Introduction to Hospitality
Career Research Term Project

Parts of the Research Project

- Select a hospitality job title to research. **Due Date:** __________
  (Turn in a document with your name, program(s) of study and your job title.)
- Complete the Myers/Briggs Type Indicator (MBTI) assessment (done in class).

**Part 1. MBTI Assessment (10 Points) Due Date: __________**
- After completing the MBTI assessment, introduce your career choice and explain why you think it fits your personality and answer the following questions.
  a. What are your goals in a career and why?
  b. How does your career choice fit (or contrast) with the results of the MBTI assessment? Looking for specific connections between your MBTI results and your career interest. Include your MBTI assessment results in your answer. Turn-in the documentation you received.
  c. How does the information from O*Net Online (Interests, Work Styles & Values) compare/contrast with the results of the MBTI?

**Part 2. Career Research (25 Points) Due Date: __________**
- Thoroughly read/review the material from both websites for your chosen job title and answer the following questions:
  a. Describe the work environment/ nature of work.
  b. What are the requirements (specifications) for this career (formal & informal education, experience, certification etc…)?
  c. What are your current strengths and how do they pertain to this career? Use your MBTI results to identify strengths.
  d. What areas would you need to strengthen/learn to better prepare for this career? Use your MBTI results to identify areas to improve that relate to your career choice.
  e. What salary can you expect to earn (based on the location you intend on performing it in) once you possess the qualifications/requirements?
  f. What is the Job Outlook (percentage of increase or decrease from 2014-2024 and opportunity/ competition for jobs)?

**Part 3. Trade Resources/Publications (15 Points) Due Date: __________**
- Locate two (2) different Trade Resources (magazine, newspaper, newsletter, e-publication) for your chosen field. Note: Begley Library subscribes to some hospitality publications (print and electronic). **Do not select Consumer Publications.**
- Additional resources can be located through an Internet search, utilizing the Library Research Guide and/or from an employer.
- For one resource: Read/review this resource and answer the following questions:
  a. What information does this resource provide?
  b. How would someone in this career benefit from subscribing to this resource?
c. Publication information: Publication Name, Issue Date and Publishing Company.
For example: Southern Group Tour Magazine, Summer 2012
Group Tour Media

• For second (different) resource: Select one article from this resource. Read the article and answer the following questions:
  a. Name of publication
  b. Publishing Company (not author of article)
  c. Title of article selected
  d. Describe in one or two paragraphs what the article is about.
  e. Discuss in another paragraph or two why someone in your field would benefit from this information (i.e…what could they use it for/ why would this be of interest to them)?
  f. Include a copy of the article with your answers. Do not send URL link to instructor. Print out copy of article to turn-in.

Part 4. Trade Organizations/Associations (15 Points) Due Date: ____________

• Locate two (2) Trade Organizations/Associations for this career. Thoroughly explore these organizations/associations via the Internet. Answer the following questions for each organization separately:
  a. Organization/Association name, headquarter location (address) and web address.
  b. What is the representation of this organization/association (local, regional/state, national, international)?
  c. What is the purpose of this organization/association (i.e. Why do they exist)?
  d. How does one become a member? It is understood that most organizations allow members to join on-line. Include the various levels of membership, requirements, costs, and any other pertinent information.
  e. What are the benefits of becoming a member?

Part 5. Interview Industry Professional (20 Points)

Due Date for Interview Questions to be approved: ____________
(2 copies)
Due Date for Part 5: ____________

• You will interview someone who is currently performing the career you selected.
• Decide who you wish to interview.
• Create questions for the interview (see requirements below).
• Set up an appointment for the interview. Make contact early to allow time for the interview at the convenience of the person you are interviewing.
• SCCC faculty/staff are not an option for this interview.
• The interview must be either in person or over the phone. Sending questions via e-mail is not acceptable. Part of this process includes making a professional connection within the industry and practicing communication skills.
• Conduct the interview. Answer the following questions:
  o Who, Where, When, What, Why?
  a. Who: Name of person you are interviewing (first and last name).
  b. Where: Name of organization/business, address and phone number.
  c. When: Date of interview and how it was conducted (in-person/ phone).
  d. What: What is their title? What do they do?
e. Why: Why did they choose this career?
f. Turn in a completed Interview Verification Document (copies can be made from Angel). The instructor will randomly contact these individuals.

- **In addition to the above questions, you are to develop four (4) more questions you will ask in your interview. Select ‘open-ended’ questions that give a detailed response. Do not select ‘closed-ended’ questions that can be answered with yes/no. For example, asking how many hours the person works is a closed-ended question. If you need suggestions of what type of questions to ask, web search ‘informational interview questions.’**

- **Turn in two (2) copies of your interview questions.** They will need to be approved by the instructor before you use them in your interview. Also include who you are going to interview and where they work.

**Format**

- All parts of the project must be word processed and double spaced in Times New Roman 12 point font size.
- **Label** your answers for each part so they are clearly defined (ie…a., b., c., etc..)
- Handwritten work will be returned and earn a grade of zero.
- Each part of the project requires a **cover page** that includes the name of the student, the career title, class section, and part of the project being turned-in. For example:
  
  Josephine Smith
  Flight Attendant
  TAT121-01
  Trade Organizations/Associations

- Each part of the project must be secured (ie…simple paper folder, project holder or staple).

**Class Presentation**

- Each student will present their research findings to the class in a 5 -7 minute presentation including use of visual aid(s).
- Professional dress is required. Details and examples of this will be discussed in class.
- Students can use any visual aids that they like (power point, ELMO, poster board…).
- In addition to their research findings, students will discuss if/how their thoughts on their career choice have or have not changed after their research is completed.
- Questions from the audience are welcome.
- Students and the instructor will complete an evaluation of each presenter.

**Requirements/ Due Dates**

- Each part of the project will be assigned a specific due date and will be collected at the beginning of class.
- Any work turned-in after this date/time will lose 1 point for each day late (including weekends).
- If you are turning work in late in class, please bring it to me at the break (if 3 hour session) or at the end of class (if 1 hour 15 min session).

**Other Information**

- An on-line research guide has been created for this project. It can be accessed via this link:  [http://libguides.sunysccc.edu/tat121](http://libguides.sunysccc.edu/tat121)
- If you are not in class on a due date, you may send it to me via Blackboard Course Message as an attached WORD document.
o As long as it is date/time stamped no later than the start of your class, it will not lose points.
o It must be a Word document attached to your e-mail.
o Do not send your work in the body of the e-mail, it will not be accepted.
• The instructor will not take responsibility for work sent electronically that is not received or in a format that cannot be opened.
• If you do not know how to successfully attach a Word document to Blackboard Course Message, go to the Computer Center in Elston Hall -5th floor for assistance.
• Make sure you know how to attach a document before you attempt to do it for graded work.
• Work will be accepted (with points lost) until the next class meeting following the original due date.
o After that time, it will no longer be accepted and a grade of zero will be earned.
• Proper grammar will count towards the assignment grade.
• Individual grades are earned for this project, so do not work on them with a classmate.
• Part of the individual grade is attending each presentation day.
o Failure to attend all presentations will result in 5 points lost on your individual grade for each day missed.
o Late arrivals on presentation days will not be permitted into the classroom resulting in a 5 point lost on your individual grade.

This project is a requirement of the course and all parts must be completed. All students must present to the class and attend the presentation of the other students. Students who do not complete the entire project will earn a failing grade for the course.