

INTRODUCTION TO HOSPITALITY AND TOURISM

By definition innovative courses are locally developed and should represent local needs and circumstances. The following information represents portions of an approved application for Introduction to Hospitality and Tourism, which may be helpful to other districts choosing to submit an approval request.

A. Description of the course and its essential knowledge and skills

1. This innovative course is an introduction to the Hospitality and Tourism Cluster. The course will address the needs of the student to develop successful and meaningful life skills in order to plan their career. The content will provide an introduction to various components of the hospitality and tourism industry. Students will receive an overview of the careers that encompass the management, marketing and operations of restaurants and other foodservices, lodging, attractions, recreation events and travel related services in hospitality and tourism.

Recommended prerequisites: none

Grade Level: 9-10

2. Essential knowledge and skills – See essential knowledge and skills on attached pages.

B. Rationale and justification for the request in terms of student need

This section should be locally developed.

C. Description of activities, major resources, and materials to be used

This section should be locally developed.

D. Methods of evaluating student outcomes

E. Qualifications of the teacher

Certified to teach Vocational Home Economics/Family and Consumer Sciences or Hospitality, Nutrition, and Food Science

The teacher should meet the requirements for teaching occupational family and consumer sciences education or have a strong background of training or experience in hospitality.

Certified to teach Marketing Education

F. Amount of credit requested

½ - 1 credit

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Essential knowledge and skills

- (1) **Success in hospitality and tourism industry.** The student demonstrates an understanding that personal success begins with a personal mission. The student is expected to:
 - (A) Demonstrate a proactive understanding of self-responsibility;
 - (B) Explain the characteristics of personal values and principles;
 - (C) Identify personal career and education goals; and
 - (D) Describe the hospitality and tourism industry.
- (2) **Life Skills.** The student develops principles in time management, decision-making, effective communication, and prioritizing. The student is expected to:
 - (A) Apply effective practices for managing time and energy;
 - (B) Analyze the various steps in the decision-making process;
 - (C) Utilize the decision-making process in solving problems and managing peer pressure;
 - (D) Demonstrate effective verbal, nonverbal, written, and electronic communication skills;
 - (E) Practice positive interpersonal skills including conflict resolution, negotiation, teamwork, and leadership;
 - (F) Use appropriate resources and techniques to prepare and deliver formal and informal presentations; and
 - (G) Prioritize activities by focusing on personal goals.
- (3) **Successful Career Preparation.** The student researches, analyzes and explores lifestyle and career-pathway goals. The student is expected to:
 - (A) Explore the Hospitality and Tourism cluster and related programs of study;
 - i. Lodging;
 - ii. Recreation, Amusements & Attractions;
 - iii. Restaurants & Food/Beverage Services; and
 - iv. Travel & Tourism.
 - (B) Compare and contrast education and income levels;
 - (C) Develop personal accomplishment portfolio, resume, and demonstrate interview techniques;
 - (D) Examine professional and workplace ethics and community service opportunities;
 - (E) Demonstrate an understanding of dressing for success and conforming to industry standards.
- (4) **Essentials of Marketing.** The student defines marketing and demonstrates an understanding of the functions of marketing as it relates to product, price, place, and promotion. The student is expected to:
 - (A) Demonstrate an understanding of product planning, product mix, and product branding;
 - (B) Demonstrate an understanding of pricing strategies as it relates to profit;
 - (C) Explain the distribution systems and its use of marketing information systems;
 - (D) Examine the role of advertising, public relations, and premiums in promotions.
- (5) **Hospitality and Tourism.** The student demonstrates knowledge of the development of the global hospitality and tourism network. The student is expected to:
 - (A) Define hospitality and tourism;

- (B) Demonstrate knowledge of the historic development of the hospitality and tourism industry;
 - (C) Study and synthesize the effects of the US and global economy on the hospitality and tourism industry as it relates to the delivery of products or services;
 - (D) Summarize how to use the “state of the economy” to plan products and services by defining currency, the exchange rate, and economics as it applies to the hospitality and tourism industry;
 - (E) Explain the importance of the hospitality and tourism industry on the US economy; and
 - (F) Examine the relationships of government regulations in domestic and international travel markets.
- (6) **The Travel Product.** The student demonstrates an understanding of the various segments of the travel industry. The student is expected to:
- (A) Explore the various modes of transportation, including air, rail, ground and water;
 - (B) Explain the types of accommodations and services in the hospitality industry;
 - (C) Demonstrate an understanding of the tourism sales distribution systems of travel intermediaries;
 - (D) Demonstrate a knowledge of destination/attraction planning and development including convention and visitor’s bureaus and state tourist boards;
 - (E) Identify the functions of meeting and event planning;
 - (F) Examine and analyze the role of tour and cruise organizations as it relates to leisure travel.
- (7) **Selling Customer Service.** The student understands that the hospitality and tourism industry is a service industry. The student is expected to:
- (A) Analyze the concept of customer service;
 - (B) Analyze the concept of customer satisfaction;
 - (C) Demonstrate an understanding of the sales process.
- (8) **Tourism Trends and Case Studies.** The student researches statistical data of the hospitality and tourism industry and analyzes the growth of various entities within the industry. The student is expected to:
- (A) Analyze the impact the Internet has had on the Industry;
 - (B) Examine the growth and decline of various Travel Products;
 - (C) Compare and contrast demographic population changes and their current and future affect on the industry;
 - (D) Develop and present a case of a tourism growth opportunity for a given geographical area taking into consideration its natural resources, climate, landforms, and time zones.