Principles of Hospitality and Tourism, Semester B

Credits: 0.5

Course Overview and Goals

Principles of Hospitality and Tourism, Semester B, is a one-semester course intended to help you familiarize yourself with the hospitality and tourism industry. This course has eighteen lessons organized into four units. Each unit has a Unit Activity, and each lesson contains one or more Lesson Activities.

This course will cover the history, diversity, components, and career opportunities in the hospitality and tourism industry.

You will submit the Unit Activities to your teacher, and you will grade your work in the Lesson Activities by comparing them with given sample responses. The Unit Activities (submitted to the teacher) and the Lesson Activities (self-checked) are the major components of this course. There are other assessment components, namely the mastery test questions that feature along with the lesson; the pre- and post-test questions that come at the beginning and end of the unit, respectively; and an end-of-semester test. All of these tests are a combination of simple multiple-choice questions and technology enhanced (TE) questions.

By the end of this course, you will be able to do the following:

- Evaluate effective workplace communication including reading, writing, speaking, listening, and professional self-representation skills.
- Apply customer service principles, communication techniques, and service delivery standards to hospitality operations.
- Create business documents and presentations demonstrating professional communication and organizational strategies.
- Apply creative thinking, problem-solving, critical-thinking, and conflict-resolution strategies to workplace challenges.
- Evaluate team dynamics, leadership practices, project planning methodologies, and motivational techniques for workplace success.
- Apply technological resources and safety protocols including occupational hazards management, protective equipment, and legal frameworks.
- Evaluate workforce diversity management strategies, customer service approaches for diverse populations, and organizational practices.

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- Analyze restaurant operations, food service management, travel and tourism industry structures, and related career pathways.
- Evaluate career opportunities, professional development strategies, job search methods, and industry advancement practices in hospitality and tourism.
- Create business documents and presentations demonstrating professional communication and organizational strategies.

Course Components and Grading Rubric

The table gives a breakdown of the weight for each component in the course. Weight represents the percentage of the total score coming from each activity.

Course Components	Count	Weight*
Pretest. *A pretest is an optional assessment, typically designed for credit recovery. If a student shows mastery of a lesson objective, the student may be automatically exempted from the upcoming activities associated with the mastered objective. Pretests are not included as a component of the student's final grade.*	3	0%
Module. *Each module in this course contains an interactive tutorial or study and an associated mastery test. Tutorials and studies combine instruction and practice to prepare students for the mastery test, which is a computer-scored lesson-level summative assessment. The module score comes from a student's score on the mastery test.*	16	20%
Discussion. *A discussion activity is an opportunity for students to collaborate with their peers. An online threaded discussion mirrors the educational experience of a classroom discussion initiated when a teacher asks a complex, open-ended question. Students can engage in the discussion by responding both to the question and to the thoughts of others allowing for higher-order thinking about terminal objectives.*	3	20%
Unit Activity. *A Unit Activity is at the end of a unit and constitutes one or more small tasks. Its purpose is to deepen understanding of key unit concepts and tie them together. Each Unit Activity includes a simple rubric. The teacher versions include both a rubric and modeled sample answers. Unit Activities are teacher graded.*	3	20%

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Course Components	Count	Weight*
Posttest. *A posttest appears at the end of each unit.*	3	20%
End-of-Semester Test. *An end-of-semester test (EOS) appears at the end of each course.*	1	20%
Total	**29**	**100%**

Weight Teachers may manually adjust these weights if desired, per district grading requirements.*

Scope and Sequence

UNIT 1: INTERPERSONAL AND COMMUNICATION SKILLS

In this unit, you'll describe effective reading and writing skills by reading and interpreting workplace documents and writing clearly. You'll identify effective speaking and listening skills by communicating effectively with customers and employees and following directions. You'll also identify positive self-representation skills by dressing appropriately and using language and manners suitable for the workplace. Finally, you'll describe customer service skills by identifying and addressing the needs of all customers and providing helpful, courteous, and knowledgeable service.

Activity	Activity Objective
Syllabus	• Review the Course Syllabus at the beginning of the course.
Reading and Writing	• Describe effective reading and writing skills by reading and interpreting workplace documents and writing clearly.
Speaking and Listening	• Identify effective speaking and listening skills by communicating effectively with customers and employees and following directions.

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Activity	Activity Objective
Self-Representation	• Identify positive self-representation skills by dressing appropriately and using language and manners suitable for the workplace.
Customer Service	• Recognize customer service skills and best practices, describe internal and external customers, and identify strategies for improving customer satisfaction.
Unit Activity: Interpersonal and Communication Skills	• Create business documents and presentations using appropriate formats and organizational strategies.

UNIT 2: PROFESSIONAL SKILLS

In this unit, you'll describe creativity and resourcefulness by contributing new ideas and working with initiative. You'll describe teamwork skills by contributing to the success of the team, assisting others, and requesting help when needed. You'll also describe time, task, and resource management skills by organizing and implementing a productive plan of work. Additionally, you'll identify conflict-resolution skills by negotiating diplomatic solutions to avoid interpersonal and workplace issues. Then, you'll identify critical-thinking and problem-solving skills by analyzing and resolving problems that arise in completing assigned tasks. Next, you'll demonstrate proficiency with job-specific technologies by selecting and safely using technological resources to accomplish work responsibilities in a productive manner. Finally, you'll describe healthy behaviors and safety skills by following safety guidelines and managing personal health.

Activity	Activity Objective
Creative Resourcefulness	• Identify methods for creative thinking, problem-solving, and resourcefulness in the workplace.
Teamwork	• Identify characteristics of effective teams, leadership qualities, and best practices for team success.

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Activity	Activity Objective
Time, Task, and Resource Management	• Recognize project planning methodologies for prioritizing tasks, meeting timelines, and optimizing workflow.
Conflict Resolution	• Identify conflict-resolution skills by negotiating diplomatic solutions to avoid interpersonal and workplace issues.
Critical Thinking and Problem Solving	• Identify critical-thinking and problem-solving concepts, workplace applications, and analytical steps.
Job-Specific Technologies	• Identify critical-thinking and problem-solving concepts, workplace applications, and analytical steps.
Health and Safety	• Recognize occupational hazards, safety precautions, protective equipment, and legal frameworks for workplace safety.
Unit Activity: Professional Skills	• Identify organizational strategies for managing workforce diversity and serving diverse customers. • Identify motivational techniques that improve team performance.

UNIT 3: CAREER OPPORTUNITIES

In this unit, you'll identify careers in food service, and travel and tourism industry. You'll describe issues in tourism. You'll also describe general skills and work habits that lead to career success and explore some important aspects of career planning. Additionally, you'll identify job acquisition and advancement skills by preparing to apply for a job and seeking promotion. Finally, you'll identify lifelong-learning skills by continually acquiring new industry-related information and improving professional skills.

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Activity	Activity Objective
Careers in Food Service	• Identify restaurant operations, staff structures, job roles, and food service management practices across various contexts.
Careers in Travel and Tourism	• Identify travel and tourism careers, industry operations, planning methods, and safety considerations.
Career Preparation	• Identify career opportunities, professional development strategies, and success factors in the hospitality and tourism industry.
Job Acquisition and Advancement	• Apply job search strategies, career advancement methods, and professional portfolio practices.
Lifelong Learning	• Identify professional development strategies, training methods, and approaches for staying current with industry trends.
Unit Activity: Career Opportunities	• Apply travel planning methods including tour design, currency exchange, payment evaluation, and travel calculations. • Create professional materials including tour packages and career documents.

Course Map

You will achieve course level objectives by completing each lesson's instruction, assignments, and assessments. For a detailed look at how the materials meet these objectives, review the course map.

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