Principles of Hospitality and Tourism, Semester A

Credits: 0.5

Course Overview and Goals

Principles of Hospitality and Tourism, Semester A, 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:

- Analyze the hospitality and tourism industry's economic importance, historical evolution, organizational structure, and current trends.
- Compare food service types, operational contexts, and their economic significance within the hospitality industry.
- Evaluate recreation, convention, and special events components of the hospitality and tourism industry.
- Analyze career pathways, leadership factors, and economic influences in the hospitality and tourism industry.
- Evaluate lodging operations including organizational structures, job roles, housekeeping, maintenance, security, and technology applications.
- Apply customer service principles, communication techniques, ethical practices, food safety guidelines, and service standards to hospitality operations.
- Evaluate hotel management structures, organizational components, leadership practices, and safety/legal considerations.

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- Apply purchasing, accounting, cost control, sales techniques, marketing strategies, and public relations practices to hospitality operations.
- Evaluate professional work ethics, workplace diversity, human resources practices, and organizational policies in the hospitality industry.

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.*	4	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.*	18	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.*	4	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.*	4	20%
Posttest. *A posttest appears at the end of each unit.*	4	20%

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Course Components	Count	Weight*
End-of-Semester Test. *An end-of-semester test (EOS) appears at the end of each course.*	1	20%
Total	**35**	**100%**

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

Scope and Sequence

UNIT 1: AN OVERVIEW OF THE HOSPITALITY AND TOURISM INDUSTRY

In this unit, you'll describe the hospitality and tourism industry. You'll also describe the food service industry. In addition, you'll describe components of recreation, conventions, and special events within the hospitality and tourism industry.

Activity	Activity Objective
Syllabus	• Review the Course Syllabus at the beginning of the course.
The Hospitality and Tourism Industry	• Identify key characteristics of the hospitality and tourism industry including its economic role, historical development, organizational structure, and current trends.
Food Service	• Identify characteristics of various food service types, contexts, and their economic significance.
Recreation, Conventions, and Special Events	• Recognize components of recreation, conventions, and special events within the hospitality and tourism industry.

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Activity	Activity Objective
Unit Activity: An Overview of the Hospitality and Tourism Industry	• Identify career pathways and success factors of hospitality and tourism industry leaders. • Identify economic factors affecting the hospitality and tourism industry at the state level.

UNIT 2: HOTELS AND LODGING

In this unit, you'll explain the organizational structure of hotels and describe front office job roles. You'll also describe housekeeping, maintenance, and security jobs in the lodging industry. Then, you'll describe methods to prepare food and scientific guidelines to ensure food safety. In addition, you'll describe interaction between guests and hotel staff. Finally, you'll also describe interactions between restaurant staff and customers.

Activity	Activity Objective
Lodging	• Identify the organizational structure of a hotel and describe front office job roles.
Housekeeping, Maintenance, and Security	• Summarize housekeeping, maintenance, and security jobs in the lodging industry.
Food Preparation and Safety	• Identify methods of food preparation and scientific guidelines to ensure food safety.
Hotel Customer Service	• Identify customer service principles, communication techniques, and ethical practices in hospitality operations.
Customer Service in Restaurants	• Identify restaurant service standards, staff responsibilities, and professional practices that ensure customer satisfaction.

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Activity	Activity Objective
Unit Activity: Hotels and Lodging	• Summarize the impact of technology in the hospitality and tourism industry. • Prepare a presentation to new employees in a hotel's housekeeping department.

UNIT 3: MANAGING A HOTEL

In this unit, you'll describe management functions, in the lodging industry. You'll describe understanding of workplace organizations, systems, and climates by identifying "big picture" issues and fulfilling the mission of the workplace. Then, you'll identify safety issues and legal considerations in the hospitality industry. In addition, you'll describe methods of purchasing and receiving supplies and of tracking financial transactions. Further, you'll identify appropriate sales techniques for the hospitality and tourism industry. Finally, you'll identify careers related to marketing and public relations in the hospitality and tourism industry.

Activity	Activity Objective
Hotel Management	• Identify hotel management structures, roles, qualifications, and leadership practices.
Organizations, Systems, and Climates	• Recognize organizational components including mission, culture, business functions, and departmental relationships.
Safety and Legal Considerations	• Identify safety issues and legal considerations in the hospitality industry.
Handling Supplies and Money	• Recognize lodging industry practices for purchasing, supply management, accounting, and cost control.
Sales Techniques for the Hospitality and Tourism Industry	• Identify appropriate sales techniques for the hospitality and tourism industry.

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Activity	Activity Objective
Marketing and Public Relations	• Identify careers related to marketing and public relations in the hospitality and tourism industry.
Unit Activity: Managing a Hotel	• Create marketing materials for hospitality establishments. • Identify key components of a hospitality marketing plan.

UNIT 4: WORK ETHICS

In this unit, you'll define positive work ethic by coming to work every day on time, a willingness to take direction, and motivation to accomplish the task at hand. You'll also explain integrity by abiding by workplace policies and laws and demonstrating honesty and reliability. Then, you'll describe diversity awareness by working well with all customers and coworkers. Finally, you'll identify proper internet use and security by using the Internet appropriately for work.

Activity	Activity Objective
Positive Work Ethics	• Recognize professional work ethics, personal traits, and attitudes valued by hospitality employers.
Integrity	• Identify integrity attributes outlined by many workplace policies and laws.
Diversity Awareness	• Identify workplace diversity concepts, related challenges, and conflict resolution strategies.
Internet Use and Security	• Recognize workplace Internet practices, associated risks, and privacy protection guidelines.

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Activity	Activity Objective
Unit Activity: Work Ethics	• Identify human resources practices including promotion methods, company rules, and policies. • Create a code of conduct manual addressing employer expectations and professional standards.

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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