**Activity 2**

Mashiur Rahman

University of the Cumberlands

Strategic Application in Project Management

Dr. K Holland

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# Activity 2

We are looking at different projects for a resort and trying to classify them as described in (Larson, 2020) i.e., Compliance, Strategic or Operational Projects.

**Convert the pool heating system from electrical to solar power:**

Classification: **Strategic Project**

Solar power is in line with the long-term goal or shifting form fun-in-the-sun to Eco-tourism. This can help in reducing the resort's carbon footprint and showcasing a commitment to sustainable energy solutions.

**Build a 4-mile nature hiking trail:**

Classification: **Operational Project**

Creating a nature hiking trail can be classified as either an operational project or Strategic project. It can be classified as Operational project because it directly enhances the guest experience by offering eco-friendly recreational activities. It can be classified as Strategic because it supports the eco-tourism image as well.

**Renovate the horse barn:**

Classification: **Compliance Project**

Renovating the horse barn can either be classified as an operational project or compliance project. It can be classified as an operational project because it might seem like a routine maintenance project. It can also be classified as a compliance project because it is essential for compliance with animal welfare and safety standards. Ensuring the comfort and well-being of horses is a prerequisite for any eco-tourism initiative.

**Launch a new promotional campaign with Hawaii Airlines:**

Classification: **Operational Project**

While partnering with Hawaii Airlines can be a strategic move to amplify eco-tourism message to a broader audience. This can increase the daily windfall to the resort and hence can be classified as an operational project as well.

**Convert 12 adjacent acres into a wildlife preserve:**

Classification: **Strategic Project**

This project can serve as both compliance and strategic. It will be compliance as it contributes to preserving the natural habitat, and it can be strategic project, as it aligns with long-term goal of creating an immersive eco-friendly experience for guests. The wildlife preserve can become a cornerstone of eco-tourism identity.

**Update all the bathrooms in condos that are 10 years or older:**

Classification: **Operational project**

Updating bathrooms may directly enhance the quality of life for the guest in the resort and hence it falls under operational improvements to maintain the overall quality of guest accommodations. We can also classify this under strategic as incorporating water-efficient fixtures and sustainable materials aligns it with eco-friendly initiatives. It can also be classified as compliance, if the bathrooms are not up to standard and hence may lead to safety violations. While the exact classification is based on why this decision is taken.

**Change hotel brochures to reflect eco-tourism image:**

Classification: **Strategic project**

This is a strategic step as it will communicate the values of the resort to potential guests. This project aims to align external communication with the long-term goal.

**Test and revise disaster response plan:**

Classification: **Compliance project**

Ensuring the safety of guests and staff and testing and revising the plan to keep it up to date is a compliance-driven project.

**Introduce wireless Internet service in café and lounge areas:**

Classification: **Operational project**

The introduction of wireless Internet is an enhancement aimed at improving guest experience and convenience. While it may not directly contribute to the resort’s image it may be a wonderful delighter to the customer(guests) that aligns with their life style and hence ensures a good experience.

While some of the projects are clear in why we are undertaking the project. Most of the above projects can be taken up in the context of multiple classifications. The exact reason for taking up the project information is needed to provide the exact classification. Even in such cases, it can still be classified multiple ways as it may align with multiple goals.

# References

Larson, E. W. (2020). *Project management: the managerial process.* McGraw-Hill Us Higher Ed.