

PLANNED INSTRUCTION

A PLANNED COURSE FOR:

Hospitality & Tourism

Curriculum writing committee:

Michael Murray

Grade Level:

10th-12th

Date of Board Approval: _____

Course Weighting: Hospitality & Tourism

Chapter Tests	30%
Projects	40%
Homework/Classwork	30%
Total	100%

Curriculum Map

Overview: This is a one semester course that provides students with an overview of the hospitality and tourism industries and the career opportunities within them. Students will be eligible for dual-enrollment credit with Keystone College upon completion of the course. Students will learn basic operations, guest services, accommodation types, marketing and sales, management and ownership responsibilities, food and beverage service, event planning and tour coordination and promotion. Students will gain skills and knowledge of a professional industry that supports the local and regional economy as well as research the worldwide effect of the hospitality and tourism industry. Students will have the opportunity to meet with representatives from several local attractions as well as working with the visitor's bureau to learn about the region and possibly visit some of the attractions.

Goals:

1. Marking Period One/Three Units 1,2,3 – 45 days

Goal:

To introduce the hospitality and tourism industries along with the operations, roles, service skills, and management skills needed

Students will have an understanding of:

- Define Hospitality and Tourism
- The impact of the industry regionally, nationally, globally
- Identify the individual sectors of the industry
- Identify the roles and responsibilities of the people working in the industry
- Service skills (soft skills)
- Front office operations and procedures
- Management responsibilities and leadership skills
- Facilities management and safety/security/crisis planning
- Financial responsibilities of management

2. Marking Period Two/Four Units 4,5, & Final Project – 45 days

Goal:

To expand on the individual sectors of the industry and the worldwide career opportunities.

Students will have an understanding of:

- Food & Beverage Operations
- Hotel & Guest Services
- Casino Management
- Tour Planning
- Event Planning & Promotion
- Hospitality Careers Around the World
- Customs and Diversity in The Industry

Big Ideas:

Big Idea #1: Employment and management in the Hospitality and Tourism Industry goes beyond what the customer sees. Proper skills and techniques are essential to successful venues in the industry.

Big Idea #2: The industry is composed of multiple facets that require different competencies from many training backgrounds.

Textbook and Supplemental Resources:

Materials and Resources:

Textbook: *Introduction to Hospitality*, 6th Edition, John C. Walker Pearson 2015

Supplemental Reading Materials:

AHLA supplementals

Food & Beverage Magazine

WSJ (Culinary section)

NYT (Culinary section)

Websites:

These websites will be used as references:

<https://izzit.org>

<https://www.ted.com/talks>

https://www.youtube.com/watch?v=CKVkj_9TkHc H&T ch 4 manager vs. chef

<https://www.youtube.com/watch?v=H7MRHuzCNvM> chef

<https://www.youtube.com/watch?v=Hw3iOEjthiw> catering

<https://www.youtube.com/watch?v=R2vXbFp5C9o> cruise ship catering

<https://www.youtube.com/watch?v=ThNeIT7aceI> supermarket layout

<https://www.businessinsider.com/mcdonalds-wendys-burger-king-arbys-jack-in-the-box-red-logos-2018-5>

<https://www.youtube.com/watch?v=do1lP632bY8> drinking soda everyday

<https://www.youtube.com/watch?v=5A1ZIQJpPH8>

Supplementary video materials:

The Founder DVD

The Hundred Foot Journey DVD

Restaurant Impossible television program

Hotel Impossible television program

Bizarre Foods television program

Curriculum Plan

Unit 1: Introduction

Time Range

15 Days

Standard(s):

Career Ed & Work: 13.1.11.C, 13.1.11.F, 13.3.11.C, 13.3.11.G

BCIT: 15.2.12.B, 15.2.12.D, 15.2.12.O, 15.3.12.D, 15.3.12.E, 15.8.12.G, 15.8.12.J, 15.9.12.E

ELA: CC.1.2.11-12.A, CC.1.4.11-12-A, CC.1.4.11-12.F, CC.1.5.11-12.A, CC.1.5.11-12.F

Core Standards Addressed: (See Appendix for extended definition)

BCIT: Career Management

FACS: Hospitality, Tourism, Recreation

Eligible Content:

- What are Hospitality & Tourism?
- What careers are available in these industries?
- Skills needed for employment in these roles
- Economic impact of these industries

Objectives:

1. Describe and define the characteristics of the hospitality industry (DOK 1,2)
2. Explain what is meant by corporate philosophy (DOK 1,2)
3. Describe the changes hospitality and tourism have experienced throughout modern times (DOK 2, 3)
4. Describe the social impact of global travel and business on hospitality and tourism (DOK 2,3)
5. Describe the scope of industry services available to potential employees (DOK 1,2)
6. Describe the economic impact of hospitality and tourism on the local and national communities (DOK 2,3)

Core Activities:

1. Students will identify the numerous businesses in the Poconos region that provide services in the hospitality and tourism industry.
2. Students will read chapters 1 and 2 from the textbook and complete corresponding activities.
3. Students will be encouraged to visit the Pike County Welcome Center to obtain various media guides for attractions in the Poconos area.

4. Students will be able to identify the major jobs, careers, and the paths available in the hospitality and tourism industries.
5. Students will be able to define the spirit of the industries and discuss corporate philosophies.
6. Students will complete online activities that accompany the text to review the concepts presented.
7. Students will analyze a corporate example of success in the hospitality and tourism industry.

Assessments:

Diagnostic:

1. Homework assignments
2. Worksheets
3. Define terms
4. Class Discussions

Formative:

1. Questions asked in class
2. Class Discussions
3. Cooperative Learning assignments
4. Research assignments
5. Graphic Organizers, Venn Diagrams, Graphs

Summative:

1. Exams
2. Quizzes
3. Projects
4. Homework
5. Worksheets

Unit 2: Service Skills

Time Range 15 Days

Standard(s):

Career Ed & Work: 13.1.11.C, 13.1.11.F, 13.3.11.C, 13.3.11.G

BCIT: 15.2.12.B, 15.2.12.D, 15.2.12.O, 15.3.12.D, 15.3.12.E, 15.8.12.G, 15.8.12.J, 15.9.12.E

ELA: CC.1.2.11-12.A, CC.1.4.11-12-A, CC.1.4.11-12.F, CC.1.5.11-12.A, CC.1.5.11-12.F

Core Standards Addressed: (See Appendix for extended definition)

BCIT: Career Management

FACS: Hospitality, Tourism, Recreation

Eligible Content:

- Identify the roles and responsibilities of the people working in the industry
- Service skills (soft skills)
- Time management
- Interpersonal skills

Objectives:

1. Students will be able to identify characteristics of good customer service (DOK 1)
2. Students will be able to demonstrate various forms of acceptable interaction (DOK 3,4)
3. Students will be able to analyze the ethical responsibilities in the manager/employee relationship (DOK 4)
4. Students will be able to identify the tasks performed during the guest cycle (DOK 1)
5. Students will be able to identify how a seamless guest experience is managed by employees and the property (DOK 1)
6. Students will be able to identify how the emotional engagement of guests is influenced by each stage of the guest cycle (DOK 1)
7. Students will be able to explain how to determine guests' wants and needs in order to meet and exceed expectations with the global traveling public (DOK 2.3)
8. Students will be able to identify and implement the components used in above and beyond guest service (1,3)
9. Students will be able to assess how and why guest satisfaction measurements help a business to ensure profitability (DOK 4)

Core Activities:

1. Students will read and view examples of customer service.
2. Students will complete packet and worksheets with case examples.
3. Students will offer alternative responses to case scenarios.
4. Students will practice Soft Skills discussed in the unit
5. Students will be able to properly chronologize the guest cycle
6. Students will view clips of *Hotel Impossible* and recognize the business' shortcomings and what methods can be used to rectify these
7. Students will research and report on a Hotel Management Company and all of its subsidiaries

Assessments:

Diagnostic:

1. Homework assignments
2. Worksheets
3. Define terms

Formative:

1. Questions asked in class
2. Class Discussions
3. Worksheets
4. Cooperative Learning Assignments
5. Research Assignments

Summative:

1. Section test
2. Quizzes
3. Homework
4. Project

Unit 3: Operations and Financial Roles

Time Range 15 Days

Standard(s):

Career Ed & Work: 13.1.11.C, 13.1.11.F, 13.3.11.C, 13.3.11.G

BCIT: 15.2.12.B, 15.2.12.D, 15.2.12.O, 15.3.12.D, 15.3.12.E, 15.8.12.G, 15.8.12.J, 15.9.12.E

ELA: CC.1.2.11-12.A, CC.1.4.11-12-A, CC.1.4.11-12.F, CC.1.5.11-12.A, CC.1.5.11-12.F

Core Standards Addressed: (See Appendix for extended definition)

BCIT: Career Management

FACS: Hospitality, Tourism, Recreation

Eligible Content:

- The functions of management are critical to the success of an organization
- How do ethics and social responsibility impact the culture of an organization?
- Organizations develop their own culture and social responsibility over time
- Roles of management of facilities and basic operational procedures
- Safety/security/crisis planning
- Maintaining positive revenue and controlling cost centers
- Understanding local regulations and employee labor laws

Objectives:

1. Interpret the skills required for effective managers (DOK 2)
2. Analyze the various functions of financial management within a facility (DOK 4)
3. Distinguish between revenue and cost centers (DOK 3)
4. Create effective safety procedures for various facility types and hypothesize outcomes to possible crisis scenarios (DOK 4)

Core Activities:

1. Outline the duties and responsibilities of key managers and department heads
2. Construct an organizational chart of a hotel and identify areas of control
3. Describe property management systems and discuss yield management
4. Describe the basic goals and tasks of managers, and trace the development of management theories
5. Define Six Sigma and its role in the hospitality industry
6. Discuss quality management and summarize four basic strategies of effective leaders.
7. Distinguish between the various revenue centers and cost centers of a hotel.
8. Describe hotel control systems, give examples of financial controls used, summarize the need (and give examples of) quality control in hotels.
9. Identify the role of technology in controlling both revenue and cost centers within a hotel.
10. Outline the duties and responsibilities of key managers and department heads.
11. Construct an organizational chart of a hotel and identify areas of control.
12. Explain the importance of a well-maintained property for both the interior and exterior spaces.

13. Discuss the four key planning areas of an emergency preparedness plan along with the role of maintaining backup systems.
14. Explain the risk management process and the use of the 14 elements of a health and safety program in a workplace.
15. Identify the security functions of providing reasonable care under the inn-keepers laws requiring hotels to provide travelers with a safe haven at night.

Assessments:

Diagnostic:

1. Homework assignments
2. Worksheets
3. Define terms

Formative:

1. Questions asked in class
2. Class Discussions
3. Worksheets
4. Research Assignments

Summative:

1. Quizzes
2. Homework
3. Project

Unit 4: Individual Sectors

Time Range 20 Days

Standard(s):

Career Ed & Work: 13.1.11.C, 13.1.11.F, 13.3.11.C, 13.3.11.G

BCIT: 15.2.12.B, 15.2.12.D, 15.2.12.O, 15.3.12.D, 15.3.12.E, 15.8.12.G, 15.8.12.J, 15.9.12.E

ELA: CC.1.2.11-12.A, CC.1.4.11-12-A, CC.1.4.11-12.F, CC.1.5.11-12.A, CC.1.5.11-12.F

Core Standards Addressed: (See Appendix for extended definitions)

BCIT: Career Management

FACS: Hospitality, Tourism, Recreation

Eligible Content:

- The roles and functions of various sectors of hospitality including hotels, food and beverage operations, casino management, tour planning, and event planning
- Marketing strategies

Objectives:

1. Differentiate among the various sectors of hospitality (DOK 3)
2. Identify the specific services offered in the different sectors (DOK 1)
3. Identify the target markets for each sector (DOK 1)

Core Activities:

1. Describe the difference between chain and independent restaurants
2. List the various classifications of restaurants
3. Identify characteristics and trends in health care, business, schools/universities and leisure recreation food services
4. Describe the various components of modern casino resorts
5. Explain how casinos have been integrated into larger hospitality operations
6. Understand the basic principles of casino operations
7. Identify the purpose of resorts, cruise lines, recreational tourism, and theme parks within the tourism industry
8. Identify the various types of resorts and the target guest markets (ex., family resorts, all-inclusive, adventure, and business retreats)
9. Explain the purpose of using internal resources for sources of guest experiences and the purpose of building strong partnerships with outside businesses, agencies, and other sources for guest activities. (ex., using check-out surveys)
10. Explain the different types of meetings, conventions, and expositions
11. Categorize the various types of special events
12. Identify the main professional organizations and associations within the special events industry.

Assessments:

Diagnostic:

1. Homework assignments
2. Worksheets

Formative:

1. Questions asked in class
2. Class Discussions
3. *Restaurant Impossible* worksheets
4. Research Assignments

Summative:

1. Quizzes
2. Project presentation

Unit 5: Careers In Hospitality and Final Project

Time Range 25 Days

Standard(s):

Career Ed & Work: 13.1.11.C, 13.1.11.F, 13.3.11.C, 13.3.11.G

BCIT: 15.2.12.B, 15.2.12.D, 15.2.12.O, 15.3.12.D, 15.3.12.E, 15.8.12.G, 15.8.12.J, 15.9.12.E

ELA: CC.1.2.11-12.A, CC.1.4.11-12-A, CC.1.4.11-12.F, CC.1.5.11-12.A, CC.1.5.11-12.F

Core Standards Addressed: (See Appendix for extended definition)

BCIT: Career Management

FACS: Hospitality, Tourism, Recreation

Eligible Content:

- Students will demonstrate proper behavior in various roles in the hospitality and tourism industries
- Students will explore various types of career opportunities within hospitality and tourism
- Students will explore the method of ascension on the corporate ladder of the hospitality and tourism industries
- Students will be able to identify the opportunities for internships in the hospitality and tourism industries

Objectives:

1. Investigate the various types of careers within the hospitality and tourism industries (DOK 3)
2. Construct a plan for moving up within an organization's corporate/management structure (DOK 3)
3. Research various internship opportunities within the hospitality and tourism industries (DOK 2)

Core Activities:

1. Students will study various successful people within the hospitality and tourism industries and analyze their path to the top
2. Students will choose either a management, operational, or performance career and analyze the skills of people within those roles
3. Describe career ladders, summarize the purpose and content of a resume, and explain how to participate in an effective job interview
4. Students will explore the Disney College Program and how it is a stepping-stone for working with the Walt Disney Company
5. Students will identify the importance of building on-the-job experience
6. Students will complete a company analysis involving the history and development of the biggest corporations in the hospitality and tourism industries

* This analysis will serve as the final project for the course

Primary Textbook(s) Used for this Course of Instruction

Name of Textbook:

Introduction to Hospitality, 6th Edition Textbook ISBN #: 978-0-13-281465-2 Textbook
Publisher & Year of Publication: Pearson Learning 2015

Appendix

PA Career Education & Work:

13.1.11.C: Analyze how the changing roles of individuals in the workplace relate to new opportunities within career choices.

13.1.11.F: Analyze the relationship between career choices and career preparation opportunities, such as, but not limited to:

- Associate degree
- Baccalaureate degree
- Certificate/licensure
- Entrepreneurship
- Immediate part/full time employment
- Industry training
- Military training
- Professional degree
- Registered apprenticeship
- Tech Prep
- Vocational rehabilitation centers

13.3.11.C: Evaluate conflict resolution skills as they relate to the workplace:

- Constructive criticism
- Group dynamics
- Managing/leadership
- Mediation
- Negotiation
- Problem solving

13.3.11.G: Evaluate the impact of lifelong learning on career retention and advancement.

PA Business Computers and Information Technologies:

15.2.12.B: Analyze a specific occupation within a career cluster.

15.2.12.D: Analyze job tasks and responsibilities when working in a virtual versus a traditional work environment.

15.2.12.O: Formulate and demonstrate strategies for working with diverse populations.

15.3.12.D: Evaluate business materials (including web-based resources) for value related to purpose, quality, and appropriateness.

15.3.12.E: Evaluate chosen print and electronic resources for advanced research. Reference English Language Arts CC.1.4.11-12.U

15.8.12.G: Analyze leadership skills necessary for leading at various management levels.

15.8.12.J: Analyze the use and purpose of various technology tools used by management.

15.9.12.E: Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy.

PA Common Core English, Language Arts:

CC.1.2.11-12.A: Determine and analyze the relationship between two or more central ideas of a text, including the development and interaction of the central ideas; provide an objective summary of the text.

CC.1.4.11-12-A: Write informative/ explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately.

CC.1.4.11-12.F: Demonstrate a grade appropriate command of the conventions of standard English grammar and spelling.

CC.1.5.11-12.A: Initiate and participate effectively in a range of collaborative discussions on grades level topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.

CC.1.5.11-12.F: Make strategic use of digital media in presentations to add interest and enhance understanding of findings, reasoning, and evidence.

National Family and Consumer Science Standards Hospitality, Tourism, and Recreation:

10.1: Analyze career paths within the hospitality, tourism, and recreation industries

10.2: Demonstrate procedures applied to safety, security, and environmental issues

10.3: Apply concepts of quality service to assure customer satisfaction

10.4: Demonstrate practices and skills involved in lodging occupations.

10.5: Demonstrate practices and skills for travel related services

10.6: Demonstrate management of recreation, leisure, and other programs and events.