

# THE WONDERS OF ONE-PAGERS

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DR. MARY OLLE

HOSPITALITY ADMINISTRATION

*“How can I tell what I think till I see what I say?”* - E.M. Forster

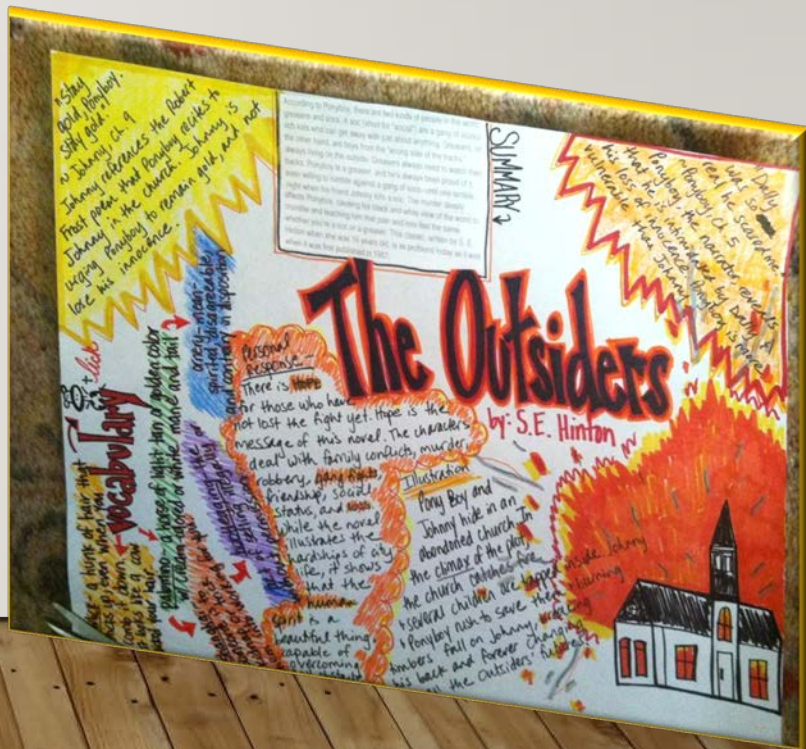
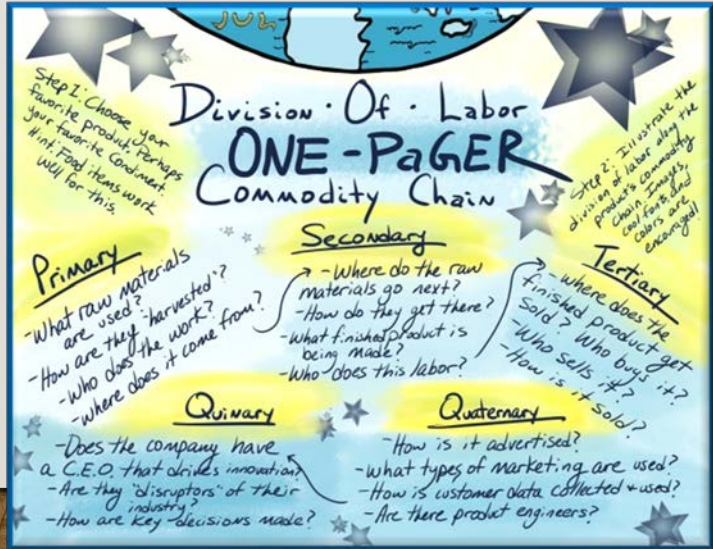
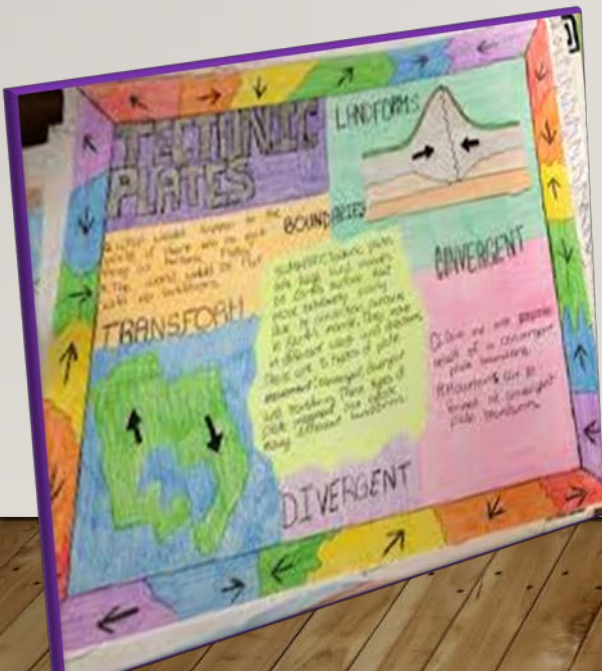
# OBJECTIVES

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- Define One-Pagers
- Show examples of One-Pagers
- Assessment for One-Pagers
- Compare examples of One-Pagers

# WHAT IS A ONE-PAGER?

- **One-page** combines the use of verbal (written word) and nonverbal (images) to interpret, summarize, and describe topics/concepts presented in class.
- Creating a One-Pager





# TRVM | 300.50 | TRAVEL AND TOURISM

## TOPIC: THE EFFECTS OF MASS TOURISM

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- From the link, [The Effects of Mass Tourism](#), read the article related to Mass Tourism. Under the section titled, The Negative Impacts of Over tourism, select one **destination** within one of the 6 continents listed (Africa, Asia, Australia, Europe, Central/South America, or North America).
- Create your One-Pager to answer the following questions about the destination you selected.

# TRVM | 300.50 | TRAVEL AND TOURISM CONTENT FOR ONE-PAGER

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- What destination did you select and what are the mass tourism issues/concerns related to your chosen destination.
- What are your thoughts/suggestions to help alleviate the issues/concerns of your chosen destination?
- Remember, your One-Pager could utilize the entire page using images, graphics, and words.
- Once you have completed your One-Pager, save as a .pdf



# EFFECTS OF MASS TOURISM

**Mass Tourism**  
THROUGHOUT AFRICA

**GIZA**  
WITH SO MUCH HISTOY THERE COMES A LOT OF TRAVELERS. THERE HAS BEEN SO MANY TRAVELERS THAT THE LOCAL ECONOMY ALMOST CRASHED.

*By Megan Carswell*

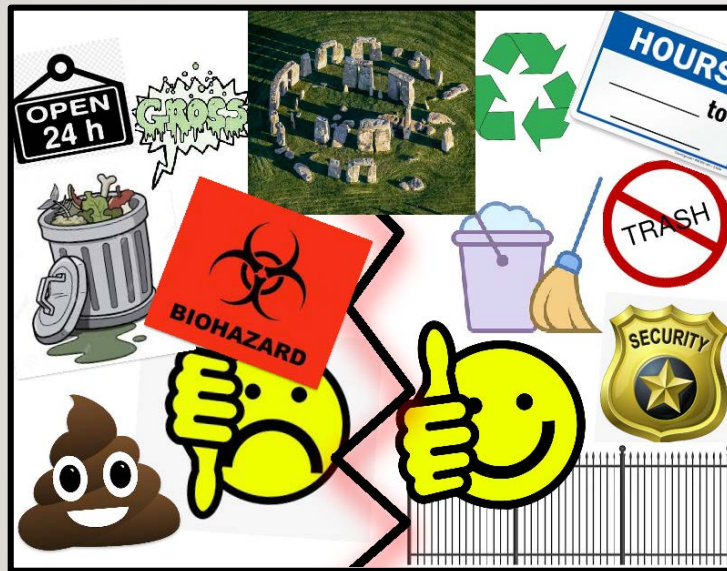
**How do we fix it?**

IMPLEMENT MORE JOBS FOR LOCALS AND BUILD MORE LOW COST HOUSING.

**Cape Town**  
With the increase of tourism, the pricing of housing has sky rocketed. Oversea investors buy what little houses are left and turn them into Airbnbs.

**MAURITIUS**  
HAS BECOME AN ISLAND THAT HAS REACHED ITS PHYSICAL CARRYING COMPACTY TO THE POINT THAT IT IS NOW EXTREMELY DIFFICULT TO GET FROM ONE SIDE TO THE OTHER

About **11 million** people traveled to Morocco last year, causing a strain on resources.



**Effects of Mass Tourism in Denali National Park**

**Main Issues:**

- Urbanization
- Littering
- Water Pollution
- Authenticity
- Road Conditions
- Overcrowding
- Very little money put back into surrounding Alaskan communities

**Possible Solutions:**

- Emphasize "Leave No Trace" via signage and interpretation
- Allocate more funding towards guided hiking tours
- Allocate more funding for aerial tourism in the park
- Create an incentive program for small local businesses that contribute to the Tourism industry
- Strictly enforce EPA regulations to all resorts, lodges, and service businesses in the area
- Require reservations to enter the park if not a current resident of Alaska (exceptions on special occasions)

**Possible Outcomes:**

- More authentic nature with less people on roads and in park all together
- Less Pollution
- More local tourism businesses, less big corporations
- True nature of the park returns

# ONE-PAGER RUBRIC

Category	Excellent	Good	Needs Improvement	Unacceptable
<b>Information Focus on Topic</b>	Content is clear; main idea stands out and is supported by detailed information(text); well balanced with illustrations.	Main idea is clear but the supporting information is general.	Main idea is somewhat clear but there is need for more supporting information; little balance between text and graphics.	Main points are not clear; poor balance between text and graphics.
<b>Illustrations Graphics/Images</b>	Appropriate information related to topic; good balance with text.	Somewhat relates to main topic but lacks balance with text.	Graphic/images relate to topic but with minimal detail.	Graphics/images are irrelevant to content and confusing.
<b>Student Response</b>	Response indicates a thorough and detailed understanding of content/topic.	Response indicates an understanding of the content; makes relevant connections and provides some explanation.	Response indicates a partial understanding of the content; information is general or simplistic.	Response indicates limited understanding of the content; lacks clarity in representing content.
<b>Illustration/graphic Originality</b>	Reflects exceptional degree of creativity and effort in presenting content.	Most graphics/images reflect creativity in presenting content.	Reflects minimal effort and lacks creativity in presenting content.	Reflects no creativity and lacks relation to content.
<b>Readability and Appearance</b>	Project is neat, well organized, in appearance and readability.	Project is somewhat organized in appearance and readability.	Project information lacks organization and clarity.	Project is disorganized and difficult to read.

# TRAVEL AFTER CORONAVIRUS ARTICLE

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- From the link, [Accelerating Travel Innovation After Coronavirus](#), read the article related to the future of global travel. Yes, the article is long, but gives great insight and innovation from a global perspective that have come out of the devastating pandemic.
- I am not telling you what specific content to present on your One Pager - what I would like to see is your personal takeaway from whatever specific content of this article you find most interesting and useful to you.
- Please do not skip to the Key Takeaways section of the article to create your One Pager!



# ACCELERATED TRAVEL INNOVATION AFTER CORONAVIRUS

- Accelerating Travel Innovation After Coronavirus

**Future of Tourism**

While the tourism and travel industry took a hit due to COVID-19, some good came from it.

**Social Distance**

Health and hygiene have become increasingly important. The use of masks and hand sanitizer has become the new normal.

All around the world, more and more people are pushing for change.

With the negative impacts that traveling has on the environment put in the spotlight, the travel industry is receiving a push to innovate and become more sustainable.

Face-to-face interactions are becoming less necessary as digital and touch-free services take their place.

Lockdown gave everyone a lot of free time to think. Everyone had time to reflect on themselves and the world, which resulted in more talk about the need for social and environmental change.

**The World After the Pandemic**

**Travel Innovation after Coronavirus**

Digital:

- ★ Virtual Simulations
- ★ AI & Automation
- ★ Biometrics, digital ID
- ★ Mobilities & Smart cities

Sustainability:

- ★ Domestic Tourism
- ★ Social impact
- ★ Resource use
- ★ Carbon tracking & transparency
- ★ New business models

**Travel Innovation after Coronavirus**

Health:

- ★ People first
- ★ Safety & hygiene
- ★ Social distancing
- ★ Diversitizing
- ★ Track & trace
- ★ Race for a vaccine

Consumers:

- ★ Trading down
- ★ Deals & incentives
- ★ Personalization
- ★ Real time information
- ★ Flexibility
- ★ Affordably luxury

**Virtual Simulations**

**Social Distance**

**Biometrics/digital ID**

**Personalization**



## Global Impact of Covid-19 on the Tourism Industry

Marilyn Robinson

**Europe** - Europe was already experiencing an already declining economy. The virus only furthered their economic downturn. However their economy is expected to rebound in early 2021. The EU is actively helping out where they can and they are still planning on keeping up with their sustainability plans.

**Americas** - The Americas are still fighting a hard battle against Covid. The economy is expected to get hit pretty hard - similar to the Great Depression. The United States is also battling internally with racial tensions on the rise.

**Asia Pacific** - After dealing with the first cases and beginning of this outbreak, they experienced a sharp decline but then an unexpected uptick showing signs of economic recovery. Countries other than China, are also experiencing a decline in their real GDP. They are predicted to recover in three years.

**Middle East and Africa** - Arguably they are experiencing the worst of this pandemic. Sharp declines in oil consumption, travel bans, and tourism industry declines have had a devastating economic impact. At the best case scenario they are looking at four years to recover.

## INNOVATIONS USED DURING COVID-19

### AeroGuest

Mobile platform designed for an interactive guest experience at a hotel stay.

### Eddy Travels

AI travel assistant that allows travelers to send a text or voice message for personalized suggestions.



- Enables travelers to get the latest Covid-19 safety updates using any chat app
- Allows travelers to check the status of Covid-19 in any country
- Notifies travel risks for any destination desired



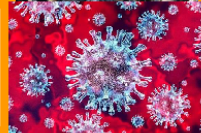
Enables users to book, pay, check in & select a room with a digital key

- Touch free which allows guests to take more care regarding their health
- Eliminates guests concerns about Covid-19
- Enables hotels to communicate health measures with guests
- Reduces waiting time which allows guests to be in less contact with other visitors



The Touch Free Hotel Stay

Aeroguest, provides consumers a fully digital and touch-free hotel experience from the booking stage to check-out. The mobile app enables users to book, pay, remote check-in, select a room, unlock the room with a digital key and book experiences all from within the same app. Hotels in Denmark, Finland, the UK and Iceland are on offer



Since COVID there have been many travel restrictions, borders closing, and orders of face coverings and social distancing. There have been apps created to reserve travel accommodations in hotels and also allow guests to check in completely contactless. These are great tools as they protect employees and guests and contribute to the declining economy.

Eddy Travels is an app equipped with an AI-enabled personal travel assistant, helping consumers find the best travel deals instantly on several chat apps such as WhatsApp, Messenger, Telegram, Line, Rakuten, Viber and Slack.



When reading the article I mainly perceived it as an article showing how different countries tourism factors are affected by the pandemic we are facing. It seemed that every country has its own problems and solutions.

Countries like Europe and America are going through second waves of the pandemic after it cooled down for a while. Even worse countries such as Europe are going through an economic crisis so bad that you could call it a depression...

Some countries choose to go to straight lockdown and quarantine mode when the pandemic started; These countries turned out to succeed against the pandemic and solved their issues in the beginning. While other countries only allow essential businesses to remain open and for people to continue traveling on their own will and only requires to wear masks, but does not enforce the masks everywhere; these countries seem to suffer and go through second waves of the pandemic and nothing gets solved while eagerly waiting for a vaccine.



# THE WONDERS OF ONE-PAGERS

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# Thank You

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