



Hospitality & Tourism (08.0901) (District)

District > Basic > Marketing Education > Hospitality & Tourism (08.0901) (District) > Brooks, Jeremy; Creveling, Jan; Juett, David; Merrill, Ashley; Pace, Kelle; Paulsen, Erin; Peoples, John; Phillips, Brooke



Unit	Essential Questions	Content	Skills	Vocabulary	Formative & Summative Assessments
<p>Hospitality and Tourism Marketing (Week 1, 3 Weeks)</p>	<p>How would you define the hospitality and tourism industry? Why is this an important industry to an economy? How is the industry marketed? What is customer service and why is it important in any industry?</p>	<p>Students will: 1) develop an understanding of the importance of hospitality and tourism marketing; 2) understand the impact of hospitality and tourism on the economy; 3) understand basic marketing principals; and 4) understand the importance of customer service in hospitality and tourism.</p>	<p>Students will be able to: a. Define: hospitality industry, tourism industry, service, sustainability, perishability, intangibility and changeability. b. Define service as a product. c. Define: Egocentrism, Ethnocentrism, Ecotourism, and Multiculturalism. d. Discuss the importance of a strong infrastructure. e. Identify the 4 segments of the Hospitality and Tourism Industry: Lodging, Food Service, Transportation, and Entertainment. f. Understand the concept of the 24-hour clock, time zones, and the International Date Line. Objective 2: The students will understand the impact of hospitality and tourism on the economy. a. Discuss the social, cultural, economic, and environmental impacts of travel. b. Explain the product life cycle. c. Explain the ripple effect on an economy from tourism. d. Define inflation and staycation. e. Be able to convert money from an exchange rate. f. Discuss the impact of technology on the hospitality and tourism industry. Objective 3: Understand basic marketing principles a. Define: Marketing, target market, segmentation, and the marketing mix Objective 4: Understand the importance of customer service in hospitality and tourism. a. Define customer service and its vital role in the industry.</p>	<p>hospitality industry tourism industry Products (goods and services) sustainability perishability intangibility changeability. Egocentrism Ethnocentrism Ecotourism Multiculturalism infrastructure. Lodging Food Service Transportation Entertainment. 24-hour clock time zones International Date Line. product life cycle inflation staycation Marketing marketing segmentation (demographics, geographics, psychographics, rate-of-use) target market the marketing mix customer service</p>	<p>Hospitality Terminology Word Scramble Summative: Other: Quiz Word Scramble Unit Exam Formative: Test: Common</p>

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Lodging and Destination Marketing <i>(Week 4, 3 Weeks)</i>	What is there to know/understand about the Lodging Industry? What are some different career paths in the lodging industry? How does one go about getting a job in the lodging industry?	Students will develop an understanding of the lodging industry and destination marketing.	Students will be able to: Classify hotels according to their types. Discuss yield management. Identify variables that affect room rates. Define: destination, destination marketing, resort, time shares, and commission. Discuss the concept of seasonality. Discuss the concept of supply and demand. Explain elasticity of demand and its effect on the economy and tourism. Explain loyalty programs in relation to the 4 P's. Explain how the 4 p's effect lodging. Explain front-of-the-house, back-of-the-house, concierge, rooms and Food and Beverage (F&B) divisions.	hotels types (budget, luxury, resort, spas, business) yield management destination destination marketing time shares commission. seasonality. supply and demand. elasticity loyalty programs 4 p's Operations (front-of-the-house, back-of-the-house, concierge, rooms and Food and Beverage (F&B) divisions)	Operations Chart Formative: Performance: Authentic Task Students will develop an operations flow chart showing the different jobs as well as responsibilities in the lodging industry. Unit Exam Summative: Test: Common Unit Exam

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<i>Transportati</i> <i>(Week 8, 2 Weeks)</i>	<p>How has aviation affected the travel industry?</p> <p>What are various types of ground transportation used in the hospitality and tourism industry?</p> <p>How did the advent of the automobile drastically change the way people travel/vacation in the United States?</p> <p>What are some basic requirements to rent a car and how are rates established?</p> <p>What are the benefits and drawbacks of tour buses?</p>	<p>Students will develop an understanding of the different types of transportation used in international and domestic tourism.</p>	<p>Students will be able to:</p> <p>Discuss the aviation industry.</p> <p>Discuss how the hub and spoke system works.</p> <p>Describe airline boarding procedures and security methods.</p> <p>Identify the career opportunities and necessary training required to work in the airline industry.</p> <p>Understand how the 4 P's affect the airline industry.</p> <p>Identify major aircraft in use.</p> <p>Discuss Frequent Flyer Programs.</p> <p>Understand the difference between airline fare classifications.</p> <p>Know major airport city codes.</p> <p>Understand how airline fees and in-flight services affect customer's purchase behaviors.</p> <p>List the various types of ground transportation that exist.</p> <p>Identify major car-rental companies.</p> <p>Explain rental car policies and procedures.</p> <p>Compare and contrast ground transportation and rail service in the United States with that of other countries.</p> <p>Identify the career opportunities and necessary training required to work in the ground transportation industry.</p> <p>Understand how the 4 P's affect ground travel.</p> <p>Discuss shuttle service & car rental options.</p> <p>Charter bus tours.</p>	<p>aviation</p> <p>the aviation industry</p> <p>hub and spoke system</p> <p>airline boarding procedures and security methods</p> <p>Frequent Flyer Programs</p> <p>airline fare classifications</p> <p>airport city codes</p> <p>airline fees</p> <p>in-flight services</p> <p>ground transportation</p> <p>car-rental companies</p> <p>rental car policies and procedures</p> <p>shuttle service</p> <p>charter bus tours</p> <p>rail service</p> <p>career opportunities</p>	<p>Feature and Benefit Chart</p> <p>Formative: Performance: Authentic Task</p> <p>Students will create a feature and benefits chart for modes of transportation in the travel and tourism industry.</p>
<i>Cruising</i> <i>(Week 10, 2 Weeks)</i>	<p>Why is cruising an appealing form of travel/vacation?</p> <p>Who are some of the principal cruise lines in the industry?</p> <p>What are some of the prime cruising areas in the world and what are some of the selling points of each?</p>	<p>Students will demonstrate knowledge of the cruise industry.</p>	<p>Students will be able to:</p> <p>Define: embarkation, debarkation, and port-of-call</p> <p>Identify principal cruise lines</p> <p>Explore different cruising areas around the world</p> <p>Research activities available both on and off the ship</p> <p>Identify the career opportunities and necessary training required to work in the cruise industry</p> <p>Understand how the 4 P's affect the cruise industry</p> <p>Explain shore excursions</p> <p>Discuss ship layouts and cabin options</p>	<p>Cruise Ships</p> <p>-categories</p> <p>-key players</p> <p>Cruise Areas</p> <p>Ship configurations</p> <p>-bow</p> <p>-starboard</p> <p>-port</p> <p>-stern</p> <p>-top deck</p> <p>-main deck</p>	<p>Cruise Itinerary</p> <p>Formative: Performance: Authentic Task</p> <p>Create a travel itinerary for a cruise vacation to a destination of</p>

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	<p>What are some entertainment offerings available on about any cruise ship?</p> <p>How is pricing determined on a modern day cruise ship and how does this differ from cruising 100 years ago?</p>		<p>Understand the nature of theme cruises</p> <p>Discuss the pricing of cruises</p>	<p>-lower deck -cabins (inside-outside, balconies, suites) Embarkation Debarkation Port-of-call Food Service Theme Cruises Entertainment -tours -excursions -spas -casinos - movie theaters -shopping -games/activities -shows Pricing Career Opportunities</p>	<p>your choice (at least 7 days). Students will access a cruise site (Carnival, Holland America, Princess, etc) and go through the process of booking a cruise (note: do not actually book the cruise)–just go through the steps and then either print off or write-up the pertinent information making sure to note the price, itinerary, what's included (and what's not), activities, as well as rules/restrictions/ and any other pertinent information. to a destination of your choice. Note: this project is taken from a list of twelve additional state performance objectives three of which</p>

Unit	Essential Questions	Content	Skills	Vocabulary	Formative & Summative Assessments Unit Exam
<p>International Travel (Week 12, 2 Weeks)</p>	<p>What preparations must individuals make to travel outside of the U.S.? What items must be declared through customs when returning to the U.S. after being out of the country? Why are tours an appealing way to travel for some individuals? What are some different types of tours? What types of precautions should individuals take when traveling to a foreign country?</p>	<p>Students will discover the excitement of international travel and develop an understanding of the difference between domestic and international travel</p>	<p>Students will be able to: Develop an understanding of the difference between domestic and international travel. Identify the difference between domestic and international travel Detail the documentation needed for travel abroad Identify travelers' health concerns Discuss U.S. Customs and duty-free items</p>	<p>Domestic Travel International Travel Documentation (Passports, VISA, International Driver's license) health concerns U.S. Customs duty-free items Passport Visa Culture Foreign Laws US Embassy Foreign Currency U.S. Customs Traveler Health Concerns -jet-lag -dietary needs/restrictions -"Montezuma's revenge" Types of Tours -independent -hosted -escorted -special interest -adventure -museum -historical sites -food-centered -mature market (AARP) -religious themed -physically challenged -singles Safety precautions</p>	<p>Summative: Test: Common</p> <p>International Travel Itinerary Summative: Performance: Authentic Task</p> <p>Students will create an international travel itinerary of your choice that includes air, lodging, and rental car information. The final product should include a day-to-day itinerary highlighting sites you wish to see, as well as a complete cost breakdown including the airfare, lodging, and rental car but also including entrance fees to those sites</p>

<i>Unit</i>	<i>Essential Questions</i>	<i>Content</i>	<i>Skills</i>	<i>Vocabulary</i>	Formative & Summative Assessments you wish to visit, meals, incidentals, souvenirs, as well as suggested tipping. Also be sure to include documents you will need to have, and understanding of the local currency as well as how you will pay for things (travelers checks, credit card, or cash possibly using a debit card) as well as travel hints/suggestions.
<p>The Restaurant Industry (Week 14, 2 Weeks)</p>	<p>Can a person earn a decent wage working in a restaurant? What are some different jobs in the restaurant industry? How does one go about getting a job in the</p>	<p>Students will develop an understanding of the different aspects of the restaurant industry.</p>	<p>Students will be able to: Understand the key terms and functions of a restaurant business. Define restaurant. Describe Quick-Service and Full-Service, and casual dining. Understand basic restaurant terminology including, eating and dining markets.</p>	<p>Restaurants (Quick-Service, Full-Service, and casual dining) eating and dining markets.</p> <p>Career Segments -food and beverage -lodging</p>	<p>International Travel Unit Exam Summative: Test: Common</p> <p>Career Report Summative: Written: Report</p> <p>Career Unit Quiz Summative: Other: Quiz</p>

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	restaurant industry?		Identify different jobs, careers, and opportunities in the restaurants.	<ul style="list-style-type: none"> -travel/tourism -sports, events, and entertainment Job titles -restaurant manager -food service manager -food and beverage director -purchasing director -receiving manager -chef -catering manager -banquet manager -convention services manager -night auditor -accounts receivable manager -controller -human resource director -training manager -house-keeping manager -security manager -bell captain -concierge -sales director -marketing director -catering manager -purser -reservations manager -tour operator -tour director -travel manager -reservations -flight attendant -dispatcher -facilities manager -fitness instructor -event planner -meeting planner -special-event coordinator -box office manager -cruise director -activity director 	

Utah <i>(Week 16, 2 Weeks)</i>	Essential Questions Why do people travel to Utah? What are some of the	Content Students will explore the hospitality and tourism industry in	Skills Students will be able to: Identify National Parks in Utah Discuss seasonality in Utah and Consumer	Vocabulary State Parks National Parks Seasonality	Formative & Summative Assessments Utah Travel Itinerary Formative:
State Exam Review and Exam <i>(Week 18, 1 Week)</i>	key tourist sites that visitors come to see in Utah? How important were the 2002 Winter Olympics in showcasing the state?	Utah.	Motivation for travel in Utah. Examine different special events offered throughout the state. (i.e. Ski Resorts, Desert Activities, Sundance, Shakespeare Festival, and the economic impact of the 2002 Winter Olympics and the lasting effects.)	Special Venues and events (Ski Resorts, Desert Activities, Sundance, Shakespeare Festival, Winter Olympics)	Performance: Authentic Task Utah Travel Itinerary-- students will create a one-week travel itinerary for someone who wants to visit Utah and experience as much of the state as possible in seven days. Unit Quiz Summative: Other: Quiz

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