

Hospitality Management, Semester B

Credits: 0.5

Course Overview and Goals

Hospitality Management, Semester B, is the second part of a two-semester course. The course begins with the travel, recreation, and event management segments of the hospitality and tourism industry. You will learn about the different types of tourism, the destination mix, and channels of distribution in tourism. You will examine aspects related to reservations and ticketing and create a travel itinerary. You will evaluate the recreation industry and learn how to plan and manage events. You will focus on the business aspects of the hospitality and tourism industry. You will learn about market, command, and mixed economies and the relationship between the hospitality and tourism industry and an area's economic health. You will then learn about the types and functions of businesses in the industry and the three primary types of business ownership. You will also learn about various aspects related to sales and marketing in the industry. You will examine aspects relating to cultural diversity, social responsibility, and legal and ethical issues. Finally, you will learn skills relating to your career such as communication skills, interpersonal skills, leadership skills, and job placement techniques.

This course consists of 13 lessons organized into three units, three Unit Activities, and three Discussions. Additionally, there is one Course Activity and one Course Project. Each lesson contains one or more Lesson Activities. You will grade your work in the Lesson Activities by comparing it to sample responses. You will submit the Unit Activities, Course Activity, and Course Project to your teacher for grading.

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

- ❖ Evaluate aspects relating to the travel and tourism, recreation, and event management segments of the hospitality and tourism industry.
- ❖ Compare the different types of economies and evaluate principles of business and sales and marketing in hospitality and tourism.
- ❖ Assess the role of cultural diversity, social responsibility, and laws and ethics in hospitality and tourism.
- ❖ Summarize important professional skills needed for employability and successful careers in the hospitality and tourism industry.

UNIT 1: TRAVEL, TOURISM, RECREATION, AND CONVENTIONS (DAYS 1 – 28)

In this unit, you will compare the different types of tourism, classify types of tourists, identify the elements of the destination mix, and describe the channels of distribution in tourism. Then you will learn the processes of making reservations, ticketing, and developing travel itineraries and tour packages. Later in the unit, you will identify the different types of recreational facilities available and examine their organizational structures. Finally, you will differentiate between different types of events, compare venues, and state the procedures for planning and managing different types of events.

Lesson	Lesson Objective
Syllabus and Student Orientation	Review the Student Orientation and Course Syllabus at the beginning of this course.
Travel and Tourism	Evaluate the travel and tourism industry by examining its core elements and classifications.
Reservations, Ticketing, and Travel Itineraries	Analyze various aspects related to reservations, ticketing, and travel itineraries.
Theme Parks, Exhibitions, and Recreational Facilities	Evaluate the theme parks, exhibitions, and recreational industries.
Event Planning and Management	Evaluate event planning and management.
Course Project	Job-Application Skills

UNIT 2: HOSPITALITY AND TOURISM BUSINESS (DAYS 29 – 55)

In this unit, you will first compare market, command, and mixed economies. You will then analyze the relationship between the hospitality and tourism industry and an area's economic health. You will also describe the types and functions of businesses in the industry and compare the three primary types of business ownership. Later, you will examine marketing principles and strategies. In addition, you will analyze the roles of cultural diversity, social responsibility, and ethics in the industry. Finally, you will compare and contrast the rights of the innkeeper and the guest and identify personal and long-term workplace consequences of unethical or illegal behaviors.

Lesson	Lesson Objective
Types of Economies	Assess the different types of economies within the context of hospitality and tourism.
Business Concepts and Operations	Evaluate business concepts and operations in the hospitality and tourism industry.
Sales and Marketing in Hospitality and Tourism	Evaluate aspects related to sales and marketing in the hospitality and tourism industry.
Social Responsibility, Laws, and Ethics	Evaluate aspects of social responsibility, laws, and ethics in the hospitality and tourism industry.

UNIT 3: CAREER SKILLS (DAYS 56 – 90)

In this unit, you will first identify effective verbal and nonverbal communication skills and interpersonal skills. You will then use active listening skills, interpret verbal and nonverbal cues, and apply effective communication skills. You will also identify positive and negative work behaviors, important personal qualities, and professional attire needed in the workplace. In addition, you will describe organizational, time management, teamwork, critical thinking, problem-solving, and conflict-resolution skills. You will also explain strategies for work-life balance and identify stress-management techniques. Later in the unit, you will describe the guest life cycle and Maslow's hierarchy of needs, examine total quality management (TQM) practices, and identify common guest complaints and solutions for preventing or resolving them. You will also determine and apply leadership traits, qualities, strategies, and skills. Finally, you will learn about different job placement techniques and identify skills related to seeking employment.

Lesson	Lesson Objective
Communication and Interpersonal Skills	Evaluate essential communication and interpersonal skills.
Professional Skills	Examine the skills needed for employability and success in the hospitality and tourism industry.
Enhancing Guest Experiences	Assess ways to enhance guest experiences.
Management Functions and Leadership Skills	Evaluate management functions and examine important leadership skills in the hospitality and tourism industry.
Careers	Examine the important skills needed for seeking employment in the hospitality and tourism industry.
Course Activity	Workplace Performance Goals