Unit 09 - Hospitality & Tourism

Content Area: **Computer Science**
Course(s):
Time Period: **Marking Period 2**
Length: **8-10 days**
Status: **Published**

Brief Summary of Unit

This unit explores the relationship between esports, hospitality, tourism, and event management. Students will examine how esports competitions attract visitors and create business opportunities for hotels, restaurants, transportation services, entertainment venues, and local communities. They will investigate the planning and operational requirements of esports events, including venue selection, travel, lodging, food service, guest experiences, accessibility, safety, and community partnerships. Students will apply these concepts by developing a hospitality and tourism plan for a fictional esports event.

Revision Date: July 2026

Standards

Students will analyze the esports industry which connects to various cultures.

Information Literacy

This unit challenges students to locate, evaluate, and use information effectively. Information literacy includes, but is not limited to, digital, visual, media, textual, and technological literacy. Lessons may include the research process and how information is created and produced; critical thinking and using information resources; research methods, including the difference between primary and secondary sources; the difference between facts, points of view, and opinions, accessing peer-reviewed print and digital library resources; the economic, legal, social, and ethical issues surrounding the use of information.

New Jersey Diversity and Inclusion Law

In accordance with New Jersey’s Chapter 32 Diversity and Inclusion Law, this unit includes instructional materials that highlight and promote diversity, including:

economic diversity, equity, inclusion, tolerance, and belonging in connection with gender and sexual orientation, race and ethnicity, disabilities, and religious tolerance.

P.7	Plan education and career paths aligned to personal goals.
P.8	Use technology to enhance productivity increase collaboration and communicate effectively.
8.1.12.DA.5	Create data visualizations from large data sets to summarize, communicate, and support different interpretations of real-world phenomena.
8.2.12.ITH.1	Analyze a product to determine the impact that economic, political, social, and/or cultural factors have had on its design, including its design constraints.
8.2.12.ITH.3	Analyze the impact that globalization, social media, and access to open source technologies has had on innovation and on a society's economy, politics, and culture.
8.2.12.NT.1	Explain how different groups can contribute to the overall design of a product.
8.2.12.ETW.1	Evaluate ethical considerations regarding the sustainability of environmental resources that are used for the design, creation, and maintenance of a chosen product.
8.2.12.ETW.2	Synthesize and analyze data collected to monitor the effects of a technological product or system on the environment.
8.2.12.EC.1	Analyze controversial technological issues and determine the degree to which individuals, businesses, and governments have an ethical role in decisions that are made.
8.2.12.EC.2	Assess the positive and negative impacts of emerging technologies on developing countries and evaluate how individuals, non-profit organizations, and governments have responded.

Essential Questions

- How can esports organizations build partnerships with local businesses and tourism organizations?
- How do accessibility, safety, sustainability, and customer service affect event success?
- How do esports events contribute to tourism and local economic development?
- How do event organizers create positive experiences for players, spectators, sponsors, and visitors?
- What factors should be considered when selecting a location and venue for an esports event?
- What hospitality services are needed to support a successful esports event?

Enduring Understandings

- Esports events can attract visitors and generate economic activity for local communities.
- Hospitality services play an important role in creating positive experiences for players, spectators, sponsors, and other guests.
- Partnerships between esports organizations and local businesses can create benefits for both the event and the community.
- Positive guest experiences can strengthen an event's reputation and encourage future attendance.
- Successful esports events require coordination among event organizers, venues, hotels, restaurants, transportation providers, and local businesses.
- Venue selection, transportation, lodging, accessibility, safety, and customer service influence the success of an esports event.

Students Will Know

- Basic event-planning processes and operational considerations.
- Common hospitality services provided to esports participants and visitors.
- Factors involved in selecting an esports event venue, including:, Capacity, Technology infrastructure, Internet reliability, Accessibility, Location, Cost, Parking and transportation, and Safety and Security.
- The economic benefits and challenges associated with hosting an esports event.
- The importance of customer service and guest experience.
- The purpose of partnerships among esports organizations, local businesses, and tourism agencies.
- The relationship between esports events and tourism.
- The roles of hotels, restaurants, transportation services, entertainment businesses, and tourism organizations in supporting esports events.

Students Will Be Skilled At

- Analyzing the needs of different event stakeholders.
- Designing strategies to improve accessibility, safety, sustainability, and customer experience.
- Developing and presenting a hospitality and tourism plan for an esports event.
- Developing travel, lodging, transportation, and guest-service plans.
- Explaining how esports events contribute to tourism and local economic activity.
- Identifying the hospitality services needed to support an esports event.
- Recommending partnerships between esports organizations and local businesses.

Assessment

Assessments

- Formative: Daily assignments using examples from class notes
- Summative: Teacher-created assessments including but not limited to developing an Esports Event Hospitality and Tourism Plan, (field trip?) critiquing Esports Visitor Experience Guides from local venues, reviewing online Venue Evaluation and Recommendations, and participating in an Esports Event Simulation.
- Benchmark: Check for understanding benchmark assessments
- Alternative Assessments: Student-centered activities such various projects involving real world applications, and differentiated learning tasks

- Answer essential questions
- Class discussion of daily topic

- Classwork and homework that assess the essential questions
- Provide alternative means of assessments for certain students
- Teacher Observation
- Tests and quizzes that assess the essential questions
- Written assignments that assess the essential questions that involves providing explanations

Learning Plan

- Introduction to Esports Tourism and Hospitality (1 day)
    - What is sports tourism?
    - Esports tourism
    - Visitors and event audiences
    - Local economic activity
    - Hospitality industry connections

- Host Cities and Venue Selection (1 day)

    - Venue capacity
    - Technology infrastructure
    - Internet reliability
    - Accessibility
    - Location
    - Cost
    - Parking
    - Transportation
    - Safety

- Lodging, Transportation, and Travel (1 day)

    - Hotels
    - Team accommodations
    - Travel planning
    - Airport access
    - Public transportation
    - Parking
    - Local transportation
    - Scheduling and logistics

- Food, Entertainment, and Guest Experience (1 day)

    - Food and beverage services
    - Local restaurants
    - Entertainment
    - Tourism attractions
    - Customer service
    - Fan engagement
    - Guest satisfaction

- Community Partnerships and Economic Impact (1 day)

    - Hotels and lodging partners

    - Restaurants
    - Transportation providers
    - Tourism agencies
    - Local businesses
    - Sponsorships
    - Community organizations

- Accessibility, Safety, Sustainability, and Event Operations (1 day)

    - Physical accessibility
    - Digital accessibility
    - Emergency procedures
    - Event security
    - Crowd management
    - Sustainable event practices
    - Waste reduction
    - Inclusive guest experiences

Materials

Core instructional materials: Core Book List

Supplemental materials: Garden State Esports resources

- District approved textbook and ancillary materials
- Teacher created activiites
- Teacher created notes

Suggested Strategies for Modifications

Possible accommodations/modification for Intro to Esports