

Hospitality

Course Description

This introductory course provides an overview of the hospitality and tourism industry, industry segments and their distinguishing characteristics, trends, and current concerns. Students are introduced to career opportunities and the employability skills needed to succeed in specific hospitality fields through reading, video, lecture, guest speakers, field experience, and individual and group projects. The focus of quarter one is travel and tourism; quarter two, restaurant and food service; quarter three, lodging; and quarter four, recreation, amusement, and attractions.

1	Travel and Tourism
standards:	<p>HT 2.2: Discuss the current trends in society and how they affect hospitality and tourism.</p> <p>HT 6.1: Research career opportunities in the hospitality and tourism industries. Identify job requirements, educational and credentialing requirements for pathways.</p> <p>HT-RFB 5.2: Compare alternative ways of marketing to develop a promotional package.</p> <p>HT-TT 2.1: Distinguish currency designations. Compute currency conversions between dollars and other currencies.</p> <p>HT-TT 2.2: Interpret World Time Zones to provide travel information about other countries. Explain the 24-hour clock.</p> <p>HT-TT 3.2: Summarize the significance of body language and personal space in different cultures.</p> <p>HT-TT 3.3: Research behaviors and dress in other areas, regions and countries to appreciate lifestyle preferences.</p> <p>HT-TT 3.4: Research cultural expectations of other areas, regions and countries to help avoid social improprieties.</p> <p>HT-TT 4.2: List safety, health and security issues for individuals and groups traveling to multiple environments to minimize risks. Gauge political and social climate of a region. Check possible natural environment hazards. Check for possible health hazards.</p> <p>HT-TT 5.3: Develop procedures to educate customers about identified safety and security issues.</p> <p>HT-TT 6.2: Utilize travel and tourism terms appropriately to guide customizing services for guests. .</p> <p>HT-TT 7.1: Compare and contrast diverse transportation options to increase customer choices</p> <p>HT-TT 7.2: Compare and contrast diverse lodging options to increase customer choice.</p> <p>HT-TT 7.4: Integrate various and diverse elements of the travel and tourism industry to create a personalized travel experience for a customer. Plan a group tour including research, itinerary planning, costing, operations, escorting and satisfaction survey</p> <p>HT-TT 8.2: Collaborate with related industries to provide an inclusive product to the customer.</p> <p>10. Develop a travel product that matches customer needs, wants and expectations.</p> <p>HT-TT 12.1: Communicate details and points of attraction with enthusiasm.</p>

	Lead an exciting tour. Make a motivating presentation
project:	Design and market a complete trip package.
2	Restaurant and Food Service
standards:	<p>HT 3.2: Integrate the principles of customer service to positively impact organizational performance. Describe how customer service affects a company's bottom line.</p> <p>HT 4.1: State the rationale for rules and laws designed to promote safety and health in the workplace. Explain the role of government agencies in providing a safe workplace. Illustrate compliance with OSHA safety regulations and practices.</p> <p>HT 4.2: Assess workplace conditions with regard to safety and health. Review safety and sanitation procedures applicable to the workplace.</p> <p>HT-RFB 2.1: Identify sanitation procedures to ensure facility is in compliance with health codes. Show exemplary appearance and hygiene. Illustrate correct use of knives and kitchen equipment. Use protective gloves and clothing. Demonstrate correct food handling and production techniques.</p> <p>HT-RFB 4.1: Model leadership and teamwork qualities to aid in employee retention. HT-RFB 4.2: Formulate staff development plans to create an effective working team..</p> <p>HT-RFB 5.1: Calculate food cost and determine ways to meet goals. Determine menu pricing. Define portion control.</p> <p>HT-RFB 5.2: Compare alternative ways of marketing to develop a promotional package..</p> <p>HT-RFB 7.2: Retrieve website information to use in menu planning, recipes and for product information.</p> <p>HT-RFB 8.1: Implement operating procedures to comply with company requirements. Detail operating procedures for food quality. Detail operating procedures for food presentation. Describe customer service table standards.</p> <p>HT-RFB 8.2: Evaluate prepared foods for quality and presentation to meet quality standards. Show consistent appearance in prepared foods.</p> <p>HT-RFB 8.4: Determine the appropriate type of food service to provide quality customer service. Detail the process of upselling and other forms of marketing at tableside.</p> <p>HT-RFB 8.5: Evaluate types of kitchen equipment to match the correct cooking methodology.</p> <p>HT-RFB 8.6: Describe the role of the menu as a marketing and planning tool. Sample Indicators: Explain the importance of the menu. Detail the menu's role in communicating an image.</p> <p>HT-RFB 9.2: Identify behaviors and personal habits needed to retain a job in the restaurant and food service industry. Sample Indicators: Develop a list of workplace rules and regulations. Identify and give examples of positive work attitudes. Make a list of qualities of successful food service employees.</p> <p>HT-RFB 10.2: Understand verbal and nonverbal communications to provide a positive experience for guest.</p> <p>HT-RFB 10.3: Manage unexpected situations to ensure continuity of quality services. Identify the problem and possible solutions and decide on a course of action to resolve unexpected situations. Provide feedback to management in</p>

	order to enhance operations.
project:	Create a classroom restaurant.
3	Lodging
standards:	<p>HT 3.2: Describe how customer service affects a company's bottom line.</p> <p>HT-LOD 1:3: Evaluate how current and emerging technology services enhance the guest experience</p> <p>HT-LOD 2.1: Describe how the housekeeping department in hotel operations is organized and divides responsibilities.</p> <p>HT-LOD 4.1: Research the major duties and qualifications for managerial positions common to lodging back-of-the-house operations to guide career choices. Examine the characteristics of chief engineers, food and beverage managers, controllers and information technology managers. Describe the characteristics of lodging supervisory positions and personnel.</p> <p>HT-LOD 4.2: Research the major duties and qualifications for lodging managerial positions common to lodging front-of-the-house operations to guide career choices. Examine the characteristics of general, catering, human resource, marketing, sales and resident managers to facilitate selection of career choices. Describe the major duties for each type of manager</p> <p>HT-LOD 5.1: Examine an independently owned lodging facility to distinguish it from other types of lodging. Sample Indicators: List three advantages of an independently owned facility. List three disadvantages to an independently owned lodging facility. HT-LOD 5.2: Examine a chain-affiliated lodging facility to distinguish it from other types of lodging. Sample Indicators: List three advantages of a chain-affiliated facility. List three disadvantages of a chain-affiliated lodging facility. Explain the relationship of owners to management companies.</p> <p>HT-LOD 6.1: Identify the essential departments of the lodging business and describe the functions/responsibilities/ activities of each.</p> <p>HT-RFB 5.2: Compare alternative ways of marketing to develop a promotional package. Develop promotional materials.</p> <p>HT-REC 8.2: Prepare maps and diagrams of a facility to distribute to the guests. List critical locations such as restrooms, telephones, ATMs and first aid stations.</p>
project:	Design a resort
4	Recreation, Amusement, and Attractions.
standards:	<p>HT-REC 1.1: Research the particular characteristics of each venue. List recreational venues. List amusement venues. List attraction venues.</p> <p>HT-REC 1.3: Summarize unique career opportunities in recreation, amusements and attractions by gathering occupational information for each venue. List recreation careers. List amusement careers. List attraction careers.</p> <p>HT-REC 3.1: Evaluate maintenance issues to determine if special training of personnel is required. Sample Indicators: List maintenance issues unique to</p>

	<p>recreation. List maintenance issues unique to amusements. List maintenance issues unique to attractions.</p> <p>HT-REC 3.2: Research ideas needed to develop programs and/or products unique to each venue. Sample Indicators: Explain the role history might play in developing programs/exhibits/events. Explain the role various animals have in exhibit development. Explain how a theme might determine the types of products/services/events available.</p> <p>HT-REC 4.1: Research / List guest safety/security issues at recreation venues.</p> <p>HT-REC 5.1: Create a proactive solution to address common safety hazards including lighting, sound, surface areas, and social climate. Create a reactive solution to guests' exposure to a health hazard. Suggest ways to manage guests and groups facing safety hazards. Develop and role play mock emergency situations demonstrating caution and good judgment.</p> <p>HT-REC 6.1: Collect safety and security information relevant to the venue. Display safety and security information and materials. .</p> <p>HT-RFB 5.2: Compare alternative ways of marketing. Develop promotional materials. Create methods to market materials.</p> <p>HT-TT 12.2: Identify the benefits of broadcast, print, electronic and outdoor media to communicate messages to current and prospective customers.</p>
<p>project:</p>	<p>Create a website or pamphlet promoting recreation, amusements and attractions along an assigned travel route.</p>