

# Trends in the Hospitality & Tourism Industry

**Media Type:** Microsoft® PowerPoint® Presentation

**Duration:** 48 slides

**Goal:** To identify and understand trends and issues within the hospitality and tourism industry.

**Description:** Students will be able to identify and understand local and regional trends and issues within the hospitality and tourism industry. Students will also design a product which could be utilized by hospitality and tourism industry consumers.

## Objectives:

1. To design a customized product for the hospitality and tourism industry.
2. To identify local and regional trends and issues in the hospitality and tourism industry.

## Horizontal Alignment

Core-Subject Area	Foundation Concept	Basic Understanding
Math	<i>Logical Skills</i>	<ul style="list-style-type: none"> <li>Reasoning</li> <li>Patterns</li> <li>Problem solving</li> <li>Real-life applications</li> </ul>
	<i>Application of Mathematical Technology</i>	<ul style="list-style-type: none"> <li>Collecting data</li> <li>Evaluating conclusions</li> <li>Compare/contrast findings</li> </ul>

## Horizontal Alignment

Core-Subject Area	Foundation Concept	Basic Understanding
Social Studies	<i>Geographical Skills &amp; Applications</i>	<ul style="list-style-type: none"> <li>Cultural trends</li> <li>Identify the importance of geographical locations</li> </ul>

## Horizontal Alignment

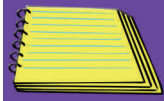
Core-Subject Area	Foundation Concept	Basic Understanding
Science	<i>Scientific Thinking &amp; Investigating</i>	<ul style="list-style-type: none"> <li>Critical thinking and scientific problem solving</li> <li>Real-world investigations and applications</li> <li>Analytical skills</li> <li>Hypothesis development</li> <li>Collecting data</li> <li>Technology-based research</li> <li>Compare/contrast findings</li> <li>Classification/organization skills</li> </ul>

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## Horizontal Alignment

Core-Subject Area	Foundation Concept	Basic Understanding
Language Arts	<i>Application of Writing Skills</i>	<ul style="list-style-type: none"> <li>• Editing/proofreading</li> <li>• Composition mechanics</li> <li>• Descriptive, informative, creative and persuasive writing</li> <li>• Organizing logical arguments</li> <li>• Brainstorming</li> <li>• Analyzing audiences</li> <li>• Utilizing reference materials</li> <li>• Creating bibliographies</li> <li>• Enhancing grammatical mechanics</li> <li>• Vocabulary enhancement</li> </ul>
	<i>Analysis of Text &amp; Information</i>	<ul style="list-style-type: none"> <li>• Drawing inferences and generalizations</li> <li>• Reading/content literacy</li> <li>• Critical thinking</li> <li>• Creative thinking</li> <li>• Expression of thoughts and ideas</li> <li>• Communication skills</li> <li>• Developing listening and comprehension skills</li> <li>• Literary interpretation</li> <li>• Creating visual representations</li> </ul>
	<i>Technology Applications in Literature</i>	<ul style="list-style-type: none"> <li>• Utilizing document processing software</li> <li>• Utilizing presentation processing software</li> <li>• Internet-based research</li> </ul>

# Trends in the Hospitality & Tourism Industry



## Lesson Plan

Student and Teacher Notes are available to print in outline format. You can access these documents under the "Printable Resources" section. If student licenses have been purchased, an interactive version of the Student Notes is available in the "Interactive Activities" section. If printing the full PowerPoint® is desired, you may download the file and print the handouts as needed.

**Class 1:** Begin class by passing out the *Trends in the Hospitality & Tourism Industry Vocabulary Handout* for students to use as reference materials. Show slides 1 to 18 of the *Trends in the Hospitality & Tourism Industry - Industry Trends* segment. Distribute the *Global Trends & Issues Project* and allow the remainder of the class for students to work.



Slides  
1-18

**Class 2:** Remind students to continue using the *Vocabulary Handout* as reference materials. Show slides 19 to 32 of the *Trends in the Hospitality & Tourism Industry - Industry Trends* segment. Follow the segment with its *Assessment*. Students should use the rest of the class to work on their *Projects*.



Slides  
19-32

**Class 3:** Remind students to continue using the *Vocabulary Handout*. Show the *Trends in the Hospitality & Tourism Industry - Consumer Trends* segment. Follow the segment with its *Assessment*. Allow the remainder of the class for students to work on their *Projects*.



Slides  
33-48

**Class 4:** Distribute the *Products of Traveling Activity* and allow the entire class for students to complete it and present their ideas to the class.

**Class 5:** Administer the *Trends in the Hospitality & Tourism Industry Final Assessment*. Student groups should present the *Global Trends & Issues Project* to the class.



## Lesson Links

### StaynTouch

- <http://stayntouch.com/blog/>

### Traveler's Checklist

- <http://travel.state.gov/content/passports/english/go/checklist.html>



## Career & Technical Student Organizations

### Business Professionals of America

- Integrated Office Applications
- Computer Network Technology
- Mobile Applications - Pilot
- Information Technology Concepts - Open
- Computer Literacy Concepts - Open

### DECA

- Principles of Hospitality and Tourism
- Hospitality and Tourism Operations Research

### Family, Career and Community Leaders of America

- Hospitality, Tourism, and Recreation

### Future Business Leaders of America

- E-business
- Help Desk
- Hospitality Management
- Mobile Application Development
- Networking Designs



## Career Connections

Using the *Career Connections Activity*, allow students to explore the various careers associated with this lesson. See the *Activity* for more details. *If student licenses have been purchased:* Students will select the interviews to watch based on your directions. *If only a teacher license is purchased:* Show students all the career interviews and instruct them to only complete the interview form for the required number of interviews.

- iCEV51005 Marcia Flynn, Director of Visitor Services, Desert Botanical Garden
- iCEV50848 Kim Cannon, Manager, COWamongus! Creamery & Meat Co., Texas Tech University
- iCEV50205 Bill McKenzie, General Manager, La Quinta
- iCEV50803 Toni Johnson, Tourism Administrative Specialist, Canton/Stark County Convention & Visitors' Bureau
- iCEV50802 Gina Bannevich, Tourism & Marketing Manager, Canton/Stark County Convention &

# Trends in the Hospitality & Tourism Industry



## Lab Activity

### Products of Traveling

#### Directions:

Students will be in one of four groups to develop a consumer based product for the hospitality and tourism industry which they believe would benefit travelers. See the *Teacher Instruction Sheet* for more information.



## Project

### Global Trends & Issues

#### Directions:

Students will work in groups of three to research a current trend or issue in the hospitality and tourism industry. Each group will create a Microsoft® PowerPoint® presentation over the trend or issue they've chosen and how it impacts consumers and businesses within the industry. Initiate a group discussion after all presentations are complete.