

Hospitality and Tourism

Lesson 4: Factors Affecting the H&T Industry

Grade Level 10-12

Time to Complete: 45 minute class period

National Content Standards

- 10.5.1. Examine geographic, climate, sites, and time zones of various regions and countries.
- 10.5.2. Examine customs of various regions and countries.

Objectives

Upon completion of this lesson, students will be able to:

- Describe factors that affect the H&T Industry.
- Give specific examples of factors that can affect the H&T industry in their town or state.

Introduction

This lesson is about the factors affecting H&T. During this lesson you will be having an open class discussion about factors affecting H&T. There are four factor categories to discuss with the class: weather, political conditions, economic conditions, and globalization.

Here are some other key terms to discuss with class.

Peak Season-the season with the highest demand for whatever is provided: winter is the skiing peak season, summer is the peak season for fly fishing, spring is the peak season for rafting, fall is the peak season for hunting, etc.

Off Season-the season with lowest demand

Economic Recession- when the economy of a country or place slows and does poorly

Economic Expansion- when the economy of a country or place grows and does well

Globalization-is the process in which economies of different nations become interconnected

Factors Affecting the H&T Industry:

Weather:

Weather has a major affect on H&T, for example a tropical resort may lose customers when it rains or is really windy, so these resorts might have a policy that states if you leave early because of weather there will be no refunded money. Another example of weather affecting H&T is skiing, if you have a really good snow storm a ski hill may double its normal business, also if there is a reported prediction of a good snow year big resorts like Big Sky might have many more reservations made in the off season even before the peak season hits.

Natural disasters also affect H&T. Hurricane Katrina and the tsunamis in Sri Lanka in 2005 are good examples of specific disasters that dramatically affected all industries in those areas and the surrounding regions. Tornadoes, hail storms, mud slides (Beartooth Highway for example), and floods are also examples of how weather and natural disasters affect H&T in communities.

Political Conditions:

The first idea that comes to mind is 9/11, many people became afraid to fly, and worse, in the United States planes were not even allowed to fly for almost three days. Canceled flights definitely affect H&T. Another instance would be hunting in places like Africa and Pakistan, there are very majestic animals to hunt there, but because of unstable governments and unsafe conditions many people would rather not take the risk.

Policy changes such as the reduced number of snowmobiles in Yellowstone Park also affect H& T. When fewer people were allowed into the park on their machines, fewer people visited West Yellowstone in the

winter. Another Yellowstone Park example would be the closure of the East Entrance in the winter to snow coaches and snowmobiles which will affect winter traffic in Cody and Cooke City.

Economic Conditions:

In **economic recession** people lose jobs or tend to save their money because they do not know when things are going to get better. When people curtail spending due to an economic recession, the first thing they stop spending money on is luxury items. These items include: going out to eat at restaurants, going on trips, and basic recreation. These three activities are part of H&T, therefore, the H&T Industry is one of the first industries to get hurt when the economy recesses.

In **economic expansion** people have more money and tend to spend more money on things like vacations, going to eat at restaurants, and recreation.

Globalization:

The main reason globalization affects H&T is through economy and transportation. Economically countries depend on one another; if one countries economy recesses it can in turn make many other countries' economies suffer. Therefore there will be less money spent on luxury activities in both countries. Another affect of globalization on H&T is the many different cultures represented in cities and communities across the world. These different cultures bring different food and recreational activities to their communities.

Body

Anticipatory set: Have magazines, geography maps, population maps, and other materials for the students to look at as they are walking in to class, get their minds wondering what they are doing.

(10 min)

- Introduce the lesson, Factors Affecting H&T.
- Explain that they need to look at the materials (the magazines and such that are about the room) and come up with some ideas for what might affect H&T.

Body of Lesson: Class discussion

(20 minutes)

Discuss the following terms asking first if the students know what any of them are. Try to engage the students as much as possible as this is a discussion lesson.

- **Peak Season**-the season with the highest demand for whatever is provided: winter is skiing peak season, summer is the peak season for fly fishing, spring is the peak season for rafting, fall is the peak season for hunting, etc.
- **Off Season**-the season with lowest demand
- **Economic Recession**- when the economy of a country or place slows and does poorly
- **Economic Expansion**- when the economy of a country of place grows and does well
- **Globalization**-is the process in which economies of different nations become interconnected
- **Explain and discuss the four factor categories**
Weather, Political Conditions, Economic Conditions, and Globalization
Look in Introduction for more information on these subjects.
 - **Weather:** snow: skiing, snowmobiling, sleigh rides through the country
 - **Political Conditions:** war going on in a country, unstable governments, policy changes
 - **Economic Conditions:** people with little money are not going to spend it on luxury items
 - **Highly mixed cultures (globalization):** really diverse foods attract people, dinning, inexpensive souvenirs due to oversees manufacturing.
- Allow students to tell ideas to whole class and allow full class discussion guided by teacher.

Conclusion

(15 minutes)

- After discussion, have the class agree on some factors that affect H&T, then have each student think of their own ideas about things that affect H&T around where they live, or maybe from around the state they live in. Have students write this out and hand it in.

Assessment

- Use verbal questioning throughout lesson.
- Observe class as they are writing down their ideas to see if there are any troubles or specific questions.
- Look over the classes' papers and see if everyone has a good ideas of factors that affect H&T, if needed revisit the subject matter in the next class.