



Please join us for Workshop One –  
**Sustainability and Regeneration in Hospitality and Tourism**  
Thursday, Feb 4, 2021 | 1:00-2:00 p.m.

- **Jeff Benavides, Chief Sustainability and Resilience Officer, Orange County**
- **Jared Meyers, Chairman, Legacy Vacation Resorts, & Certified B Corporation**
- **Jenifer Rupert, East Central Florida Regional Planning Council**

What is sustainability and regeneration, what are the Sustainable Development Goals (SDGs) and how may they shape the future of hospitality and tourism in Orange County? The workshop will provide an overview of the main themes of sustainability/regeneration, provide real examples of how they are impacting hospitality and tourism already, and the future external trends that are expediting the need for change across most industrial sectors but especially hospitality and tourism. In particular, the workshop will highlight existing structural weaknesses of the sector and identify how more sustainable “stakeholder” approaches can enable more shared prosperity and balanced growth by 2050.



*Moderator:* Dr. Alan Fyall, Assoc. Dean, Academic Affairs; Visit Orlando Endowed Chair of Tourism Marketing

Q & A platform via *Zoom Meetings*. Pre-registration required:



<https://tinyurl.com/PREPConnechhttps://ucf.zoom.us/meeting/register/tJlscempqzwiHdAa5DpzTsGYFh8yyN8rCutNtUCF>



Rosen College of  
Hospitality Management



# 100 P.R.E.P. Hours = 4 Workshops + Video Submission (March 25, 2021)



P.R.E.P. Vision 2050

**VISION 2050**

A Smart, Thriving, and Healthy Region



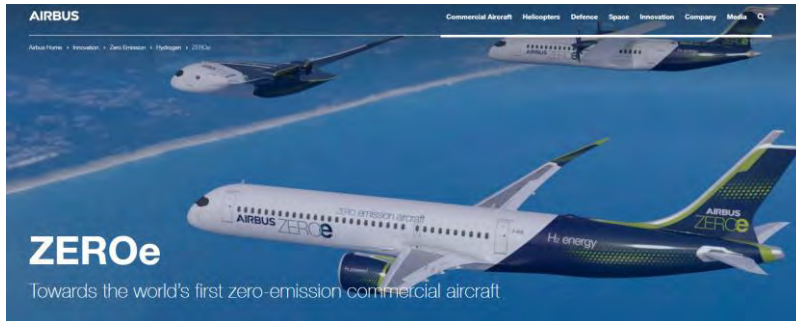
UCF

# Change is real ... and it's coming quicker than you think!!



## *G.M. Announcement Shakes Up U.S. Automakers' Transition to Electric Cars*

Every carmaker is trying to figure out how to make the leap before governments force it and Tesla and other start-ups lure away drivers.



UCF

# General Motors to eliminate gasoline and diesel light-duty cars and SUVs by 2035

Big U.S. automaker says it will invest heavily in electric vehicles and be carbon neutral by 2040



GM is on its way to an all-electric future, with a commitment to 30 new global electric vehicles by 2025. We are aggressively going after every aspect of what it takes to put everyone in an EV because we need millions of EVs on the road to make a meaningful impact toward building a zero-emissions future. GM is positioned to design, engineer, and produce EVs for every style and price point, and we are rapidly building a competitive advantage in batteries, software, vehicle integration, manufacturing and customer experience.



“ Climate change is real, and we want to be part of the solution by putting everyone in an electric vehicle ”



Mary Barra

# Workshops 2, 3 and 4

## **Workshop Two – 1-2 pm, February 11: How to Think Like a Futurist (Joe Tankersley)**

This workshop introduces students to the basics of strategic foresight. Students will learn how to look for weak signals and drivers of change that will create opportunities and challenges in the coming decades.

## **Workshop Three – 1-2 pm, February 18: Basics of Tourism Experience Design (Carissa Baker and Alan Fyall)**

From roadside attraction to major theme park, all successful hospitality/tourism businesses share certain common features. This workshop provides an introduction to the foundation of tourism experience design.

## **Workshop Four – 1-2 pm, February 25: Futures Storytelling and Video Production Tips (Carissa Baker, Joe Tankersley and Gisele Canova)**

During this facilitated blue-sky session, students will learn how to combine the elements of foresight with experience design to create the story for a specific future hospitality or tourism experience. They will learn how to tell these stories by creating artifacts from the future. These artifacts might include postcards and tourism brochures.



- Students will work individually or in groups (self-selecting/4 maximum in each group) and create a concept for an innovative hospitality/tourism business that reflects the environmental, economic, and social needs of Central Florida in 2050.
- There will be two categories: undergraduate and graduate.
- Each individual/group will tell the story of their business by creating a maximum of three-minute video which can include visual and/or verbal content.
- Each video needs to be uploaded on the Hospitality and Tourism Vision 2050 page in the HUB web course no later than **March 25, 2021**.

#### **Your three-minute video needs to:**

1. Clearly state how your innovative business concept can help Orange County create a sustainable, equitable future for the hospitality and tourism economy that attracts visitors and at the same time addresses structural weaknesses of the sector such as low-pay, job security, well-being and quality of life etc. to advance shared prosperity and balanced growth?
2. Show that your business concept incorporates future trends and reflects sustainability and equity goals;
3. Identify points of reference with other competing destinations and clarify how Orange County can enhance its longer-term competitive edge. For example, will Orange County continue to be known and respected as a destination for exceptional “experiences” and “memories”?
4. Show how your innovative business concept may impact the future structure of the lodging sector (i.e. large versus small resorts, “distributed” lodging)
5. Demonstrate creativity and originality of concept.
6. Be consistent with the specific future context of Orange County and their Vision 2050!
7. Be no longer than three minutes;
8. Must be submitted as MP4 File;
9. Include the following: all Students names, major, and logo of the Rosen College (provided on the HUB webcourse page)



# So, where do we go from here?

