Briefing for Individual Assignment: "Looking into the Future: Hospitality Innovations in 2050"

Overview

In this individual assignment, you are tasked to envision the future of hospitality in the year 2050. The world has undergone significant changes - perhaps humans have colonized Mars, or there have been groundbreaking advancements in technology, sustainability, or global connectivity. Your challenge is to think creatively and critically about how these changes have transformed a specific concept in the hospitality industry. You will deliver your insights through an Individual Report and an Individual Learning e-Portfolio in a media format of your choice.

Objectives

- To stimulate creative and futuristic thinking about the hospitality industry.
- To explore the potential impact of significant technological, environmental, or societal changes on hospitality.
- To enhance your ability to communicate complex ideas effectively through both written and multimedia formats.

Assignment Components

1. Individual Report (3-5 slides): Create a concise, visually engaging presentation that outlines your vision for the future of hospitality in 2050. Your report should include:
  - An introduction to the significant change(s) that have occurred by 2050 and their implications for society at large.
  - A detailed exploration of how these changes have specifically transformed a concept within the hospitality industry (e.g., accommodations, dining, travel, guest services).
  - Imaginative yet plausible hospitality innovations that have emerged as a result of these changes.
  - Considerations of sustainability, inclusivity, and accessibility in the future of hospitality.

2. Individual Learning e-Portfolio: Complement your report with a multimedia presentation that reflects your learning journey and the thought process behind your envisioned future of hospitality. You may choose any format for this e-Portfolio, such as:
  - A private YouTube video
  - A podcast episode
  - A digital portfolio or blog post
  - An interactive digital story or simulation

Your e-Portfolio should provide a deeper insight into the rationale behind your predictions, the challenges you anticipate the hospitality industry might face, and the potential solutions or innovations that could address these challenges. Include reflections on how this assignment has shaped your understanding of hospitality innovation.

Guidelines for Submission

- Deadline for submission: **11am, March 10th, 2025**
- Please send your materials to eugenia.mascarenhas@novasbe.pt (if files are very large feel free to share it using wetransfer, dropbox link or any other similar tool).

- Criteria: Your submission will be evaluated based on creativity, feasibility, depth of analysis, quality of communication, and reflection on learning.
- Originality: Ensure your work is entirely your own. References to existing technologies, theories, or speculative concepts should be appropriately cited.

Tips for Success

- Think broadly about the implications of your chosen significant change. How does it affect customer experience, preferences, and needs?
- Be bold in your creativity. Consider technological, economic, and social factors that could enable or constrain your envisioned innovations.
- Use your e-Portfolio to showcase your personality, presentation skills and thought process. This is your opportunity to demonstrate how you engage with complex ideas and envision the future.

This assignment invites you to embark on a creative journey to the future of hospitality. We look forward to exploring your innovative ideas and the worlds you imagine.