

Hospitality Trends

Academic Year 2024/2025, Semester 2

Workgroup Assignment Guidelines

Guidelines

- Upload your written assignment to Moodle in the corresponding assignment task as a PDF document. Make sure to click “submit” to upload the final version.
 - Your document may not exceed **10 pages** (excluding cover page and eventual appendixes / **Minimum font size 12 / Minimum line spacing 1.5 / all margins 2,54 cm**) and must be in PDF. If exceeding or with incorrect formatting, grade points will be deducted depending on the extent.
 - You will **also submit the presentation file** (10 min max).
 - The **deadline** is **8 Mar 2025**, 23.59. Late delivery is not accepted.
 - Please note that this assignment should be completed within your group. Groups are predefined (please check Moodle). In case of plagiarism, use of others’ ideas, or academic dishonesty, this individual assignment will not be assessed, and all implicated students will be given the grade of 0/20 to this part of the Course Evaluation.
 - **Quotes** (or extracts) retrieved from other sources are allowed but not a requirement. If you use them, please indicate the respective source.
 - A student peer review within groups will be included in the final evaluation.
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ESSAY

Final Project: Designing the Future of Tourism & Hospitality

Objective:

Students will develop an innovative tourism or hospitality service, product, or business model that responds to key megatrends (demographics, technology, sustainability, mobility) and evolving consumer behaviors.

Project Structure:

Step 1: Choosing a Focus Area

Each group selects an area within tourism and hospitality innovation, such as:

- Smart tourism (AI-driven personalization, virtual tourism)
- Sustainable experiences (net-zero hotels, circular tourism models)
- New mobility solutions (hyperloop tourism, urban air mobility)
- Work & leisure fusion (nomad-friendly hospitality, workation services)
- Social impact tourism (regenerative tourism, accessible tourism tech)

Step 2: Research & Market Analysis

- Analyze consumer trends, competitor landscape, and feasibility.
- Use case studies and data insights to validate their concept.
- Submit a 1-2 pages proposal for feedback (24th Feb).

Step 3: Developing the Service/Innovation

- Define target customers & unique value proposition.
- Outline business model (revenue streams, partnerships, scalability).
- Detail technological applications & sustainability impact.

Step 4: Report & Final Pitch

- Presentation: 10-minute pitch focusing on innovation, feasibility, and impact.
- Report: A structured document with:
 - Executive Summary
 - Problem & Opportunity
 - Innovation Concept
 - Technology & Consumer Trend Integration
 - Business Model & Feasibility
 - Impact & Future Growth Potential

Deliverables:

1. Concept Proposal (1-2 pages) – Brief outline of their idea (24th Feb)
2. Final Report (10 pages) – Detailed explanation of their innovation + Presentation pptx or similar (submission until 8th Mar)
3. Pitch Presentation (10 min per group + Q&A) – Final session (10th Mar)

Evaluation Criteria:

1. **Innovation & Creativity** – How unique and forward-thinking is the idea?
2. **Use of Megatrends** – How well does it incorporate demographic shifts, technology, sustainability, and mobility?
3. **Feasibility & Business Logic** – Is the model realistic and scalable?
4. **Presentation & Persuasion** – Clarity, structure, and ability to defend ideas.