

LESSON 1 - ASSIGNMENT

1. Prepare a brief (1 paragraph) report based on set task number 1.
2. Can you see any opportunities that might be lacking in your district for hotel services and if so, list them; and explain why you believe these are lacking?
Write no more than $\frac{1}{2}$ a page.
3. Report briefly (1 paragraph) on set task number 2.
4. Report briefly (1 paragraph) on set task number 3.
5. If you were to promote to two of the following social groups, what factors do feel should be considered:
 - Young families
 - Older retired couples
 - Singles
 - High income mid-aged couples (no children)
 - Any other group you select