

STRANDS AND STANDARDS

LODGING AND RECREATION



Course Description

This course provides an overview of the lodging and recreation industries nationwide and focuses on the most popular in Utah. Students will learn about lodging, front office operations, forecasting, occupancy levels, recreation, and recreation agencies. Students will also explore current trends, ethical issues, safety, and liabilities within these industries.

Intended Grade Level	10-12
Units of Credit	0.5
Core Code	37.01.00.00.205
Concurrent Enrollment Core Code	37.01.00.13.205
Prerequisite	None
Skill Certification Test Number	409
Test Weight	0.5
License Type	CTE and/or Secondary Education 6-12
Required Endorsement(s)	
Endorsement 1	Business and Marketing (CTE/General)
Endorsement 2	Business and Marketing Core
Endorsement 3	N/A

STRAND 1

Identify lodging classifications.

Standard 1

Differentiate among the types of lodging accommodations and guest amenities.

- Location (e.g., airport, highway, downtown resort)
- Style and function (e.g., bed and breakfast, extended stay, spa)
- Vacation properties (e.g., time shares)
- Price (e.g., budget, mid-price, upscale)

Standard 2

Describe the role of franchising, independently operated companies, and management companies.

Performance Objective

Compare/contrast management of different organizational structures, including independently owned, chain affiliated, and corporations in the industry.

STRAND 2

Explain the different elements of front office operations.

Standard 1

Explain how availability, room status, and other operating guidelines affect the assignment of guestrooms.

- Determine how to know when a room is available for sale.
- Explain how to make a room status report.
- Distinguish guaranteed from non-guaranteed reservations.

Standard 2

Identify management styles within a variety of organizational structures.

Define industry management terms including: *yield*, *yield management*, *no-show*, *discount inventory control*, *overbooking*, *walking*, and *spoilage*.

Standard 3

Explain how a property's computer system is used to create guest accounts.

- Explain how account entries are made through front desk terminals (Property Management Systems or PMS) and remote point-of-sale (POS) terminals.

Standard 4

Explain the importance of check-in procedures, including guest registration, payment methods, pre-authorizations, and key distribution.

- Identify common information for guest folio (i.e., name, contact info, room type, dates of occupation).

- Describe common payment methods for arriving guests (i.e., cash, debit, credit, direct billing, group billing).
- Demonstrate the procedure for pre-authorizations.
- Demonstrate how to issue keys or electronic keycards to registering guests using standard and safety guidelines.

Standard 5

Explain the importance of check-out procedures, including verifying settlement of accounts, to ensure guest satisfaction.

- Inquire about recent charges and how to deal with a late charge.
- Post outstanding charges to guest accounts.
- Inquire about guest satisfaction to add to a guest history record file.

Performance Objective

Demonstrate an "upsell" to arriving guests (i.e., bottom-up, top-down).

STRAND 3

Explain how forecasting and rates are used to maximize occupancy levels.

Standard 1

Identify information needed to forecast availability.

- Calculate a no-show percentage.
- Calculate a walk-in percentage.
- Calculate an overstay percentage.
- Calculate an understay percentage.
- Understand a ten-day forecast.

Standard 2

Explain how room rates are established and assigned.

- Understand the various types of rates (i.e., rack, special, government, AARP, AAA, etc.).
- Identify and calculate various taxes (e.g., transient room, city tax, state tax).
- Calculate RevPAR, Occupancy Rate, and Average Daily Rate (ADR).

STRAND 4

Understand workplace safety and its impact on the workplace.

Standard 1

Maintain safe and healthful working conditions and environment in order to promote well-being in hospitality and tourism workplaces.

- Assess workplace conditions with regard to safety and health and OSHA guidelines.
- Identify the types of risk of injury/illness at work.
- Identify those who are susceptible to risk of injury/illness at work.
- Describe ways to positively affect occupational safety and health.

STRAND 5

Identify common recreation terms, motivation, and benefits.

Standard 1

Define and explain the following recreation terms: recreation, extrinsic motivation, intrinsic motivation, leisure time, quality of life (QOL), work-life balance.

Standard 2

Discuss factors that motivate individuals to recreate.

- Describe intellectual, physical, and social factors in terms of recreation choices.
- Describe extrinsic vs. intrinsic motivation in terms of recreation choices.

Standard 3

Identify benefits of recreation for individuals and societies, including improved physical and mental health; personal development; positive use of free time; and promotion of self-sufficiency, independence, and socialization.

- Determine how each of these improves both society and individuals, solves major societal issues such as juvenile delinquency and obesity, and encourages positive cultural interaction and volunteer opportunities.

STRAND 6

Identify and describe public and community recreation agencies.

Standard 1

Locate and investigate local municipal department offerings.

- Identify programs (both individual and team) for youth, adults, and seniors.
- Determine how programs match community demographics.
- Identify required fees, needed instructors and facilities, dates and times, and advertisements.
- Identify and explain careers in community recreation.

Standard 2

Identify and describe the purpose and use of Utah State Parks.

- Discuss the purpose and mission of Utah State Parks.
- Explain the stewardship and conservation of natural resources.
- Identify and describe the uses of the three types of land in the state park system (i.e., park areas, recreation areas, natural areas).
- Identify and discuss state park fees and public funding for state parks.
 - Investigate the fees charged at various state parks, including entry, day use, and activity fees.
 - Determine how public funding (i.e., taxes) is used to support state parks.

Standard 3

Identify Utah's five national parks and describe the purpose of national parks.

- Discuss the stated purpose and mission of the National Park Service: “To preserve unimpaired the natural and cultural resources and values of the national park system, for the enjoyment, education, and inspiration of this and future generations.”
- Identify and discuss common National Park Service policies that protect the ecological environment and the safety of individuals (e.g., use permits, public shuttles only, possible permits to enter the park).
 - Debate whether these are the best practices for the problems at hand.
 - Brainstorm ideas that would better solve current problems. Identify and discuss national park fees and public funding for national parks.

Performance Objective

- Analyze community needs and current offerings, and develop an activity or league that can benefit the community.
- Identify and label recreational activities in five Utah State Parks.
- Identify and explain careers within Utah State Parks and/or national parks, as well as careers that are created due to the existence of Utah’s state and national parks.

STRAND 7

Identify and describe private recreation agencies (i.e., run by businesses).

Standard 1

Identify and describe indoor recreation business and industries.

Standard 2

Identify and describe outdoor recreation business and industries.

- Describe major recreation industries in Utah (e.g., skiing and snowboarding, rock climbing, river running, etc.).

Performance Objective

Identify and describe three businesses that operate due to the existence of each industry.

STRAND 8

Understand the role of collaboration in recreation and lodging.

Standard 1

Describe and discuss accommodating and addressing the needs of special needs and disabled populations as it relates to the Americans with Disabilities Act (ADA).

Standard 2

Discuss the impact of popular recreational areas on the lodging of these areas.

Standard 3

Using real-world examples, discuss partnerships between recreation business and lodging businesses to promote each other and increase tourism to the area.

Performance Objective

Choose a lodging business, a nearby Utah State or national park, and a nearby recreation business. Create a promotional plan for these entities to work together and increase business for both companies and the national park. (Could include commercials, vacation packages, etc.).

STRAND 9

Identify and explain current Utah trends and ethical issues in recreation and lodging.

Standard 1

Discuss current news on each topic as it becomes available.

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		
Lodging and Recreation	409	6	10	7	1	9	8	5	1			47	35