



Creative Projects

HOSPITALITY AND TOURISM



Project 1: Guest Experience Analysis

In this project, you will explore the hospitality and tourism industry by analyzing how businesses create positive guest experiences. You will examine customer service, amenities, branding, and operations to understand what makes hospitality businesses successful. Using your research, you will identify trends and evaluate effective guest experience strategies.

Step 1: Review Hospitality or Tourism Businesses

Review 5–8 hospitality or tourism businesses (hotels, restaurants, resorts, attractions, travel companies, etc.)

Record the following for each:

- Business name and type
- Services or amenities offered
- Target audience or guests
- Customer service strategies
- Unique features or experiences provided

Step 2: Organize Your Data

- Create a comparison table or chart (Excel or Google Sheets)
- Clearly display all businesses and their details
- Group or sort in a meaningful way (by business type, audience, or service)

Step 3: Analyze Experience Trends

Identify patterns such as:

- Common guest experience strategies
- Popular amenities or services
- Branding and marketing approaches
- Differences between luxury, budget, or specialty businesses

Answer:

- What trends do you notice in hospitality and tourism?
- What makes a guest experience memorable?
- What challenges do businesses face in meeting guest expectations?

Step 4: Make Recommendations

Based on your findings, answer:

- What should hospitality and tourism businesses do to improve guest satisfaction?

Provide 2–3 specific, realistic suggestions and explain them.

Examples might include:

- Enhancing customer service training
- Offering personalized guest experiences
- Improving communication and marketing

Final Deliverables (2 Completed Projects)

1) Comparison Table (Required)

A clear chart or table showing your **5–8 businesses** and their details

2) Summary of Findings (Required)

Choose one format:

- 1–2 page written summary
- OR
- 10–12 slide presentation

Your analysis must include:

- Overview of businesses analyzed
- Key hospitality and tourism trends
- Explanation of effective guest experience practices
- Your recommendations for improvement



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Project 2: Experience Enhancement Plan

In this project, you will take on the role of a hospitality professional by creating a plan to improve guest experiences. You will identify areas for enhancement and design marketing ideas to attract and satisfy customers.

Step 1: Select a Business or Scenario

Choose a hospitality or tourism business (real or fictional).

Determine:

- Type of business
- Target audience
- Current strengths and weaknesses

Step 2: Analyze Current Guest Experience

Examine:

- Customer service practices
- Amenities and services
- Communication and branding

Take notes on:

- What is working well
- What could be improved

Step 3: Create an Enhancement Plan

Develop a plan that includes:

- Specific improvements to guest experience
- Explanation of how each change benefits guests
- Practical and realistic strategies

Step 4: Develop Marketing Ideas

Create 3–5 marketing ideas that promote the improved experience.

Examples:

- Social media campaigns
- Promotional events
- Loyalty or rewards programs

Final Deliverables (2 Completed Projects)

1) Plan (Required)

A written guest experience enhancement plan

2) Marketing Ideas (Required)

A list or examples of marketing strategies to promote improvements

3) Extension Activities (Optional)

- Design a promotional brochure or website
- Create a mock travel package
- Present your plan to a panel or class