

## **Lesson Plan 2017**

**Topic: Kingston: Business and Leisure Tourism Product**

**Duration:** 2 hours 20 minutes

**Key words:** business travel, leisure tourism, bleisure, Jamaica

### **Objectives:**

At the end of this session students should be able to:

- Explain the concept of bleisure.
- Explain the factors that have led to the growth of bleisure
- Discuss the potential for bleisure in Jamaica
- Examine how bleisure can be used to transform and diversify Jamaica's tourism product.

### **Delivery of the subject:**

The topic will be presented using lectures, discussions, group work and a variety of media that will help to bring greater clarity to the subject.

### **Resources needed:**

Laptop, projector, speakers, Map of Jamaica, videos and pictures of the area under study.

### **Introduction:**

Students will be given a fifteen (15) minutes presentation on the concept of bleisure which is a combination of two main tourism concepts; business travel and leisure tourism. They will be told why Kingston may be considered as the ideal place for bleisure tourism in Jamaica. The presentation will focus on the three sites under review in this case study; Devon House, The Jamaica Conference Centre and the Blue and John Crow Mountain. 15 minutes

### **Procedure**

#### ***Step 1***

Students will be divided into groups of no more than four (4) students. They will then be asked to identify the reasons why bleisure tourism is increasing globally. They will be given five (5) minutes to conduct research on this concept. One member from each group will then be given three (3) minutes to present their findings to the class. The teacher will guide this discussion. 20 minutes

**Step 2:**

A PowerPoint presentation will be made on tourism in Jamaica, with specific emphasis on the resort area, Kingston. The potential for bleisure tourism in Kingston will be discussed using the three locations to emphasise the importance of bleisure to the resort area. Students will be divided into groups and each group will be asked to examine the potential for bleisure at one of the named sites. Depending on the size of the class, there may be situations where more than one group will be asked to examine the same site. One member from each group will share their findings with the class. The presentation should last for 20 minutes, while 25 minutes should be allocated for the students' discussion and response. 45 minutes

**Step 3:**

Using the same groups that were identified earlier, the students will then be shown a 15-minute video of tourism in Jamaica, followed by videos and images of the sites being examined. They will then be asked to identify and explain what activities the bleisure travelers may undertake in the Kingston resort area; specifically at the site assigned. 30 minutes

**Evaluation:**

Each student will then be asked to write a short essay on the importance of bleisure and how it can help to diversify the tourism product in the Kingston resort area, Jamaica. 30 minutes