

# STRANDS AND STANDARDS

## HOSPITALITY & 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. The course is organized around the 4 segments of Hospitality & Tourism they are; Lodging, Transportation, Food and Beverage, and Entertainment and Recreation. Students will learn about career opportunities in tourism opportunities and 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	37.01.00.13.100
Prerequisite	None
Skill Certification Test Number	410
Test Weight	0.5
<b>License Area of Concentration</b>	CTE and/or Secondary Education 6-12
<b>Required Endorsement(s)</b>	
Endorsement 1	Business & Marketing (CTE/General)
Endorsement 2	Business & Marketing Essentials

## 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.

- Differentiate between the hospitality and tourism industries.
  - Hospitality industry: focuses on the relationship between guest and host
  - Tourism industry: people traveling to a location for business or pleasure

**Identify the 4 segments of the Hospitality and Tourism Industry: Lodging, Transportation, Food and Beverage, Recreation and Entertainment.**

- Define each of the 4 segments and provide examples of each type of business
- **Lodging:** sleeping accommodations for one or more nights
  - Examples - hotels, motels, campgrounds, resorts, rental properties
- **Transportation:** moving people from one place to another
  - Examples - buses, taxis, trams, subways, planes, car rentals, ferries
- **Food and Beverage:** preparing of meals, snacks, and beverages
  - Examples - fast food, bars, lounges, food trucks, catering
- **Recreation and Entertainment:**
  - Examples - zoos, museums, theaters, gyms, sport venues

### Standard 2

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

- Define **Hospitality:** the friendly and generous reception and entertainment of guests and visitors often referred to as exceptional customer service.
- Define **customer service:** the assistance and advice provided by a company to those people who buy or use its products or services.
- Know and Implement the **3 main objectives** of hospitality and tourism into practical applications (implementation can occur through DECA or FBLA role plays and written projects).
  - 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.

### Standard 3

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

Define the following terms that highlight the

- **Ecotourism:** responsible travel to natural areas which conserves the environment and improves the welfare of local people.
- **Multiculturalism:** appreciating ethnic diversity within a society and encouraging people to learn from the contributions of those diverse ethnic backgrounds.

Discuss the social, cultural, economic, and environmental impacts of hospitality and tourism.

- Emphasize the impact of social customs and traditions, appeal of the destination, **benefit** and **detriment** to the local community
- Explain the ripple effect on an economy from tourism.

Discuss the importance of a strong infrastructure.

- Can the communities sustain an influx of tourists or the absence of tourism?
- Discuss the impact of technology on the hospitality and tourism industry.

### Standard 4

Students will understand basic marketing principles.

- Define and apply **destination marketing**, target market, segmentation, and the marketing mix to the hospitality and tourism segments.

### Performance Skills

Research and share cultural differences of countries and compare them to the United States in a visual presentation.

Research and evaluate a case study to solve an ecotourism problem in the hospitality and tourism industry

Example: Starbuck discontinues straws

Reuse of Linen

Eating Locally

Green initiatives in destinations or entertainment venues

## STRAND 2

**Lodging - Students will develop an understanding of the lodging industry**

### Standard 1

Students will understand the various aspects of the lodging industry.

- **Classify hotels** according to their types.
  - Guest (Business and leisure)
  - Price (budget/economy, mid price, upscale/luxury)
  - Location (airport, freeway, downtown, conference center)
  - Style (suite, extended stay, bed and breakfast, spa, timeshare, retreat)
  - Vacation Rentals (AirBNB, VRBO)
- List and discuss the various hotel **amenities, a desirable or useful feature**, that influences the consumers' decision.
  - Pool, Gym, Breakfast, WiFi, and Parking

### Standard 2

- Define and discuss **yield management**: setting different prices for goods and services in an effort to maximize revenue when a limited capacity is a factor
- Discuss the concept of **supply and demand** and how it relates to yield management
- Identify the different **types of room rates** (rack, AARP/AAA, government/state)
- Identify variables that affect **room rates**.
  - Dates/days
  - Occupancy rates
  - Room types
  - Room location (View from)

### Standard 3

Students will be able to identify basic **hotel operations**.

- Explain front-of-the-house (front desk, auditor, bellhop, concierge) and back-of-the-house (reservations, management, housekeeping, human resources, marketing).

### Standard 4

Define **staycation**: a vacation spent at home or nearby

### Performance Skills (Choose one)

- Explore and create an infographic for 3 different types of hotel accommodations at a local attraction for a potential staycation. Your infographic should include the following
  - Hotel types, Hotel rates, Amenities offered, and your selection for a specific date.
- Perform a mock interview for a specific career in the lodging industry with a focus on communicating your understanding of the industry.

## STRAND 3

**Transportation - 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 and tourism industry.

- Discuss how the **hub and spoke system** works.
- Describe airline boarding procedures and **security methods**.
- Discuss the current trends and current events in the aviation industry.
- Identify the career opportunities and **necessary training** required to work in the airline industry.
  - Flight attendant schools
  - Pilot programs
  - Ground crew
  - Reservation and Gate agents
  - TSA and Security
  - Air Traffic Control
  - Sky Cap

### Standard 2

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

- **Passports** a official document issued by a government, certifying the holder's identity and citizenship and entitling them to travel under its protection to and from foreign countries.
- **Visas** an endorsement on a passport indicating that the holder is allowed to enter, leave, or stay for a specified period of time in a country.
- Understand the concept of the **24-hour clock, time zones**, and the International date line.
- Be able to convert money using current **exchange rates**.

### Standard 3

Students will understand the importance of ground transportation

List the various types of ground transportation that exist.

- Explain **rental car policies** and procedures.
- The importance of public transportation and rail and subway systems
  - Explore major cities use of rail systems and the importance to local economies
- Discuss **shuttle service and charter bus tours**.
- **Rideshares and taxi services** opportunities for careers or supplemental income.
- Identify the career opportunities and necessary training required to work in the ground transportation industry.

## Standard 4

Students will demonstrate knowledge of the cruise industry

- Define **embarkation**, **debarkation**, and **port-of-call**.
  - **Embarkation** is the process of loading a passenger ship or an airplane with passengers
  - **Debarkation** the process of unloading a ship or airplane of passengers
  - **Port-of-call** a place where a ship stops on a voyage

Explore different cruising areas around the world.

- Research activities available both on and off the ship.
  - Explain **shore excursions**.

Discuss ship layouts and **cabin rates**, **gratuity** and amenities.

- Cabin location.
- Cabin view
- Cabin size

Identify the **career opportunities** and necessary training required to work in the cruise industry.

- Presales and booking
- Entertainment and Activity Director
- Food and beverage
- Hotel division
- Marine division
- Medical & Morgue

## Performance Skills

- Compare and contrast ground transportation and rail service in the United States with that of other countries. Create a presentation that describes the differences between another country and our own.
- Plan a national or international vacation itinerary that includes at least two examples of transportation and links to their chosen options. Other segments of hospitality and tourism should be included.

## STRAND 4

**Food and Beverage - 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 a **restaurant** a place where meals are prepared and served to paying customers:
- Understand the difference between an **eating market**, **biological needs are met**, and **dining markets**, **social needs are met**.
- Describe the three types of restaurants:
  - **Quick-service**, fast food, offering fast, basic services, convenience, and a consistent quality at a low price (Taco Bell, Pizza Hut)
  - **Full-service**, a customer sits at a table, gives an order, and is served (IHOP, Olive Garden)
  - **Casual dining**, speed of service and efficiency is more important than a gourmet experience (Chipotle, Cafe Rio)

### Standard 2

Students will understand the types of restaurant, including non-traditional food and beverage sectors

- **Food trucks**, **buffets**, **pop-up restaurants**, **to-go foodservice**, **catering** as the provision of food and drink at a social event or other gathering, typically as a professional service, **bars and taverns**, **ghost kitchens**

as a delivery-only restaurant, **single-items** as a concession restaurant.

### Standard 3

Students will understand the **considerations of opening and operating restaurants**

- Competition, decor, pricing, food, beverages, location, target market, and **menu**
- Explore trends in consumer behavior and the **elements that influence** them
  - Reviews
  - Ease of ordering
  - Word-of-Mouth
  - Location
  - Payment Methods
- Employee recruitment, training and retention

### Standard 4

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

- **Front of the house** - bartenders, servers, hosts, bussers
- **Back of the house** - chefs, line cooks, prep cooks, owner

## STRAND 5

**Recreation and Entertainment - Students will explore the difference between indoor and outdoor recreation and entertainment**

### Standard 1

Students will identify and describe outdoor recreation businesses

- Examples to include: (skiing and snowboarding, rock climbing, river running)
- Identify and describe indoor recreation businesses (movie theaters, roller skating, axe throwing, indoor climbing gyms, laser tag)
- Discuss **seasonality** in Utah and **consumer motivation** for travel in Utah.
  - **Extrinsic and Intrinsic**
    - **VFR:** Visiting Family and Relatives
    - Conference sites: Business/Leisure travel
    - Scenery and Recreation

### Standard 2

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

### Standard 3

Students will identify and locate the **“Mighty 5” National Parks in Utah** and the recreation opportunities within the parks and surrounding area.

- Discuss the **impact of economic growth** that the national parks provide for smaller communities
  - Jobs
  - Housing
  - Restaurants
  - Recreation opportunities
  - Community development and infrastructure
- Explore the **career opportunities** that are provided in both indoor and outdoor entertainment and recreation. Agencies to include the **BLM Bureau of Land Management, Forest Service, Park Service,**

State Parks, State Forest and private agencies. Examples to include

- National Park Rangers
- State Park
- Tour Guides
- River Guides
- Fishing & Hunting Guides
- Survivalist Guides

### Performance Objective

- Report on guest speaker or field trip experience from a local expert or after visiting a business in the recreation area.
- Create media or digital advertisements highlighting one of Utah's products or Utah's state and National parks as a tourist destination.

## STRAND 6

### Hospitality & Tourism Careers and Pathways

Students will identify the courses that will help them to be pathway completers as well as potential careers in the Hospitality & Tourism industry.

#### Standard 1

Hospitality & Tourism Pathway

Identify the "Explorer" courses offered at your school

Identify the "Concentrator" courses taught at your school

Identify the "Completer" course for the Hospitality & Tourism Pathway

#### Standard 2

Certifications, Licenses, and Degrees in Hospitality & Tourism Explore training completed at the industry, community, and University level.

#### Certifications and Licenses

- Explore the various corporate or in-house training programs
- Explore your region's community and tech college programs
- Explore your local University programs

#### Degrees Available

- Hospitality & Tourism degrees
- Outdoor Recreation programs
- Parks and Recreation programs

#### Standard 3

Careers in Hospitality & Tourism

Explore current job postings in this field to introduce students to the fact that this is a high-wage high-demand field. There are many options that are available based on different strengths.

## Skill Certification Test Points by Strand

Test Name	Test #	Number of Test Points by Strand					Total Points	Total Questions
Hosp. and Tourism	410	1	2	3	4	5	52	38
		14	10	11	10	7		
		27%	19%	21%	19%	13%		