

# STRANDS AND STANDARDS

## HOSPITALITY AND TOURISM



### Course Description

The Hospitality and Tourism course provides the student with an understanding of one of the largest industries in Utah and the world. Specific applications include marketing, promoting, and selling the product of airlines, international travel, ground transportation, cruising, hotel and lodging, restaurants, and tours. Students will learn the importance of hospitality and tourism's impact on the economy.

<b>Intended Grade Level</b>	10-12
Units of Credit	0.5
Core Code	37.01.00.00.100
Concurrent Enrollment Core Code	N/A
Prerequisite	None
Skill Certification Test Number	410
Test Weight	0.5
<b>License Type</b>	Secondary Education 6-12
<b>Required Endorsement(s)</b>	
Endorsement 1	Business and Marketing (CTE/General)
Endorsement 2	Business and Marketing Core
Endorsement 3	N/A

## STRAND 1

**Students will develop an understanding of the importance of hospitality and tourism marketing.**

### Standard 1

Students will understand key terms within the hospitality and tourism industry.

- Define hospitality industry, tourism industry, service, sustainability, perishability, intangibility and changeability.
- Define service as a product.
- Define Egocentrism, Ethnocentrism, Ecotourism, and Multiculturalism.
- Discuss the importance of a strong infrastructure.
- Identify the 4 segments of the Hospitality and Tourism Industry: Lodging, Food Service, Transportation, and Entertainment.
- Understand the concept of the 24-hour clock, time zones, and the International Date Line.

### Standard 2

Students will understand the impact of hospitality and tourism on the economy.

- Discuss the social, cultural, economic, and environmental impacts of travel.
- Explain the product life cycle.
- Explain the ripple effect on an economy from tourism.
- Define inflation and staycation.
- Be able to convert money from an exchange rate.
- Discuss the impact of technology on the hospitality and tourism industry.

### Standard 3

Students will understand basic marketing principles.

- Define marketing, target market, segmentation, and the marketing mix.

### Standard 3

Students will understand the importance of customer service in hospitality and tourism.

- Define customer service and its vital role in the industry.
- Know and Implement the 3 main objectives of the hospitality and tourism into practical applications (implementation can occur through DECA role plays).
  - Make the guest feel welcomed.
  - Make sure the product and services work for the guest.
  - Make sure the operation continues to provide service and make a profit.

## STRAND 2

**Students will develop and understanding of the lodging industry and destination marketing.**

### Standard 1

Students will understand market segmentation for the lodging industry.

- Classify hotels according to their types.

- Discuss yield management.
- Identify variables that affect room rates.

### Standard 2

Students will understand the concept of destination marketing.

- Define destination, destination marketing, resort, time shares, and commission.
- Discuss the concept of seasonality.
- Discuss the concept of supply and demand.
- Explain elasticity of demand and its effect on the economy and tourism.
- Explain loyalty programs.
- Explain how the 4 P's effect lodging.

### Standard 3

Students will be able to identify basic hotel operations.

- Explain front-of-the-house, back-of-the-house, concierge, rooms and Food and Beverage (F&B) divisions.

## STRAND 3

**Students will develop an understanding of the different types of transportation used in international and domestic tourism.**

### Standard 1

Students will understand the importance of aviation to the hospitality/tourism industry.

- Discuss the aviation industry.
- Discuss how the hub and spoke system works.
- Describe airline boarding procedures and security methods.
- Identify the career opportunities and necessary training required to work in the airline industry.

### Standard 2

Students will develop an understanding of the various types of ground transportation that exist and the role they play in the hospitality and tourism industry.

- List the various types of ground transportation that exist.
- Identify major car-rental companies.
- Explain rental car policies and procedures.
- Compare and contrast ground transportation and rail service in the United States with that of other countries.
- Identify the career opportunities and necessary training required to work in the ground transportation industry.

## Standard 3

Students will understand how the 4 P's affect ground travel.

- Discuss shuttle service and car rental options.
- Charter bus tours.

## Standard 4

Students will demonstrate knowledge of the cruise industry.

- Define embarkation, debarkation, and port-of-call.
- Identify principal cruise lines.
- Explore different cruising areas around the world.
- Research activities available both on and off the ship.
- Identify the career opportunities and necessary training required to work in the cruise industry.

## Standard 5

Students will understand how the 4 P's affect the cruise industry.

- Explain shore excursions.
- Discuss ship layouts and cabin options.
- Theme cruise.
- Pricing of cruises.

## Standard 6

Students will develop an understanding of the difference between domestic and international travel.

## STRAND 4

**Students will develop an understanding of the different aspects of the restaurant industry.**

### Standard 1

Students will understand the key terms and functions of a restaurant business.

- Define restaurant.
- Describe quick-service and full-service, and casual dining.
- Understand basic restaurant terminology including, eating and dining markets.

### Standard 2

Students will identify different jobs, careers, and opportunities in the restaurants.

**STRAND 5**

**Students will explore the hospitality and tourism industry in Utah.**

**Standard 1**

Students will identify National Parks in Utah.

**Standard 2**

Students will discuss seasonality in Utah and consumer motivation for travel in Utah.

**Standard 3**

Students will examine different special events offered throughout the state. (i.e. ski resorts, desert activities, Sundance, Shakespeare Festival, and the economic impact of the 2002 Winter Olympics and the lasting effects.).

**Performance Objective**

- Create a vacation package including transportation, accommodations, meal plan, and itinerary.
- Create and present a sales presentation for the vacation package (use the sales process).
- Create media or advertisement displaying Utah’s product offerings as a tourist destination.

**Skill Certificate Test Points by Strand**

Test Name	Test #	Number of Test Points by Strand										Total Points	Total Questions
		1	2	3	4	5	6	7	8	9	10		
Hospitality and Tourism	410	22	16	15	5	4						62	47