

NOTES



State of the Industry

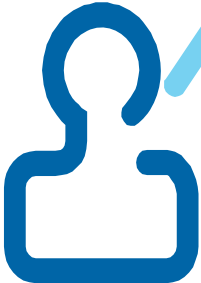
Industry Trends

Where do we go from here?

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What have you learned so far today to prepare for the industry's future?

NOTES

Predicting the Industry's Future

- Ethics
- Confidential assets
- Climate change
- Social Responsibility

Predicting the Industry's Future

- Changing demographics*
- World economy
- Terrorism & other risks

* "Generation Tech"
<http://bit.ly/6YUjRY>

And of course

- Technology
- Education, Training and Professional Development Delivery

NOTES

Prepare for the Future Core Competencies

Some joined this industry because they loved people and travel and were good at details or sales/marketing. Future competencies will be different.

Definition: Core Competency

"A core competency is fundamental knowledge, ability, or expertise in a specific subject area or skill set. ... Companies with specific strengths in the marketplace, such as data storage or the development of accounting applications, can be said to have a core competency in that area. The *core* part of the term indicates that the individual has a strong basis from which to gain the additional competence to do a specific job or that a company has a strong basis from which to develop additional products."

(from whatis.com)

Core Competencies For Discussion

Discuss and detail at least 3 core competencies needed for the future.
How will you acquire these competencies?

NOTES

As a result of participation in this session ...



Resources

"When Stress Flirts with Burnout"
<http://www.nytimes.com/2010/01/17/jobs/17career.html>

World Future Society membership & "The Futurist"
<http://www.wfs.org/index.html>

www.meetingscollaborative.com (Joan's blog)

Blogs: Seth Godin, Daniel Pink, Jeff Hurt

"Drive" and "A Whole New Mind" – Pink
"Now Discover Your Strengths" (Buckingham) and
Strengths2.0 (Rath)

Additional Resources

- <http://www.bizjournals.com>
- Business Week, Fortune, Forbes, Harvard Business Review, The Nation
- www.google.com/alerts:
 - Airlines, Airline Security, Hotels, "Hotel foreclosures", Privacy, "Hospitality Industry", "Hospitality Education", "Tourism", "Tourism Education", "Sustainable Tourism"
