Course name: Hospitality and Tourism Management

Grade: 10-12

Course description:

Have you ever wondered what it would take to run a hotel, restaurant or club? This course welcomes students into the exciting and diverse hospitality and tourism industry. While providing an understanding of the scope and complexity of the industry, the course covers key hospitality issues, management definitions, and career opportunities available in restaurants, hotels, beverage operations, sports venues, entertainment centers, cruise lines, and countless other hospitality and tourism business. Topics include introduction to management issues in all aspects of the hospitality industry, including human resources, customer service, operations, marketing, and planning. This course is an asset to any student interested in exploring career opportunities in hospitality and tourism industry

Graduation standard(s) information: (alignment with Minnesota Academic Standards or national standards)

Learner outcomes:
Students will:

1. Identify and define Hospitality and Tourism
2. Explain how the current economic structure impacts tourism
3. Identify the functions of business and management
4. Compare and contrast the restaurant business and hotel business
5. Research tourism management
6. Explore destination marketing
7. Design products to meet a market
8. Manage a hotel using a simulation
9. Create a career portfolio for management

Course content: (Write this in outline format.)

Key topics covered;

Quarter 1   Quarter 2
Defining hospitality & Tourism   The Tourism Business
Economics and the impact of tourism   Destinations Marketing
The Restaurant Business   Sports, Events and Entertainment
The Hotel Business   The Marketing Environment
Designing Products
Exploring Careers in Hospitality & Tourism

Notes: (This section should contain information regarding textbooks, technology integration, films, videos and various resources used in teaching the course. Any additional notes that are useful to teachers should be included.)

Needed Resources:

Textbook: Hospitality and Tourism – Glenco

Business Simulation – Virtual Business Hotel