Your Name

HOSP4060

Professor Bagdan

WSJ #\_\_\_\_

Trend \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Brief Explanation of Trend:

There has been a recent outbreak of a virus that is carried and transmitted through mosquitos, known as the Zika Virus. The virus is spreading quickly around the world, popping up in places such as Denmark, Brazil, and even the US. The virus is known for causing birth defects through the infection of the pregnant mother. Places where the virus is extremely out of hand, such as Brazil, are advised to abstain from having children until the year 2018.

I chose this trend because it is an important topic when it comes to the travel and hospitality industry. When a virus or medical epidemic occurs in a specific place or region, the hospitality and tourism industry are directly affected. Tourists and visitors will often refrain from traveling to said places, which impacts hotels, restaurants and business in those areas in general.

Impact on the Hospitality industry:

* Decreased sales in hotels and resorts in affected areas
* Decreased sales in restaurants and similar businesses in affected areas
* Decreased sales in public transportation (airlines, busses, etc.)
* Increased prices due to drop in sales (airline tickets, hotel rates, etc.)  Loss of projected sales in cancelled trips
* A few more things…………..

# Bibliography

"Mosquito-Borne Zika Virus Gains Ground as Brazil Enters Height of Its Summer." WSJ. Web. 28 Jan.

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"Zika Virus Is Spreading 'Explosively,' WHO Chief Says." WSJ. Web. 28 Jan. 2016.