviewed for this assignment - 10pts a. At least 5 resources (5pts) b. Accurate APA format (5pts) Team will present a ~5min speech on this topic - 10pts a. Present: (5pts) Introduction to the issue and your role ii. Discuss some of the issues you found in your research iii. Make a recommendation that your team would pursue based on your findings b. A minimum of 2 members of the team must speak (2pts) c. All members will stand up in front of the class (2pts) d All members of the team should be prepared to answer any questions (1pt) Bonus Points: If every member of the team comes dressed in business casual or better - 10pts

Future iterations may include more detailed persona scenarios and a more competitive structure with teams being given the same persona scenario.

Persona Scenarios

The hotel you manage is located in a city that has been identified as having a major bed bug infestation. Potential customers are wary of staying at any hotel in the city that is not actively removing bed bugs. Identify tactics you can take to remove any bed bugs that may be in your hotel. Also identify techniques for marketing your hotel to overcome this customer fear. Make a recommendation to upper management as to the best options for each issue.

You are the owner of a resort that caters to a multitude of international tourists and families. Your resort historically has not been marketed or managed as a sustainable tourist site. However with rising costs and pressures from environmental groups you are being prompted to look into ways of minimizing waste and reducing environmental impact. Create a plan of action for how you will change and market your resort

You are hired as a consultant for new casino/hotel in Las Vegas. The developers are interested in making their establishment stand-out from the multitude of hotels and casinos by targeting tech-savvy travelers. The developers desire is to be on the cutting edge of technology throughout the hotel & casino. Create a plan of action that assesses the current situation of technology in hotels and casinos. The client is interested in knowing what are the potentially successful features to add in the beginning to draw a tech-savvy customer.

You are starting your own restaurant in a smaller city residential area. Unfortunately you are in a city/demographic market that cater to mainly chain restaurants with affordable pricing. The plan for your restaurant is to provide more specialized cuisine at a higher price range. In order to survive you will need to have a niche in the market over the chains. Create a plan of action for how you will resolve this issue. Identify strategies that will help create and grow your potential market.

You are the director of marketing for a major cruise line company. Recent events have negatively impacted the cruise industry, specifically numerous terrorist events, health scares and medical emergencies. It is crucial that you become aware of the current situation and identify possible best practices to attract travelers back to your cruises. Create a plan of action for how you will now market your cruises to overcome this negative terror and health perception.

The Final Project consists of an individual assignment that requires the creation of an information portal using the Web tool NetVibes.

Students are expected to identify quality sources on a specific market and subtopic. The expectations and rubric are shown below.

A key facet of the assignment is a summary of the challenges during the assignment and how the earlier course sessions applied to the final project. Also included is commentary on how the course overall will help them in

You will select a topic/market from a list that will be provided in class. You will then find and evaluate resources with the following approximate expectations:

2-3 Scholarly journal articles

3 Trade publication articles

•2-3 Newspaper articles

•2-3 Market research report

•1-3 Govt resources (national or international)

the future.

•1-2 Books

•2-3 Trade organization web sites

Thus you will provide a MINIMUM of 12 unique sources. (Certain topics do not lend themselves to some of the above resource types. Adjusting for this is possible and can be handled on a topic by topic basis.) You will include a one page summary discussing your project strategies and any problems or frustrations you may have encountered during the information seeking process.

This will all be compiled and submitted as a NetVibes web page.

Final Project Rubric Total points: 50

Descriptive Paragraph(s): 10pts

1-2 paragraphs discussing your project strategies and any problems or frustrations you may have encountered during the information seeking process.

Resources: 25pts.

A minimum of 12 resources across the 8 resource types listed above.

Citation format: 15pts.

Accurate citation format where expected. Use APA citation format.

Quality of Resources: 10pts.

The resources should provide valid, timely, and appropriate information on your topic/market.

Events Planning

Final Project Topics

Hotels/Resorts

Customer service issues **Economic** impact **Economic impact** Growth markets Management issues Trends Trends

Restaurant/Bar/Casinos

Customer service issues **Economic Impact** Management Issues Trends

Tourism

Economic impact International issues Trends Climate Impact

NATIONAL

GEOGRAPHIC

ism that sustain

e topic that I was interested in doing research on was

singly popular and is a subject that would be o

th the latest dating back to 2002. Since then, it

ter. It seems to be that it is taking off in many place

ected at a specific target market so if a place has a

ssionate and willing to go. Many of the scholarly

opment in rural areas", show how this section

nments as a way of improving their communiti

vas surprised at how much government information

to find. Many countries, like India, are implement s to incorporate geotourism into their tourism ustry. I found an interesting resource from the

aps and tips. Within the United States, the Arizona te government and California state government bo I specific documents regarding the use of geotouris

ourism but they were only a small portion of a lard

clusion, I felt that this project helped me to f

uld like to follow within the hospitality and touri Final Project Summary

sinted with the most effective way of finding telegraphic Climate change has become a popular phrase nd it extremely helpful and useful to learn abou widely discussed on the E-media, ty programs and many

ecifically for geotourism but both are general t

ociations. It is important to gain resources from

elop my knowledge of geotourism. I was able

ore about a growing industry. I was also able to to a topic that was of genuine interest to me and

ped me to better understand the direction that

tabases and the differences between the differences

information that I learned through this project

ustry. Working on this project helped me to

cotourism is gaining momentum and popularity. It opears to be popular with travelers but also with

Geo•tour•ism (*n.*)

A Rewarding Perk: Dunkin' Donuts Launches National Loyalty Rewards Program 1 week a Shane Share Rib Shack Launches 'Tender Loving Chicken' TV Ad Campaign 1 month ago Arby's® Partners with Parry Gripp to Celebrate New Advertising Campaign 1 month a Arby 🖫 s & Launches New Advertising Campaign: Arby 🖫 s . It 🖫 s Good Mood Food 🖫 1 month ago McLaughlin, K. (2009, Food & drink -- dining: A future with fewer reservations --- new york Restaurant Industry and Consumer Trends, Momentum and Migration. Retrieved from marketresearch.com, February 25, 2011 less foie gras; tasting menus under siege. Wall Street ournal, pp. W.4. Retrieved from (April 2009). Restaurant Beverage Trends - US http://search.proquest.com/docview April 2009. Retrieved from academic.mintel.com 399071030?accountid=13360 (March 2010). Fine Dining - US - March 2010. nicks a once-hot chain; applebee's retained Retrieved from academic.mintel.com, February 2 bar-and-grill formula as tastes moved on. Wall Street ournal, pp. A.1. Retrieved from http://search.proquest.com/docview 399074133?accountid=13360 Scholarly Journals Carlbäck, M. (2008). Are the chain operations food in america -- plus slots; las vegas sets a new culinary standard. Wall Street Journal, pp. P.1. simply with it?: Five aspects meal model as a Retrieved from http://search.proquest.com/docvid development tool for chain operations/franchise /399023931?accountid=13360 organizations. Journal of Foodservice, 19(1), 74-79 doi:10.1111/j.1745-4506.2007.00083.x Kim, J. & Boo, S. (2011). Influencing Factors on Customers' Intention to Complain in a Franchise 2010). RESTAURANT & HOTEL FOOD RENDS. Restaurant. Food & Beverage Mark Research Handbook, 37-41. Retrieved from EBSCOhost, February 25, 2011 Brandau, M. (2011). CONSUMER TRENDS. Article]. Nation's Restaurant News, 45(1), 14-16 etrieved from EBSCOhost, February 25, 2011 Article]. FoodService Director, 23(12), SB2-FSB9. Retrieved from EBSCOhost, Februar Scanlon, L. N. (1999). Marketing by Menu. New ork: John Wiley) CNN.com - Travel Geotourists – Their Interests and Attitudes. Retrieved from www.azot.gov/documents/geotourism_2b.pdf on February 25 omic Stimulus. Retrieved from www.parks.ca.qov/paqes.onf09%20coastal%20trail%20plenary%203.pdf on March (100) Brave New Traveler Travel & Tourism Market Research Handbook (pp. 170-172) 📑 Netvibes - Ilana Eisler geotourism project for central cascades. (2009). Leisure raphic extend partnership to include global geotourism tives. Al Bawaba. Retrieved from http://search.proquest.com Tourism and Climate Change

Website: World Tourism Organization

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No events