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Assignment #1: Strategic Direction

Identify the strategic direction of a company in the hospitality and tourism industry. It might be a company that you worked or are currently working at. It might be a company that you are interested in working for after you graduate. Or it might be a company that you are inspired by its products, service, or culture. Locate the company's strategic direction on its website, company marketing flyer, or orientation materials.

The total possible score of this assignment is 40 points. You need to find at least three out of the following four statements or description.

1. Mission Statement
2. Vision statement
3. Values
4. Statements or program description of social responsibility



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