

Hospitality and Tourism Management 16002

Rationale Statement:

The hospitality and tourism industry is one of the largest and fastest growing industries in the world. In South Dakota, visitor spending in 2005 was \$807,029,057, a \$2.02 billion impact on the state’s economy. This economic impact is expected to continue to grow. In South Dakota, there has been a 14.18% increase in the number of employees in the industry in the past 10 years. With this increase, there is a need for trained workers in the hospitality and tourism industry. Because many areas of this industry promote employees from within, a young part-time employee may work his/her way up to management in a short amount of time.

Students interested in pursuing a career in the Hospitality and Tourism cluster will need knowledge and experiences to prepare for on-the-job or post-secondary training. *Hospitality and Tourism Management* is a course designed to provide this knowledge and training by focusing on the management skills needed in hospitality and tourism occupations. The course is based on National Family and Consumer Sciences standards and the National Association of State Directors of Career and Technical Education knowledge and skills statements.

Suggested Grade Level: 11th and 12th Grades

Topics covered:

- Opportunities within hospitality and tourism management
- Organizational structure of hospitality and tourism systems
- Employer and employee relations
- Business procedures

Revised Bloom’s Taxonomy	Standards and Examples
Indicator #1: Investigate opportunities within hospitality and tourism management.	
Analyze	<p>HTM 1.1 Compare independently-owned and chain-affiliated facilities in hospitality and tourism.</p> <p><i>Example:</i></p> <ul style="list-style-type: none"> • Compare the advantages and disadvantages of working for an independently-owned facility and working for a chain-affiliated facility with a chart or Venn diagram. • Use research and a personal reflection to evaluate which facility provides the best working environment to suit personal characteristics and values of the student. • Diagram career paths with a flow chart.

Understand	<p>HTM 1.2 Illustrate career progression and promotion procedures.</p> <p><i>Example:</i></p> <ul style="list-style-type: none"> • Develop a chart to show skills required in entry-level jobs compared with higher-level positions. • Respond to a case study describing the process of applying for promotional positions and the person(s) to contact. • Write a career pathway plan.
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Indicator #2: Describe organizational structure of hospitality and tourism systems.

Understand	<p>HTM 2.1 Summarize the development and structure of hospitality and tourism businesses.</p> <p><i>Example:</i></p> <ul style="list-style-type: none"> • Report on the early stages of the hospitality and tourism industry. • Prepare a PowerPoint presentation on the growth of the hospitality industry. • Participate in discussions with industry professionals on the responsibilities of teams and departments in achieving goals.
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Analyze	<p>HTM 2.2 Analyze workplace operations to identify quality service.</p> <p><i>Example:</i></p> <ul style="list-style-type: none"> • Develop a list of questions and interview managers about satisfaction and performance problems. • Respond to a case study identifying opportunities for improvement of a workplace system.
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Understand	<p>HTM 2.3 Illustrate how organizational structure impacts customer service and satisfaction.</p> <p><i>Example:</i></p> <ul style="list-style-type: none"> • Use the problem-solving process to solve a customer service scenario. • Develop a flow-chart that illustrates all of the workers and areas involved in customer service. • Compare and contrast the front end and the back end of a restaurant.
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Indicator #3: Analyze employer/employee relations.

Understand	<p>HTM 3.1 Describe skills needed to build effective working relationships.</p> <p><i>Example:</i></p> <ul style="list-style-type: none"> • Interview managers and workers about effective relationship skills on the job.
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	<ul style="list-style-type: none"> • Develop a checklist for positive working relationships. • Write a description of a manager who promotes effective working relationships.
Understand	<p>HTM 3.2 Summarize leadership and teamwork qualities necessary to successful organizations.</p> <p><i>Example:</i></p> <ul style="list-style-type: none"> • Describe techniques a effective leader uses to motivate workers. • Role-play types of leadership styles. • Create a presentation to illustrate how to minimize staff turnover. • Write a character sketch for an effective leader. • Respond to a case study of effective/ineffective leaders.
Apply	<p>HTM 3.3 Apply conflict management to workplace situations.</p> <p><i>Example:</i></p> <ul style="list-style-type: none"> • Brainstorm sources of conflict in the workplace. • Research steps of conflict resolution. • Write a skit to illustrate how to include stakeholders in a problem-solving situation. • Role-play the process of conflict resolution. • Design a plan used to follow up on the implementation of conflict management solutions.
Indicator #4: Examine business procedures.	
Understand	<p>HTM 4.1 Examine budgeting skills necessary in maintaining fiscal responsibility.</p> <p><i>Example:</i></p> <ul style="list-style-type: none"> • Prepare an Excel spreadsheet to illustrate expense and income sources for hospitality and tourism sectors. • Discuss budget concerns with management personnel. • Use case studies to analyze the effect of current issues on organization's budget.
Understand	<p>HTM 4.2 Summarize procedures used in various emergency situations.</p> <p><i>Example:</i></p> <ul style="list-style-type: none"> • Collect and discuss news articles regarding current safety and security issues. • Role-play steps needed for medical emergencies. • Discuss resources for addressing crime, accidents and

	environmental issues.
Analyze	<p>HTM 4.3 Examine security measures needed to ensure safety in the workplace.</p> <p><i>Example:</i></p> <ul style="list-style-type: none"> • Invite security personnel to discuss safety and security measures. • Prepare a video-taped demonstration to explain locking systems to guests/customers. • Brainstorm security system features. • Describe ways to use lighting to increase security. • Prepare a presentation for employees to inform them about safety regulations and practices.
Understand	<p>HTM 4.4 Identify ethical and legal responsibilities that apply to various positions within the organization.</p> <p><i>Example:</i></p> <ul style="list-style-type: none"> • Research legal responsibilities of employees and write a paper. • Interview managers regarding laws and regulations that define responsibilities of businesses related to health, safety, environmental, and employment laws and regulations. • Compose and discuss a scenario dealing with professional and workplace ethics. • Review workplace handbooks and use class discussion to share information. • Prepare a handbook with rules for a student-designed business.