

River Dell Regional School District

Hospitality & Tourism Curriculum

2020



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RATIONALE

Tourism and Hospitality are fast changing, dynamic, and highly competitive fields that expect well-trained hospitality staff in a multitude of career paths. The hospitality sector or hospitality industry represents one of the major parts of the service industry. Technology has expanded people's awareness of all sorts of destinations/adventures. In addition, many countries promote and support tourism due to its revenue and its employment potential.

This course provides students with the opportunity to learn the structure and scope of the travel/tourism and hospitality industries. The course covers the introduction of hospitality and tourism, careers in the industry, soft skills, and operational areas. Students engage in daily computer/technology applications, real and/or simulated industry experiences, and projects aligned to hospitality functions as well as practice interpersonal skills and learn behaviors that reflect a serious work ethic.

HOSPITALITY & TOURISM CURRICULUM

UNIT ONE: INTRO TO HOSPITALITY & TOURISM (4 Weeks)

STATE STANDARDS

- 9.1.12.C.2** Analyze the common traits of effective state, national, or international leaders
- 9.1.12.C.5** Assume a leadership position by guiding the thinking of peers in a direction that leads to successful completion of a challenging task or project
- 9.1.12.E.2** Generate digital media campaigns in support of or opposing a current political, social, or economic issue
- 9.1.12.F.2** Demonstrate a positive work ethic in various settings, including the classroom and during structured learning experiences
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- NJLSA.W6.** Use technology, including the Internet, to produce and publish writing and to interact and collaborate with others.
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BIG IDEAS/COMMON THREADS

Tourism is a social, cultural, and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. Tourism is recognized as a major driver of economic growth and development.

ENDURING UNDERSTANDINGS

Hospitality and tourism generate revenues that directly impact local economies. This revenue stimulates the building of infrastructure such as roads and public transportation.

Also, careers can be exciting, challenging and varied but require a lot of hard work and dedication.

ASSESSMENTS

- History of Hotel Chains Group Project
- Destination Research Project
- History & Concepts of Hospitality & Tourism Test

ESSENTIAL QUESTIONS

- How has history changed in the industry throughout the years?
- How does hospitality and tourism depend on each other for success?
- How does global travel and business socially impact hospitality and tourism?
- What is the scope of industry services available to today's traveler?
- What types of hotels are available to hospitality and tourism guests?

LESSON OBJECTIVES

Students will be able to...

- describe the changes hospitality and tourism have experienced in modern times.
- explain how hospitality and tourism depend on one another for success.
- describe the social impact of global travel and business on hospitality and tourism.
- describe the scope of industry services available to today's traveler.
- explain the purpose of quality guest service in the hospitality and tourism industry
- identify the types of hotels available to hospitality and tourism guests

LEARNING ACTIVITIES

- Review Worksheets
- Lecture
- Online Database Research
- Video Clip
- Supplementation
- Teacher Demonstration/Simulation
- Guest Speaker
- Reading Technical Articles

RESOURCES

Text: HTMP, Hospitality and Tourism Management Program: Year 1, First Edition, National Restaurant Association Solutions, LLC, Illinois, 2012. ISBN 978-0-86612-429-4
Website: Travel+Leisure Staff. (2018, December 12). The 50 Best Places to Travel in 2019. Retrieved from <https://www.travelandleisure.com/trip-ideas/best-places-to-travel-in-2019>

HOSPITALITY & TOURISM CURRICULUM UNIT TWO: CAREERS IN HOSPITALITY (4 Weeks)

STATE STANDARDS

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- 9.1.12.C.5** Assume a leadership position by guiding the thinking of peers in a direction that leads to successful completion of a challenging task or project
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BIG IDEAS/COMMON THREADS

Because so much time is spent on the job, a person's career should be a promising and rewarding experience. Many of the skills needed in one career can transfer to others, which allows for movement and advancement.

ENDURING UNDERSTANDINGS

Career exploration exposes students to a wide range of potential jobs that provide several opportunities. There are several options in all industries that can support upward career mobility over time.

ASSESSMENTS

- Hospitality & Tourism Career Characteristics Project
- Careers in Hospitality Unit Test

ESSENTIAL QUESTIONS

- What is the disposition of person that is best suited to work in the hospitality industry?
- What is the importance of expertise-building through on-the-job experience?
- What are the types of potential careers available in the industry?
- What are the career paths available?
- What is the role of the hospitality professional?
- What are the skills and responsibilities of a guest service professional?
- What are the steps required during the job hunt and interview process?
- How do you write an effective resume tied to the industry?
- How do you network within the industry?

LESSON OBJECTIVES

Students will be able to:

- write a resume, build a portfolio, prepare for a job interview, and develop self-esteem that ensures success in the hospitality and tourism industry.
- understand the value, skills, and knowledge a person brings to the workplace.
- understand the concepts of ethics to encourage the practice of doing the right thing for themselves, the industry, and their guests.
- understand the wide range of potential jobs available, starting with entry-level and transitioning into management positions.
- understand the concept of building a career path, and the role of certification.
- understand the type of person attracted to a career in the industry and how expertise is built from formal education, training opportunities, and work experience.
- understand the characteristics of people who seek and succeed in the hospitality and tourism industry careers.

LEARNING ACTIVITIES

- Chapter Review Worksheets
- Lecture
- Online Database Research
- Video Clip
- Supplementation
- Teacher Demonstration/Simulation
- Guest Speakers

RESOURCES

Text: HTMP, Hospitality and Tourism Management Program: Year 1, First Edition, National Restaurant Association Solutions, LLC, Illinois, 2012. ISBN 978-0-86612-429-4
Website: Hcareer. Retrieved from <https://www.hcareers.com/find-jobs>

HOSPITALITY & TOURISM CURRICULUM UNIT THREE: HOSPITALITY SOFT SKILLS (6 Weeks)

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BIG IDEAS/COMMON THREADS

The common thread within all careers are interpersonal skills. People must be able to communicate effectively to be able to execute the responsibilities that they have been hired for.

ENDURING UNDERSTANDINGS

Communication skills are utilized regularly by Hospitality industry employees. The quality of customer interactions is a predictor for future business.

ASSESSMENTS

- Hotel Rating project
- Stages of the Guest Cycle Test
- Global Travel Group Project

ESSENTIAL QUESTIONS

- What are the tasks performed during the guest cycle: pre-arrival, arrival, occupancy, and departure?
- How is a seamless guest experience managed by employees and the property?
- How is the emotional engagement of guests influenced by each stage of the guest cycle?
- How are guests' wants and needs determined in order to meet or exceed expectations with the global traveling public?
- Why is the term "guest" used by the hospitality and tourism industry?
- What is involved in hosting guests at a hotel, restaurant, or attraction?
- How does a guest service professional find out what type of services guests are familiar with receiving?
- Is it possible to help set a guests' expectation of services available and, if so, how is setting the expectation accomplished?
- What does a guest service professional need to know in order to match guest needs with actual services available?
- How are guests made to feel comfortable and not discriminated against due to age, race, sexual orientation, marital status, and religion?

LESSON OBJECTIVES

Students will be able to...

- understand the types of soft skills demonstrated during various levels of the guest cycle and the types of activities that occur during each stage of the cycle.
- understand the guest cycle which makes up a sequence of four steps.
- understand the how the processes, tasks, and transactions are handled by employees to guarantee a seamless guest experience.
- understand why it is important to correctly handle and process all financial transactions.
- understand how to correctly communicate with guests and each other.
- understand why it is important that every person take responsibility for completing their assigned tasks.
- understand how the guest experience is going to be impacted when someone fails to do their work.
- understand that in recent history, different minority group's rights have increased in many ways.
- Understand how discrimination can affect guests and the company image overall.

LEARNING ACTIVITIES

- Chapter Review Worksheets
- Lecture
- Online Database Research
- Video Clip
- Supplementation
- Teacher Demonstration/Simulation
- Reading Technical Articles

RESOURCES

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Website: U.S. News & World Report L.P. (2020). Best Hotels in the USA. Retrieved from <https://travel.usnews.com/Hotels/USA/>

Video: YouTube. "The Future of Customer Experience – Hospitality." *YouTube*. 31 July 2017.

https://www.youtube.com/watch?time_continue=1&v=wnveXGdJQOk&feature=emb_logo

HOSPITALITY & TOURISM CURRICULUM UNIT FOUR: OPERATIONAL AREAS (6 Weeks)

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BIG IDEAS/COMMON THREADS

The various segments of any organization are interwoven like a giant web. Each segment is dependent on the other as business activities flow from one to the other. The awareness of how departments are interdependent contributes to the customer experience and the company's profitability.

ENDURING UNDERSTANDINGS

The operational areas of hospitality include front office operations, housekeeping, facilities, and food and beverage services. Without an understanding of these operational areas, the hospitality industry would not generate the financial means to continue to be successful.

ASSESSMENTS

- Operational Area Tests
- Guest Experience Group Project
- Housekeeping Project

ESSENTIAL QUESTIONS

- What are the responsibilities of the front office and the front desk along with the role each plays with guests?
- What are the categories under which the front office manager's responsibilities fall?
- What are some job positions that report to the front desk manager, executive housekeeper, and facilities manager?
- What are the functions and responsibilities of the executive housekeeper?
- What are the roles of the facilities management department at a hotel?
- What are the responsibilities of the facilities management department?

LESSON OBJECTIVES

Students will be able to...

- understand the responsibilities of the front office and the front desk along with the role each plays with guests.
- understand the categories under which the front office manager's responsibilities fall.
- identify the correct process, functions, and responsibilities of the executive housekeeping operations.
- identify the primary responsibilities of the chief engineer in overseeing the operation of the facilities management department.

LEARNING ACTIVITIES

- Chapter Review Worksheets
- Lecture
- Online Database Research
- Video Clip
- Supplementation
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- Reading Technical Articles

RESOURCES

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