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Chapter 1: Case Study

The world is a better place when people experience its beauty and create life-long memories. I want to be part of a hospitality experience that facilitates great adventures and leads people to say “remember when” for years after their adventure. I am continuing to learn about the hospitality industry through my degree path and working within the industry. I am on track to complete my degree in Hospitality Management within the next year and am currently working in an internship position with Greystone Golf and Country Club in Birmingham. I have worked at Yellowstone National Park, 2025 Masters Tournament, Camp Timpoochee 4-H Youth Camp, and currently Greystone Golf and Country Club in Birmingham as well as my curriculum work at The Laurel Hotel, 1856-Culinary Residence, and The Auburn Wellness Kitchen. My plan following graduation is to work in the industry and explore various niche sectors that match my passions and strengths and obtain skills and certifications relevant to those specific roles. I have obtained knife training ServSafe Certification, Cvent- Student Certification and Diagramming and Seating. I have a particular interest in destination facilities such as resorts, event facilities, boutique lodging, and amenities services tailored to specific interests of travelers. That could include skiing, fishing excursions, or resorts in destination areas. I particularly enjoy outdoor

activities and adventures so I could see myself in this area of hospitality. A long-term dream is to lead or own type of service business related to this area of hospitality. My work experience has been primarily within the culinary sector of hospitality, and I am working toward a management role within hotel and or restaurant sector. I believe this experience will open a wide range of opportunities within the industry.

We have learned through the coursework that technology is no longer an option for hospitality, it is a must. In the hotel industry, one of the misconceptions is that the use of technology creates a competitive advantage and this is simply not the case. Studies have found that setting business strategies comes first and technology supports that strategy. Technology exists and is continuously improving in every aspect of the hospitality industry. Studies further indicate technology budgets have become their own cost center, with budgets currently in the range of 2.67% of revenue. Event management technology such as Cvent, a prevalent software for event planning, includes all aspects of planning, event phase, and attendance. Restaurant management systems (RMS) have management tools for inventory, employment data, customer loyalty, customer payments, financial reports, and other aspects of restaurant management. Point of Sales (POS) systems such as the Toast software program is a robust system with tools including the ability to order at the table or online, all aspects of kitchen management, reservation management, table management, waiting lists, and many other tools. Presto is a contactless system using AI ordering, self-kiosks, server handhelds, and pay-at-table technologies. There is a growing use of AI and facial biometrics across hospitality industries. It can predict future sales, customer behavior and past behavior trends, fast food ordering, and even streamline the industry for a smoother and contactless customer experience. Another recent technology is geofencing. This software detects when someone enters and exits boundaries and

triggers notifications. The use of technology in the hospitality industry is imperative to create efficiencies, increase profitability, and most importantly improve customer experience.