

Introduction to Hospitality and Tourism 16001

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. Many aspects 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.

Introduction to Hospitality and Tourism is designed to give high school students an overview of the opportunities, occupations and skills needed in this career cluster. The goals for this course are based on the National Family & Consumer Science standards and business & industry information.

Suggested Grade Level: 9th and 10th Grades

Topics Covered:

- Career paths within the hospitality, tourism, and recreation industries
- Procedures related to safety, security and environmental issues
- Concepts of customer service
- Rights and responsibilities in hospitality and tourism
- Practices & skills involved in hospitality, tourism, and recreation industries

Revised Bloom’s Taxonomy	Standards and Examples
Indicator #1: Investigate career paths within the hospitality, tourism, and recreation industries.	
Remember	<p>IHT 1.1 Identify opportunities for employment and entrepreneurial endeavors and required education needed within hospitality and tourism pathways.</p> <p><i>For example:</i></p> <ul style="list-style-type: none"> • Chart local employment opportunities in each pathway. • Use yellow pages and Internet searches to explore entrepreneurial opportunities in each pathway. • Prepare a poster or flyer to share information with classmates about the education and training needed for occupations in each hospitality and tourism pathway. • Write a career pathway plan.

Remember	<p>IHT 1.2 Describe workplace skills necessary to be successful in the hospitality and tourism industry.</p> <p><i>For example:</i></p> <ul style="list-style-type: none"> • Prepare an oral presentation with visuals to illustrate occupations in each hospitality and tourism pathway. • Write want ads to advertise for skills needed in occupations related to each hospitality and tourism pathway.
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Indicator #2: Examine safety, security and environmental issues related to the hospitality, tourism, and recreation industries.

Understand	<p>IHT 2.1 Examine safety and security concerns to maintain a safe environment for workers and customers.</p> <p><i>For example:</i></p> <ul style="list-style-type: none"> • Compare and contrast different hospitality and tourism businesses evacuation plans and procedures. • Collect news articles related to safety/security issues at recreation, amusement and attraction venues and share them through class discussion. • Create a podcast identifying a list of common hazards or dangers that can affect a lodging facility.
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Analyze	<p>IHT 2.2 Investigate industry standards to comply with safety policies and procedures.</p> <p><i>For example:</i></p> <ul style="list-style-type: none"> • Create a safety policy manual based on industry standards. • Prepare a presentation for food service employees explaining the ServSafe program. • Interview managers about safety/security issues at recreation, amusement and attraction venues. • Write a news article to inform others about air travel security issues.
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Indicator #3: Judge concepts of customer service.

Evaluate	<p>IHT 3.1 Evaluate the impact customer relations have on success in the hospitality, tourism and recreation industry.</p> <p><i>For example:</i></p> <ul style="list-style-type: none"> • Share anecdotes in a class discussion about positive and negative customer service experiences. • Prepare a PowerPoint presentation illustrating critical moments in customer service. <p>Write a magazine article illustrating customer relations skills for the hospitality, tourism, or recreation industry.</p>
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Evaluate	<p>IHT 3.2 Compare customer service processes to meet customer expectations.</p> <p><i>For example:</i></p> <ul style="list-style-type: none"> • Brainstorm a list of characteristics of customer-focused employees. • Write a character sketch of an employee providing quality customer service. • Role-play critical moments in customer service. • Create a news release identifying characteristics and the importance of customer-focused employees.
<p>Indicator #4: Discuss ethical and legal responsibilities of hospitality and tourism businesses.</p>	
Understand	<p>IHT 4.1 Select issues related to confidentiality and ethics in the hospitality and tourism industry.</p> <p><i>For example:</i></p> <ul style="list-style-type: none"> • Design a policy manual that ensures confidentiality in hospitality and tourism. • Create a podcast about confidentiality and ethics by interviewing management staff at a hospitality and tourism business. • Read and reflect on case studies with a focus on confidentiality and ethics.
Remember	<p>IHT 4.2 Label legal rights and responsibilities of hospitality and tourism employees and guests.</p> <p><i>For example:</i></p> <ul style="list-style-type: none"> • Interview a hospitality and tourism manager about rights and responsibilities of employees and guests. • Compare and contrast employee policy manuals from different hospitality and tourism establishments. • Create an online quiz identifying the rights and responsibilities of employees and guests.
<p>Indicator #5: Show skills and practices required for careers in hospitality and tourism.</p>	
Apply	<p>IHT 5.1 Use practices and skills involved in lodging occupations.</p> <p><i>For example:</i></p> <ul style="list-style-type: none"> • Role-play front desk, office, and customer service skills. • Practice cash handling, accounting, and financial transactions. • Apply basic food preparation and services skills in catering operations.
Apply	<p>IHT 5.2 Demonstrate practices and skills for travel related services.</p>

	<p><i>For example:</i></p> <ul style="list-style-type: none"> • Examine lodging, tourism and recreation customs of various regions and countries. • Assemble information needed for domestic and international travel. • Produce travel documents and itineraries, utilizing current technology.
Apply	<p>IHT 5.3 Demonstrate management of recreation, leisure, and other programs and events.</p> <p><i>For example:</i></p> <ul style="list-style-type: none"> • Design a theme for a social event to be used in a recreational industry. • Categorize time lines, budgets, agendas, and itineraries needed in recreation or leisure business. • Develop a marketing plan for promoting or publicizing an event.