

## Industry Profile—Compare and Contrast--COMPANY WEBSITE

<b>Audience:</b> Who is the intended audience for this content?	
<b>Currency:</b> When was the website last updated? Does the information seem relevant or is it out of date?	
<b>Expertise:</b> Who is responsible for the information? Do you trust this information?	
<b>Objectivity:</b> Is the information biased in any way? Is the company trying to sell you something or convince you of something? Is the information based on fact or opinion?	
<b>Accuracy:</b> Is the information correct? Can you verify one piece of information given here in another source? If so, state where. You can use the NY Times or an article in Hospitality & Tourism Complete.	

## Industry Profile—Compare and Contrast—Article in Hospitality and Tourism Complete

**Audience:** Who is the intended audience for this content?

**Currency:** Does the information seem relevant or is it out of date?

**Expertise:** Who created this information? Who published it? Is the author/organization an expert on the subject? Can you verify his or her credentials? Do you trust this information?

**Objectivity:** Is the information biased in any way? Is the author or organization trying to sell you something or convince you of something? Is the information based on fact or opinion?

**Accuracy:** Is the information correct? Are the sources (references) cited? Can you verify one piece of information given here in another source? If so, state where. You can use the NY Times or another article in Hospitality & Tourism Complete.

GROUP 1 MCDONALDS

GROUP 2 DISNEY

GROUP 3 UNION SQUARE HOSPITALITY GROUP

GROUP 4 PLAZA HOTEL

GROUP 5 CHIK FIL A (INCLUDES BACK ROW)

GROUP 6 BEST WESTERN

*Allow 7 minutes per each of two activities*