

Industry Research and Reflection
25% of total grade

Assignment

The purpose of this assignment is to become knowledgeable about industry segments, recognize trends within those segments, and through self-reflection, to identify opportunities for where/how to apply your own expertise.

Student Learning Outcomes

Upon completion of this assignment, students will be able to:

- Discuss the scope of the hospitality industry through written communication
- Gather information from observation regarding the hospitality industry from a local, national and international perspective and about their future role within the industry
- Describe key management functions using professional terms and communication standards

Task 1: Self-Reflection [Due:]

- Identify a segment of the hospitality industry in which you wish to build your career.
- What makes you interested in this segment of hospitality.

Task 2: Preliminary Industry Research [Due:]

- Conduct a google search using a keyword search such as: “Trends in [enter segment of the hospitality industry]”.
- Identify three trends from the search, this may require editing the words you search.
- Name and describe three articles or websites used to find the trends you identified

Exemplar

1. *Consumer Wine Sales*
2. *Google search:” Trends in consumer wine sales”*
3. *Trends*
 - a. *Cans*
 - i. *Article*
 - ii. *Website*
 - iii. *Blog*
 - b. *Shift to hard seltzer*
 - i. *Article*
 - ii. *Website*
 - iii. *Article*
 - c. *Rose from Provence*
 - i. *Website*
 - ii. *Website*
 - iii. *Article*

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Task 3: Annotated Bibliography [Due:]

Choose one trend from the list you created. Using the [HMGT1101 Library Guide](#), research one trend and identify one journal article, one newspaper article (*NY Times*, *Financial Times*, *Wall Street Journal*) and two trade articles that support the trend. Write an annotated bibliography for all four articles (*see directions below*).

Annotated Bibliography Directions

- Use APA 7th edition format for cover page and reference list. Information about APA format is available on the [HMGT 1101 Resource Guide](#) and the [Purdue OWL](#).
- Each citation should be followed by an annotation that
 - summarizes the main idea (approximately 4 sentences)
 - assesses the source (one or two sentences)
 - indicates how the source will be relevant for understanding the research topic (approximately 4 sentences)
- Additional information about annotating your references is available on the [City Tech Library website](#) and the [Purdue OWL](#).

Task 4: Industry Research Summary and Reflection [Due:]

Write an essay in which you

- summarize the findings of your research, providing an overview of the significance of your chosen research topic
- indicate the skills you would need to develop to become a leader in the industry segment
- identify further research that you would need to do to achieve this goal and how you would go about conducting this research

Criteria for Assessment

See information literacy rubric