

Products of Traveling

Directions:

For this *Activity*, you will be in one of four groups to develop a consumer based product for the hospitality and tourism industry which you believe would benefit travelers.

1. In your group, brainstorm ideas for a consumer based product for the hospitality and tourism industry which you believe would benefit travelers.
2. Develop a plan for the product your group wishes to develop. Your plan should include the following:
 - Name of your product
 - How the product will be used
 - Which age group will utilize the product
 - How this product can benefit consumers and the industry
 - Where the product will be marketed and why
 - for example, Macy's®
3. Present your product plan to the class in a three to five minute presentation. Be prepared for a class discussion.