

COURSE INTRODUCTION:

This course introduces students to one of the world's largest and fastest growing industries- the hospitality and tourism industry. Content includes information about the numerous segments of the hospitality industry, the many different areas of career opportunities and career paths. The interrelated nature of hospitality, travel and tourism are explored. Students are introduced to the different segments of the industry such as lodging and cruising, food and beverage service and management, club management, attractions and recreation, and assemblies and event management. It is the foundational course for advanced study in marketing, hospitality, culinary or tourism.

Course Rationale:

To introduce students to the many different opportunities available in the hospitality and tourism industry students will need to develop performance competencies that will enable them to:

- a) construct meaning pertinent to various career paths and opportunities in the industry;
- b) communicate effectively with industry professionals, customers and fellow workers;
- c) solve problems based upon the needs of the customer;
- d) make ethical decisions; and
- e) assess the impact hospitality plays in society.

Guiding Principles:

Integrating *Processes of Thinking, Communication, Leadership, and Management* in Order to Apply Hospitality and Tourism Knowledge and Skills.

1. Demonstrate components of critical thinking, creative thinking, and reasoning.
2. Evaluate effective communication processes in school, family, career, and community settings.
3. Demonstrate leadership that encourages participation and respect for the ideas, perspectives, and contributions of group members through FCCLA, DECA, and SkillsUSA.
4. Apply management, decision-making, and problem solving processes to accomplish tasks and fulfill responsibilities.
5. Examine the interrelationships among thinking, communication, leadership, and management processes to address family, community, and workplace issues.
6. Demonstrate fundamentals for college and career success (e.g., strong work ethic, time-management, positive attitude, adaptability/flexibility, stress resilience, accountability, self-discipline, resourcefulness, cooperation, self-assessment).

Course Essential Questions:

1. What is the scope of the hospitality and tourism industry?
2. How does tourism play a foundational role in the various functions hospitality companies perform?
3. How do current events and trends impact the hospitality industry?

UNIT 1 – HOSPITALITY CAREER OPPORTUNITIES

UNIT DESCRIPTION: This unit will explore the various career opportunities available in the hospitality industry.

ESSENTIAL QUESTION:

1. What is hospitality?
2. What are some of the various career/employment opportunities within the hospitality industry?

ESSENTIAL MEASURABLE LEARNING OBJECTIVES

1. Define and have a general understanding of hospitality.
2. Identify careers available in the hospitality industry.
3. Analyze various hospitality career opportunities and distinguish the responsibilities involved in each one.

UNIT 2 – CAREER PATHWAYS IN HOSPITALITY AND TOURISM

UNIT DESCRIPTION: This unit will explore industry history, trends, and the diverse careers that can be included within the hospitality pathway, training, education, and some of the professional organizations that can be used as resources.

ESSENTIAL QUESTIONS:

1. What careers can be included in the hospitality pathway?

ESSENTIAL MEASURABLE LEARNING OBJECTIVES:

1. Students will explore the various career pathways within the hospitality industry.
2. Identify trends in the hospitality industry, including historical, current and future.

UNIT 3 – SKILLS NEEDED FOR CUSTOMER SERVICE

UNIT DESCRIPTION: Students will examine the personality traits, aptitudes, communication, and basic skills needed for success in the hospitality industry.

ESSENTIAL QUESTIONS:

1. What characteristics should an employee possess to provide positive high quality customer service?
2. How can individual traits be developed or enhanced to prepare individuals for positions in customer service?

ESSENTIAL MEASURABLE LEARNING OBJECTIVES:

1. Define customer service.
2. Determine personality traits and behaviors that are desirable for a position in customer service.
3. Determine how individual interests affect career choices.
4. Define and explain the role ability, aptitude and values play in career choices.
5. Evaluate the importance of personal appearance and its relationship to professional dress and uniforms in the hospitality industry.
6. Analyze the different forms of communication as related to customer service.

UNIT 4 – THE ROLE OF CUSTOMER SERVICE

UNIT DESCRIPTION: This unit provides an introduction to customer service for entry level employees to prepare them for success in the hospitality industry.

ESSENTIAL QUESTIONS:

1. What is the employee's role in providing customer service?
2. What training is required to assure an employee is anticipating guests' needs while developing customer loyalty?

ESSENTIAL MEASURABLE LEARNING OBJECTIVES:

1. Identify the principles of quality customer service.
2. Evaluate the employee's role in providing customer service.
3. Analyze the importance of friendliness and professionalism in providing quality customer service.
4. Determine the value of anticipating the guest's wants and needs when providing quality customer service.
5. Analyze and practice the different methods of problem solving that result in a "win-win" outcome for the customer and the company.

UNIT 5 – DIVISIONS WITHIN A HOTEL

UNIT DESCRIPTION: This unit will provide an introduction to the different divisions within a hotel.

ESSENTIAL QUESTIONS:

1. What are the different divisions within a hotel, their responsibilities, and the relationship between each?

ESSENTIAL MEASURABLE LEARNING OBJECTIVES:

1. Students will have a general knowledge of the various divisions within a hotel.
2. Students will have general knowledge of the roles and responsibilities of each division in the hotel.
3. Students will understand the importance of communication and interaction between each division in the hotel.

UNIT 6 – FRONT OF THE HOUSE VS BACK OF THE HOUSE

UNIT DESCRIPTION: Students will study additional categories of restaurant and managed services opportunities and how they relate to the hospitality industry as a whole. The students will also begin career pathway research and write a self-reflection to explain why they believe a certain career path will fit their wants, needs, and personality.

ESSENTIAL QUESTIONS:

1. What are the job positions in restaurants and managed services?
2. What are the similarities and differences in the front-of-the-house and back-of-the-house job positions?

3. In what ways do front-of-the-house and back-of-the-house positions work together to ensure quality customer service?
4. What makes a restaurant fine dining, casual or quick service?

ESSENTIAL MEASURABLE LEARNING OBJECTIVES:

1. Compare and contrast the roles of the front-of-the-house (FOH) versus the back-of-the-house (BOH) divisions in restaurants and managed services.
2. Identify job positions in the front-of-the-house (FOH) for restaurant and managed services area.
3. Identify job positions in the back-of-the-house (BOH) for restaurants and managed services area.
4. Classify characteristics of restaurants and managed services by type.

UNIT 7 – TRAVEL AND TOURISM

UNIT DESCRIPTION: Students will develop an understanding of the travel and tourism industry. The students will study why people travel and the different types of travel and tourism. The students will also study the how lodging establishments and/or properties relate to specific types of travel. The student will also analyze amenities available to identify types of lodging and type of guest most commonly associated with them.

ESSENTIAL QUESTIONS:

1. What are the different types of travelers?
2. What amenities do different types of travelers require from a lodging establishment?
3. What are the types and classifications of lodging establishments?

ESSENTIAL MEASURABLE LEARNING OBJECTIVES:

1. Analyze why people travel.
2. Classify characteristics of types and forms of travel.
3. Identify employment opportunities for promoting travel and tourism.

UNIT 8 – MEETING AND EVENT PLANNING

UNIT DESCRIPTION: Students will explore the roles and responsibilities of a meeting and event planner.

ESSENTIAL QUESTIONS:

1. What are the roles of a meeting and event planner?
2. Why are certain characteristics important for a meeting and event planner?
3. What are the primary challenges a meeting and event planner faces?

ESSENTIAL MEASURABLE LEARNING OBJECTIVES:

1. Identify the roles and responsibilities of meeting/event planners.
2. Create and plan an event with a target audience.
3. Identify the primary challenges of meeting/event planners.
4. Classify special events.
5. Recognize and apply time management, multi-tasking, teamwork, and organizational skills.
6. Demonstrate problem solving and critical thinking skills when planning a meeting or event.

UNIT 9 - HOSPITALITY SALES AND MARKETING

UNIT DESCRIPTION: Students will define sales and marketing in the hospitality industry. Students will identify the various sales and marketing methods. Students will explore character traits needed to be successful in this aspect of the industry.

ESSENTIAL QUESTIONS:

1. What is a sale?
2. What is marketing?

ESSENTIAL MEASURABLE LEARNING OBJECTIVES:

1. Define Sales and Marketing.
2. Identify the various types of sales and marketing efforts used in the industry, to include inside sales, outside sales, advertising, public relations, and technology.
3. Recognize the character traits necessary to be successful in sales and marketing.
4. Describe the socioeconomic impact of tourism.

UNIT 10 – LOSS PREVENTION – SAFETY PROCEDURES

UNIT DESCRIPTION: Students will examine the reasons why safety procedures are an essential component of loss prevention for a property.

ESSENTIAL QUESTIONS:

1. What is involved in safety in the hospitality and tourism industry?
2. How can safety risks be reduced?
3. How are safety and emergency issues handled?

ESSENTIAL MEASURABLE LEARNING OBJECTIVES:

1. Students will identify emergency situations and plans (fire, health, severe weather, terrorism).
2. Students will describe safety policies and procedures as they apply to the hospitality industry.

UNIT 11 – LOSS PREVENTION – SECURITY AND LEGAL ISSUES

UNIT DESCRIPTION: Students will examine the reasons why security and legal issues are an essential component of loss prevention for a property

ESSENTIAL QUESTIONS:

1. What are the loss prevention components at a hospitality and tourism property?
2. What specific legal regulations affect hospitality and tourism properties?
3. What is the role of law enforcement as partners in the hospitality and tourism industry?

ESSENTIAL MEASURABLE LEARNING OBJECTIVES:

1. Define loss prevention.
2. Identify legal regulations related to the hospitality and tourism industry, including OSHA, ADA and guest privacy.
3. Explain the role of a property's security department and the duties it performs.
4. Identify the various certifications available to employees in the hospitality and tourism industry.
5. Describe the role of law enforcement as a partner to a hospitality and tourism property.

UNIT 12 – EMPLOYMENT SKILLS

UNIT DESCRIPTION: Students will learn to write a resume, cover letter and complete a job application.

ESSENTIAL QUESTIONS:

1. How should students complete job applications?
2. What are the components of a resume?
3. How do you write a cover letter?

ESSENTIAL MEASURABLE LEARNING OBJECTIVES:

1. Complete a job application.
2. Create a business resume in a variety of formats aimed at a desired position.
3. Create a business cover letter in a variety of formats aimed at a desired position.
4. Explain the importance of networking.
5. Demonstrate skills necessary for acquiring and retaining employment.