

## DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 9-12 CTE/ **Unit 2** Career Pathways in Hospitality and Tourism

Course Code: 096806

### **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?

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<b>UNIT DESCRIPTION:</b> Unit 2 - CAREER PATHWAYS IN HOSPITALITY AND TOURISM  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.	<b>SUGGESTED UNIT TIMELINE:</b> 1 day  <b>CLASS PERIOD (min.):</b> 60 minutes					
<b>ESSENTIAL QUESTIONS:</b>  1. What careers can be included in the hospitality pathway?						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES		CROSSWALK TO STANDARDS				
		CCTC.HT	CCTC	CCSS ELA Grade Level	NSFCSE	DOK
1. Students will explore the various career pathways within the hospitality industry.		CCTC.HT.6 CCTC.HT.REC.1 CCTC.HT.RFB.9 CCTC.HT.TT.6		L.9-10.1 RST.9-10.5 RST.11-12.7		1
2. Identify trends in the hospitality industry, including historical, current and future.		CCTC.HT.RFB.6 CCTC.HT.TT.8 CCTC.HT.LOD.7				1
<b>ASSESSMENT DESCRIPTIONS*:</b> (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)  <b>Summative Assessment: Writing Paper on What’s Important To You When You Travel?</b>  This summative assessment will establish the important factors of travel for each individual student. It will require the students to write a paper						

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using the identified steps and questions.

This will be an indirect instruction, summative assessment, having the students apply the general knowledge of the hospitality industry and the various factors that are important to them when they travel in written form. The students will identify why they travel, what is important to them when they travel and why, their best travel experiences and what they consider to be their “dream vacation”. The students will be asked to support each of these with valid reasons. This will establish an understanding of general travel in the hospitality industry.

### **Summative Assessment: Scoring Key Writing Paper on What’s Important to You When You Travel?**

**\*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above (i.e., Grade Level/Course Title/Course Code, Unit #.)**

<b>Obj. #</b>	<b>INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)</b>
1 2	1. INSTRUCTIONAL STRATEGY 1_Teacher will provide lecture over provided PowerPoint presentation.
1 2	2. INSTRUCTIONAL STRATEGY 2_Teacher will facilitate reflective class discussion over the PowerPoint presentation focusing on the education and training needed for the various careers identified in the presentation and industry.
1 2	3. INSTRUCTIONAL STRATEGY 3_Teacher will foster and facilitate independent study through class discussion to reinforce the key points brought out in the PowerPoint presentation.
1 2	4. INSTRUCTIONAL STRATEGY 4_Teacher will provide Summative Assessment_ Writing Paper on What’s Important To You When You Travel?
<b>Obj. #</b>	<b>INSTRUCTIONAL ACTIVITIES: (What Students Do)</b>
1 2	1. INSTRUCTIONAL ACTIVITY 1_Reflect on lecture of PowerPoint presentation using notes taken from the presentation.
1 2	2. INSTRUCTIONAL ACTIVITY 2_Through class discussion, students will identify the education and training needed for the various careers identified in the PowerPoint presentation.
1 2	3. INSTRUCTIONAL ACTIVITY 3_Students will demonstrate an understanding of general travel in a written paper.
1	4. INSTRUCTIONAL ACTIVITY 4_Students will complete Summative Assessment_ Writing Paper on What’s Important To You When You

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2	Travel?
<p><b>UNIT RESOURCES: (include internet addresses for linking)</b></p> <p><b>PowerPoint Presentation – Career Pathways in Hospitality and Tourism</b></p> <p><b>CCSS:</b>           <b>Common Core State Standards (CCSS)</b>, accessed May 17, 2013, from <a href="http://www.corestandards.org/">http://www.corestandards.org/</a></p> <p><b>CCTC:</b>           <b>Common Career Technical Core (CCTC)</b>, accessed May 17, 2013 from <a href="http://www.careertech.org/career-technical-education/cctc/info.html">http://www.careertech.org/career-technical-education/cctc/info.html</a> (for HT codes)</p> <p><b>NSFCSE:</b>       <b>National Standards for Family and Consumer Sciences Education</b>., accessed May 30, 2013 from <a href="http://www.nasafacs.org/national-standards-home.html">http://www.nasafacs.org/national-standards-home.html</a></p>	