



**GRAND VALLEY
STATE UNIVERSITY**

**HOSPITALITY AND TOURISM
MANAGEMENT**

Department of
Hospitality & Tourism Management

Strategic Plan
April 2006

Mission

The mission of the Hospitality & Tourism Management Department is to prepare professionals in the global industry of hospitality and tourism.

Vision

The Hospitality & Tourism Management Department will be educational leaders in preparing students to excel in the hospitality field through

- *Extensive experiential learning
- *Advocating partnerships with leaders within the hospitality & tourism industry

Values

- *Mentoring of students
- *Experiential learning
- *Service to the local community
- *Industry collaboration
- *Culture of collegiality & collaboration
- *International perspectives & experiences
- *Ethical commitment
- *Diversity of ideas
- *Excellence in education
- *Continuing the professional growth of the faculty

Goal: Enhancing awareness of the department throughout the national and global community

Objectives:

- *Faculty attending and networking at seminars and conferences
- *Increasing study abroad links/opportunities
- *Developing departmental marketing
- *Increase student participation in study abroad/international/domestic experiences

Strategies:

- *Yearly faculty conference plans
- *Creating 5 year marketing plan

Goal: Enhance the quality of experiential learning

Objectives:

- *Obtain lab space
- *Require minimum of 1000 hours of self-directed learning internships
- *Critically review the internship program

Strategies:

- *Fundraising for lab facilities and supplies
- *Initiate self evaluation and learning plans with students in 190
- *Promote student participation in professional organizations
- *Support students in locating internship opportunities

Goal: To facilitate collegiality

Objectives:

- *Project collaboration
- *Facilitate team ethos
- *Open Discussion to achieve department ideas & objectives

Strategies:

- *Share resources (books, videos, journals)
- *Increase frequency of department meetings
- *Increase collaboration in teaching and course development

Goal: Develop highly educated faculty with strong industry backgrounds to fulfill the HTM department mission

Objectives:

- *Industry experience in teaching area
- *Working on terminal degree
- *Participate in ongoing professional development
- *Scholarship
- *Add faculty lines

Strategies:

- *Faculty internships
- *Develop departmental definition of scholarship
- *Reduced faculty teaching load to facilitate scholarship and professional development
- *Increase advocacy for better college and university level support

Goal: Assure a contemporary curriculum reflecting industry trends and current management philosophies

Objectives:

- *Develop skills to make effective decisions in industry
- *Development of innovative assessment methods
- *Provide opportunities through education for future academic development

Strategies:

- *Faculty access to industry literature and current professionals
- *Classroom activities that combine theory and practice
- *Peer mentoring
- *Review and revise curriculum

Goal: To work closely with members of the local and international communities (including academic institutions) to promote GVSU as a premium provider of hospitality educations

Objectives:

- *Facilitate formation of advisory board
- *Encourage and facilitate student and faculty involvement in service work

Strategies:

- *Determine proper mix of professionals to participate on board
- *Continue service component of HTM 112 and determine other courses where service work is feasible