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Fall 2023 Tiefel Project

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Expanding Ownership Diversity in the Hotel Industry

A Tiefel Scholarship Research Project

A qualitative research project focused on interviews with industry and association executives identified common challenges and opportunities to increase ownership diversity.

Ownership Awareness to Execution Funnel Awareness Creating an awareness of the ownership opportunities Solutions Education Franchisors, Associations, and in-group Specific Industry Knowledge, Roles and networks must all work together to create responsibilities, KSA requirements. an effective path from awareness to **Network Resources** Franchisor, Legal, Financial, Operational, Supply Chain, Project Management Execution Successful purchase/build/hold/sell

Requirements of Ownership



A Great Opportunity for JWU COHM!





