



**ACTIVITY WORKSHEETS
AND HANDOUTS**

UNIT 1
INDUSTRY STRUCTURE

Topic: Marketing and branding

Title: Starwood Branding

Time Needed: 45 minutes in class; 1 – 2 hours homework

Preparation Needed: Make copies of the Starwood Branding Description, the Le Meridien press release, and the Handout below for distribution to the students.

Steps in the Activity:

1. Review the Starwood Branding Description, the Starwood Press Release which is about Le Meridien, a Starwood brand, and the Handout with the students to be sure they understand the assignment.
2. Review the concepts of “branding” and “press release” which are included in the “Glossary of Terms” in the Student Resources Guide. To help students understand the connection between brands and symbols of brands, note any global brands in your country such as McDonald’s restaurants and the “golden arches”; French tourism and the Eiffel Tower; Nike athletic shoes and the zigzag “N” symbol. The Starwood Branding Description shows images for two brands (Sheraton and Westin); ask the students to discuss the differences between the two, and point out that the logos for the brand is not the same as the images used to describe the brand.

Follow-up: When students have completed their advertisements, post them around the room and discuss what elements of the particular Starwood brand are being emphasized in each of the different ads.

Here are some suggested answers to the Student Activity.



Question (a): Students can choose the type of images they think are appropriate. Ask them to discuss their views on the images used by the Starwood designers and by each other.

Question (b): Students should choose one of the Starwood hotel brands that is represented in their country or in a country they would like to visit. If access to the internet is difficult, teachers may decide to print out a few relevant pages from websites for students to use. Answers will vary. Positive aspects of the Starwood website include quick access and downloading onto the computer, lots of photos and images, special offers available and easy to find, instructions for online booking easy to follow, etc. Weaknesses will depend on students' experience and viewpoints. For example, if their brand knowledge is weak some students may find it difficult to determine what brand to select or how the pricing structure will vary from one brand to another. If internet access is slow, the music on some sites may be distorted. For schools with good internet access, students should visit the new Le Meridien website that lets customers click on pictures that represent their personal interests; these in turn lead the viewer to specific Le Meridien hotels that offer experiences that match those interests.

Question (c): Teachers may wish to begin by discussing which national newspapers different consumers are likely to read. Students' approaches to the design of an advertisement will vary. However the advertisement would normally include the brand logos, possibly plus the Starwood logos, a slogan, an indication of the type of customer who would be attracted to this hotel brand, some examples of the benefits of booking on-line, the correct website address, etc. Text will normally be kept to the minimum, and should be clear and catchy. Images should be eye catching and related to the customer for whom the advertisement is intended. The ad should persuade the reader to take action. Later, in Unit 3 when students are discussing how destinations market themselves, you can use this press release and their advertisements to help students see the how these different communication approaches can be used.

HANDOUT

This student activity is based on the Starwood Branding Statement

Produce three images which you think will help to illustrate the kind feelings that two of the Starwood brands want their customers to have when they think about the particular brand. The Starwood Branding Description shows images that relate particular feelings related to two brands, Sheraton and Westin. Evaluate these images, and then select images that you would use for two other Starwood brands.

Look at the information and bookings systems on one of the Starwood hotel brand websites, for example, www.starwoodhotels.com/lemeridien/index.html. (Make sure that while you are doing this exercise that you DO NOT confirm a booking). Or pick a brand that is in your country or a country you want to visit. Evaluate whether you think this booking system is easy or difficult to use. Make a list of what you like about the website, and what you think could be improved. Explain your answers.

Read the Starwood Le Meridien press release and produce an advertisement to be placed in a national newspaper in your country or another country to persuade customers to book on-line on this site. Don't forget to make it clear which newspaper your advertisement is to be placed in and the type of customers it is aimed at. You should also briefly explain the reasoning behind your design, both images and text.



STARWOOD BRANDING DESCRIPTION

Here is how one Starwood executive began a discussion about the Starwood brands with GTTP students in Nice, France:

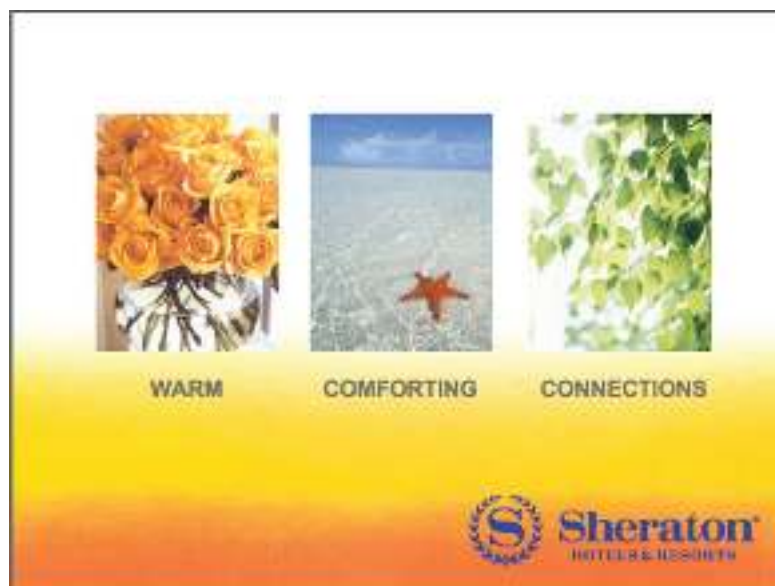
A BRAND IS AN EXPERIENCE

- STARWOOD IS NOT JUST ABOUT THE BEDS
- STARWOOD IS NOT JUST ABOUT THE SHOWER

- Starwood is about the **service** we deliver
- Starwood is about the **people** who deliver the service
- Starwood is about the **experience** the guest receives.



Each brand is different and addresses service, people (employees), and guest experiences in a different way. Below is an image of the Sheraton brand that you can compare with the second image, which is used to describe the Westin brand.





Now compare the images above with the written description of these two brands included below. The following description of the different brands, including Sheraton and Westin, that make up Starwood Hotels and Resorts Worldwide is taken from the company's website:

"We are one of the world's largest hotel and leisure companies. We conduct our hotel and leisure business both directly and through our subsidiaries. Our brand names include the following:

St. Regis Hotels & Resorts (luxury full-service hotels, resorts and residences) are for connoisseurs who desire the finest expressions of luxury. They provide flawless and bespoke service to high-end leisure and business travelers. St. Regis hotels are located in the ultimate locations within the world's most desired destinations, important emerging markets and yet to be discovered paradises, and they typically have individual design characteristics to capture the distinctive personality of each location.

The Luxury Collection (luxury full-service hotels and resorts) is a group of unique hotels and resorts offering exceptional service to an elite clientele. From legendary palaces and remote retreats to timeless modern classics, these remarkable hotels and resorts enable the most discerning traveler to collect a world of unique, authentic and enriching experiences that capture the sense of both luxury and place. They are distinguished by magnificent decor, spectacular settings and impeccable service.

W Hotels (luxury and upscale full service hotels, retreats and residences) feature world class design, world class restaurants and “on trend” bars and lounges and its signature Whatever\Whenever service standard. It’s a sensory multiplex that not only indulges the senses, it delivers an emotional experience. Whether it’s “behind the scenes” access at Whappenings, or our cutting edge music, lighting and scent programs, W delivers an experience unmatched in the hotel segment. __

Westin Hotels & Resorts (luxury and upscale full-service hotels and resorts) is a lifestyle brand competing in the upper upscale sector in nearly 30 countries around the globe. Each hotel offers renewing experiences that inspire guests to be at their best. First impressions at any Westin are fueled by signature sensory experiences of light, music, white tea scent and botanicals. Westin revolutionized the industry with its famous Heavenly Bed ® and Heavenly Bath ® and launched a multi-million dollar retail program featuring these products. Westin is the first global brand to offer in-room spa treatments at every hotel and the first to go smoke-free in North America. Westin guests stay in shape at WestinWORKOUT ® Powered by Reebok sm™ .

Le Méridien (luxury and upscale full-service hotels, resorts and residences) is a European-inspired brand with a French accent. Each of its hotels, whether city, airport or resort has a distinctive character driven by its individuality and the Le Méridien brand values. With its underlying passion for food, art and style and its classic yet stylish design, Le Méridien offers a unique experience at some of the world’s top travel destinations.

Sheraton Hotels & Resorts (luxury and upscale full-service hotels and resorts) is the Company’s largest brand serving the needs of luxury and upscale business and leisure travelers worldwide. We offer the entire spectrum of comfort. From full-service hotels in major cities to luxurious resorts by the water, Sheraton can be found in the most sought-after cities and resort destinations around the world. Every guest at Sheraton hotels and resorts feels a warm and welcoming connection, the feeling you have when you walk into a place and your favorite song is playing — a sense of comfort and belonging. At Sheraton, we help our guests connect to what matters most to them, the office, home and the best spots in town.

Four Points by Sheraton (select-service hotels) delights the self-sufficient traveler with a new kind of comfort, approachable style and spirited, can-do service — all at the honest value our guests deserve. Our guests start their day feeling energized and finish up relaxed and free to enjoy little indulgences that make their time away from home special.

aloft (select-service hotels), a brand introduced in 2005 with the first hotel expected to open in 2007, is a hotel of new heights, an oasis where you least expect it, a spirited neighborhood outpost, a haven at the side of the road. Bringing a cozy harmony of



modern elements to the classic American on-the-road tradition, aloft offers a sassy, refreshing, ultra effortless alternative for both the business and leisure traveler. Fresh, fun, and fulfilling, aloft is an experience to be discovered and rediscovered, destination after destination, as you ease on down the road.

Element (extended stay hotels), a brand introduced in 2006 with the first hotel expected to open in 2008, provides a modern, upscale and intuitively designed hotel experience that allows guests to live well and feel in control. Inspired by Westin, Element promotes balance through a thoughtful, upscale environment. Decidedly modern with an emphasis on nature, Element is intuitively constructed with an efficient use of space that encourages guests to stay connected, feel alive, and thrive while they are away. Element is the smart, renewing haven for extended stay travel.

Through our brands, we are well represented in most major markets around the world. Our operations are grouped into two business segments, hotels and vacation ownership and residential operations. Our revenue and earnings are derived primarily from hotel operations, which include management and other fees earned from hotels we manage pursuant to management contracts, the receipt of franchise and other fees and the operation of our owned hotels.”



Le Meridien Hotels & Resorts Re-Launches LeMeridien.com

A Re-Designed Website Is the First in the Hotel Industry to Introduce Image Based Navigation

Guests Control Their Hotel Experience Through Their Own Interactive Platform

"Le Meridien is providing a proscenium, a stage, a platform in which ideas can play out to a much larger audience. I hope the guests of Le Meridien will join this exchange in order to find a new perspective." - Ralph Gibson, photographer and member of LM100(TM).

WHITE PLAINS, N.Y.--(BUSINESS WIRE)--Dec. 11, 2007--Today, Le Meridien announced the launch of the re-designed LeMeridien.com, a website created for guests interested in traveling to discover a new perspective in arts, music, fashion, design and cuisine. The re-designed website offers a unique image-based navigation system, allowing guests to create a personalized interactive experience in those fields.

Since being purchased by Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) two years ago, Le Meridien has been committed to transforming the functional and transactional-driven hotel experience into a lifestyle one connecting with its guests emotionally. Designed as a global community for those that appreciate creativity, LeMeridien.com offers a discovery experience that starts with the guests.

DISCOVERY STARTS WITH YOU

Based on Le Meridien's core values of Chic, Cultured, Discovery, the creative concept for the re-designed website is 'Discovery Starts with You'. The aim of the website is to let its guests take an interactive journey into the world of Le Meridien by placing them in control of their own hotel guest experience. Right from the beginning, the website's homepage is a three dimensional space which allows customers to navigate through the world of Le Meridien by selecting images associated with Le Meridien hotels, LM100 members, brand initiatives, and special offers.

The site is not only visually engaging, but also offers a creative and original sound experience, crafted by French composer Henri Scars Struck, with more than 300 music and unique sounds samples, which will play as customers navigate through LeMeridien.com. The sound collage will be mixed with background music that will change, depending on the time of day wherever the customer is located: 6am - 12pm Water / 12pm - 6pm Forest / 6pm - 12am Market / 12am - 6am Nature.

This will combine with the sounds associated with the images on the home page to create an interactive sound experience utterly unique to the online environment.



DESTINATION CANVAS

One of the most unique aspects of the new LeMeridien.com is its 'Destination Canvas'. This innovative concept is unique not only in the hospitality industry, but in the online environment overall.

The 'Destination Canvas' concept treats destinations like a white canvas for its guests. It offers a creative platform with a purpose that connects guests' personal interests with Le Meridien hotels and destinations. It matches the experiences guests are seeking and recommends destinations based on what they create.

For customers looking for a trip that could include cuisine, arts, fashion, beach, spa, or golf, the 'Destination Canvas' allows guests to select visuals from an image library that depicts their desired experience and interests. Once guests make their selection, the images depicting their passion points are placed on a white canvas. After selecting the images, guests can adapt the size and position to signify the importance of the experience, LeMeridien.com provides destination recommendations that reflect the guests' passions. Guests will be able to email their personal 'Destination Canvas' to friends and family.

LM100

LM100, a key strategic pillar of Le Meridien brand, is a community of cultural innovators that are recommended and selected by Jerome Sans, Le Meridien's Cultural Curator, from the fields of art, architecture, cuisine, design and fashion - Le Meridien's passion points. The LM100 programme involves creative individuals curating original experiences for Le Meridien that show the established and the known from a different point of view. LM100 members will develop experiences for Le Meridien hotels worldwide through offering their creativity for Le Meridien projects and interactive initiatives, or proposing other established or emerging talents that reflect the brand's core values.

With a creative navigation similar to the home page, LM100 section of the new LeMeridien.com website offers guests an insight into the creative community behind the brand, and shines a light into their creative process of shaping Le Meridien hotel experience. Members of LM100, among them Andrea Illy and Jean-Georges Vongerichten, have been photographed by Ralph Gibson, a legendary American photographer and a member of LM100. Upon clicking on the LM100 member photograph, guests will be taken inside Le Meridien's creative community where they will gain access to LM100 members' videos, gallery, and podcasts providing insights into our members' perspectives into the creative process.



ABOUT LE MERIDIEN

Le Meridien brand, currently represented by approximately 120 properties in 52 countries, was acquired by Starwood Hotels & Resorts Worldwide in November 2005. With close to 90 percent of its properties located in Europe, Africa, the Middle East, and Asia-Pacific, Le Meridien provides a strong international complement to Starwood's primarily North American holdings. Plans call for dynamic expansion of Le Meridien-branded hotels and resorts within the next five years, concentrating in the U.S., Latin America, and Asia-Pacific, including destinations such as India, Thailand and China. For more information, please visit www.lemeridien.com.

MULTIMEDIA AVAILABLE:

<http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5564870>



Topic: Transportation Company visit

Title: Airport Field Trip

Time Needed: 4-6 hours (depending on travel time)

Materials: Student Field Trip forms (one per student)

Space: Transport to the airport or bus terminal

Preparation: Arrange for the visit with the public relations person for the facility or the general manager, providing a list of student names who will be attending.

Outline the areas that you want the students to see and request a speaker who can explain the facility's operations and also the types of jobs at the facility.

Activity Steps: Student should locate the facility on a map and, if applicable, should spend time researching the facility on the Internet.

Introduce the students to the facility guide or map and ask them to fill out their field trip forms as they tour.

Follow-up: In the next class, discuss their findings.

The class should also write a thank you letter to the manager of the facility and anyone who provided special services during the tour.



Airport Field Trip

Tourism Field Trip Handout

Location: XX [fill in the name here and below where XX appears]

Student name: _____ Date: _____

This field trip requires you to make a study of the above named tourism facility. During the field trip observe your surroundings, listen to the speakers, read the tourism literature available and fill in the answers the following questions.

1. How far is _____ from your location? _____ From the capital city? _____
2. Is it known by any other name? _____
3. When did it originally open? _____
4. Name two other similar facilities in your region.

5. Name the general manager of XX _____
6. How many flights [bus trips] are there daily? _____
7. What companies serve XX? _____
8. Name two of their routes. _____
9. How many passengers are handled annually at XX? _____
10. How many people are employed at XX?
11. Identify the security features that are visible at XX



12. Identify facilities that are suitable for travelers with special needs

13. Are there car rental companies at XX? If so, name them _____

14. Are the following services available at XX?

- Telephone
- Bureau de change/foreign exchange desk
- Duty free shop
- Information desk
- Restaurant
- Bar
- Taxi services
- Car park
- Signs that clearly tell passengers how to get around XX

15. Suggest ways in which travel & tourism services at XX could be improved

16. Give three ways in which XX benefits travel and tourism in your area

17. Draw a site plan of XX



Topic: Classification of hotels

Title: Classification of hotels

Time Needed: 3 hours

Materials: Information leaflets, bulletins, advertisements, glue, scissors, butchers paper

Preparation Needed: Review with students the section in the Resources Guide on hotel ratings. It is important for students to understand that there is no universally accepted global ratings system. Rating systems vary by country.

- Activity Steps:**
1. Research information on hotel categories and star classes.
 2. Select a hotel and compare it to a classification scheme. Consider such elements as:
 - equipment in rooms
 - reception services
 - child care
 - restaurants, barSpecial services:
 - medical services (therapies)
 - fitness services, sauna, sport facilities, pools
 - conference rooms and services
 - shops, hairdresser, beauty salon etc.
 - parkingAccessibility and availability.
 3. Have the students prepare posters for the selected places to present all assets required for the given class of hotel.
 4. Visit the place and check the results of the analysis on site.

Theme: Researching Travel & Tourism Businesses

Title: Tourism Attractions Field Research

Time Needed: Travel time to and from the attraction, plus 1-2 hours on site; additional time after school for the students to prepare their individual reports

Preparation Needed: Decide on the site to be visited and call ahead to: Ensure your class can be accommodated and Arrange for an employee who can discuss not only the site, but also the business operation of the site.

Activity Steps: Pass out the student form and discuss it prior to the visit. Visit the site; students take notes on what they see.

Follow-up: Students should send a thank you letter to the manager of the facility.

Students should prepare their reports



HANDOUT: Tourism Attractions Field Research Student Reporting Form

An investigation into the Tourism industries in (enter name of the town/region/district as appropriate)

1. Produce a simple guide to leisure facilities in

| Name of Attraction | Brief description of its products & services |
|--------------------|--|
| | |

2. For at least TWO of the attractions, produce a detailed report on their products and services using a variety of sources:
 - Visit a local Tourist Information Centre
 - Undertake a guided tour
 - Use leaflets and information from the Internet
3. Produce a questionnaire to be used at one or more of your selected attractions that is designed to find out why customers visit/use the attraction/facility — be sure you include a question relating to variety/types of users.
4. Using a variety of sources of information, locate your attractions/facilities on a map of the area, and indicate the transport links to each of the attractions using a variety of sources:
 - Rail/bus timetables
 - Public transport map
 - Road access
 - Pathways and trails
5. On a town map of locate examples of facilities that provide for home-based leisure activities, ie:
 - Video rental shops
 - Take-away restaurants
 - Bookshops
 - Computer game shops

Topic: Destination attractions

Title: Design a Travel & Tourism Trail

Time Needed: 2 hours outside the classroom; 1 – 2 hours in class after completing the walking tour.

Materials: Good local map for students to take on their walk; paper and pencils.

Preparation Needed: Prior to going on the walk, be sure students know the starting point and the end point.

Steps in the Activity:

1. Divide the class into teams of 4-5 students. Assign groups to map out a walking tour for either a family visiting your area, a business woman with some free time after her meeting, or two teenagers visiting with their father who is on a business trip.

2. The students all start at the same point and using their map and their imagination, walk around the area and locate the following kinds of things that they believe their assigned group would want to see on a first visit to the area:

- Attractions such as historic buildings
- Parks
- An interesting place to eat
- Some places to shop
- Toilet facilities (public rest rooms)
- Other places or things of interest

3. The students should mark the places they select on their map, and provide directions as well. For example,

- Start at the corner of X street and walk 2 blocks North to Z street.
- Look for a statue of a big dog.
- Just behind the dog, find the restaurant selling special chocolates, etc.

Follow-up: The idea is to map out an interesting walking tour that a visitor could take in order to learn something about your town. The maps can be carefully completed and some students may be interested in producing more polished versions that can be printed by the school or local tourism information office and given to tourists.



Topic: Internet Exploration

Title: Finding Information on the Internet

Time Needed: For simple research topics, students will need 5-10 minutes to obtain basic information. More complex topics, like employment information, can take up to an hour or more.

Materials Paper to take notes.

Preparation Needed: Schedule computer time for students.

Steps in the Activity:

1. To gain experience in using the Internet for research, go both to www.google.com and to the resource section of www.gttp.org and find information about the following:
 - The weather in your city or region, then compare it to the weather at a place you would like to visit.
 - The latest news for your country or region: that's what visitors are seeing.
 - The latest news from the Travel & Tourism industry in your region: that will help you understand the industry.
 - Employment in the Travel & Tourism industry. Analyze whether the jobs offered are for "front line" tasks or for "operations."
 - Contact information for an organization that offers free information about a destination; often these are government or quasi-government organizations that have the job of attracting travelers to their country or community.
 - Any well-known company engaged in Travel & Tourism. See where they operate.

