

Industry Research Report  
Step one  
Due Week Three (Information Literacy Session)

Task (one)

Identify a sector of the hospitality industry you wish to build your career.

Make a list of three trends in that sector of the industry.

What supporting information can you provide to support the trends you identified?

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Industry Research Report  
10% of total grade  
Due week 4

Task (two)

Research and write about a trend in one sector of the hospitality industry. Reflect on what skills you plan to develop to become a leader in this sector of the hospitality industry.

Expectations

- Identification of trends in a chosen sector of hospitality
  - Lodging, Food, Beverage, Restaurants, Tourism, Cruise lines, Transportation, Casinos
  - Consider: Leading companies, leading professionals, new technologies, guest demands, amenities, unique features...
- Utilize at least four (4) reliable/academic sources to help identify trends
  - Include two sources from trade publications
  - Include two sources from academic journals
- Reflect on the skills and traits you will need to develop to become a leader in this sector of the hospitality industry
  - What skills and traits do you currently have?
  - How will improve or change your skills and traits?
  - What do you need to learn about?
- Write a report about the trends you identified and your personal reflection of your skills and traits
  - Include industry terminology
  - Minimum of ~350 words, ~375 words preferred (about two thirds of the report should be about trends and 1 third about your own personal reflection.
- Format: APA Standards
  - Title page, page numbers, spacing, font and reference page
  - At least four in-text citations
- Visit the writing tutors
  - Submit the rough draft that was reviewed by a writing tutor, to the back of the final submission.
- Proofread and free of typos and grammatical errors

Criteria for Assessment

See information literacy rubrics

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 in regard to the hospitality industries from a local, national and international perspective and his/her role within the industry
- Understand and discuss the roles and responsibilities of key executives and department heads in the hospitality and tourism industries and their impact on trends in the industry
- Describe key management functions using professional terms and communication standards