Research Scenario

You work for STHM in recruitment and your job is to increase enrollment by 10%. To achieve this, you would like to gather data to understand the STHM experience from the student's perspective so you can better market the program. In this project, *the research question you are seeking to solve is: What is the STHM experience from the student's perspective?* To solve this case and answer the research question, you should collect (a) **observation** data, **interview** data, and **document** data, (b) analyze this data, and (c) present various themes with explanations.

Data Collection

Interview Transcript: Ali Obeidallah

STHM helps him to focus on what he wants to do in his career. He switched majors recently due to realizing wants to do hospitality management.

The STHM curriculum helps him within his industry. He learned about research, data, selling, and management. The tourism and hospitality management career taught him a lot about a lot, which has given him a good experience.

Ali believes that communication is important because there is a lot of work in the industry, which helps you to obtain skills for your professional career due to being around others.

Case Study Lab

Links to documents you will analyze – at least 3 websites (STHM Website, Social media websites, etc.):

STHM Website: https://sthm.temple.edu/

Event Planning Association (EPA): https://www.instagram.com/epatemple/

Tourism and Hospitality SPO: https://www.instagram.com/temple.thm.spo/

Data Analysis

Observations Codes	Interview Codes	Documents Codes

Class
 	
Foundations of Event and Entertainment Management
● **It is very interactive, and students can learn new perspectives.**
● **Elaborated on key points for the guest speaker and prepared with questions.**
● **Connections with guest speakers, thank you note, connecting through LinkedIn to advance in their career**
● **Students were very engaged**
 	
Sales and Revenue Generation
● **Interactive**
● **Presentation with dialogue for students; along with examples.**
● **Elaborated on the strengths and weaknesses for the first exam.**
● **Interacted with students for the spring break.**
	● Help focused on what he wants to do in his career
	● Connections are important
	● Switched majors after realizing that hospitality management worked for him
	
	● Learned about research, data, selling, and management.
	
	● Obtained skills for professional career
		Tourism and Hospitality SPO
		● Fun
		● Guest speakers
		● Interactive
		● Passionate
		● Diverse community
		● Tech-Savvy
		  ○ Social Media Branding
		● Pineapple logo was advertised to students
		● Events:
		  ○ Bake Sale
		  ○ SPO Fair
		  ○ Water Ice and Pretzel Fundraiser
		  ○ Spring Tye Dye Social
		● General Body Meetings
		● Celebration of national holidays
		● Meet Officers: Leadership Position Status
		● Leadership in hospitality and tourism

Applied Research in Experience Industries
- **The class was instructed on what to do for the assignment.**
- **Presentation and discussion format.**
- **Activity assignment to build skillset.**
- **In-class example to help students with assignments.**
- **Pegah worked side-by-side with the student for additional help with research assignments.**

Class Overall
- **All students had headphones, laptops, phones, and their bookbags with them.**
- **Friendly conversations with the students to help them connect with the lesson.**
- **The classes were relatable to the student's interests in the lecture.**
- **Each professor had a distinct way in teaching the class, which celebrated the diverse options provided.**
- **All classes relied on being tech- savvy to complete assignments.**
- **The classes were easy for students to engage in because the professors were hilarious at some points of the lecture, which made students laugh and kept them engaged.**

- Career development and opportunities
- Creating professional connections in the hospitality and tourism industry
- Tourism and Hospitality Fundraiser connected with Saxby's 20% off.
- Involvement in the community

Event Planning Association
- Professional Event for Students
  - 2025 Conference Direct: Exclusive Event Experience
  - GBM Meetings
  - Meet E-Board: Leadership Position Status
  - Saxby's Fundraiser 20% off to support EPA
  - Qdoba fundraiser for EPA 25% of sales donated
- Fun
- Passionate
- Interactive
- EPA Exchange Closet
- EPA Barnes Art Ball by Constellation
- Senior Spotlight
- GBM Meeting
- Bake Sale
- March Madness
- SPO Fair
- EPA Member Contest: POPL
  - Member that sold most business cards

Hallways

- **Filled with diverse students.**
- **Very relaxed, not congested.**
- **Interactive and engaging**
- **Students are eating and drinking.**
- **Hilariously laughing with friends.**
- **Friendly conversations with students.**
- **Helped them to make ==connections== with each other in the school.**
- **Accessible for those with disabilities.**
- **Headphones, laptops, phones, and bookbags were found with the students.**
- **Students had laptops and phones with them, which supported being tech-savvy in STHM; even though they were waiting for class.**
- **Everyone is in a rush to get somewhere.**
- **Students mostly entered at the door. across from the Tuttleman Center than the Alter Hall.**
- **Unique styles of fashion with students. Brands such as Temple, Flyers, Eagles, Phillies, and UCLA.**
- **Students had jackets and school material with them.**
- **The basement hallway was more relaxed than the main one.**

Faculty & Staff

get a trip to San Diego
- PCMA Meeting Conference: 2023 to 2025
- Global T.H.E. Industry Summit
- Celebrate national holidays
- Destress with Breakfast
- Sponsors through different companies
- ==Connect and Converse==, Real Talk, Real People
- Involvement in the community
- Social media branding
  - Tech-savvy
- Interactive

STHM Website
- Industry Partners
- Future Students, provides education for new opportunities
- Diverse study body and ==connects with industry leaders and professionals==
- They accomplish the students future
- 1,000+ Food Establishments
- 1,000+ Hotel Rooms
- major sport teams
- 9 College and University Athletic Programs in Philly
- Recent news stories to inform students about upcoming events and accomplishments through STHM
- They provide undergraduate, graduate, PhD, and Professional Development Certificates, such as Sport and
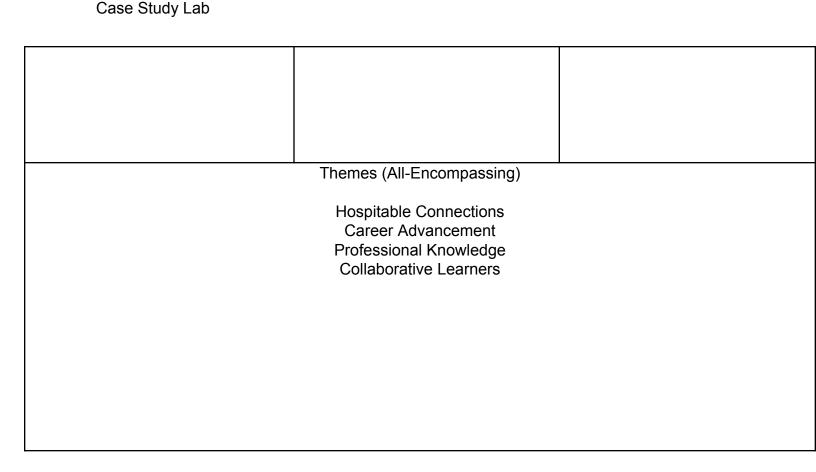
- **Friendly**
- **Patient**
- **Diverse**
- **Relatable**
- **Engaged**
- **Hospitable**
- **Hilarious**
- **Interactive**
- **Attentive**
- **Supportive**
- **Connections**
- **Enthusiastic**
- **Tech Savvy**
- **Communicative**

Classmates & Colleagues

- **Inclusive**
- **Friendly**
- **Interactive**
- **Relaxed**
- **Diverse**
- **Relatable**
- **Hilarious**
- **Tech Savvy**
- **Supportive**
- **Great connections**
- **Different ideas to the class discussion**
- **Students can express themselves**

Recreation Management and Tourism and Hospitality Management.
- Interact and Experiential Learning Opportunities
- Two Internships and 1,000+ industry hours
- Study Abroad
- Accessible options through admissions
- Student Professional Organizations
- Professional Development and Career Coaching
- STHM Alumni Association
- Networking Opportunities and Corporate Recruiting with STHM
- Industry Hours
- Student Professional Organizations

Case Study Lab

Themes (All-Encompassing)

Hospitable Connections
Career Advancement
Professional Knowledge
Collaborative Learners

Data Analysis: The Write Up

Drawing from your themes, describe the *STHM experience from the student's perspective according to your data*.

[Insert Theme 1]: The STHM experience is filled with hospitable connections that provide opportunities for students to connect with others that understand their story and are motivated to make differences within their community. This is important to STHM overall due to the competitive advantage that is given.

[Insert Theme 2]: The STHM experience is connected towards career advancement within hospitality and tourism due to providing opportunities to help them move to the next level, such as internships, student professional organizations, industry hours, and networking with professionals to obtain experience. Therefore, STHM is the key factor towards providing an experience that helps them become a well-rounded student, who is ready to serve others.

[Insert Theme 3]: The STHM experience is connected towards professional knowledge due to the analyzing the students, the interviewing process, and the resources that were provided to the students, such as industry hours, joining a student professional organization, taking the internship program, and connecting with professionals that

obtained understanding within the industry. Thus, STHM is beneficial towards the experience that is required to obtain the necessary skills that are crucial towards shaping the 21st century for memorable experiences.

[Insert Theme 4]: Lastly, STHM is based on the connection towards collaborative learners who are not only engaged in their craft, but they are willing to learn from leaders in the field that they are going to. This helps them to focus on collaborating and being able to focus on obtaining experiences, as well as partaking in the curriculum to ensure that they are making the best experiences to help them advance in their future career in the industry.

[Insert Theme 5]: Description