

# INTRODUCTION TO HOSPITALITY AND TOURISM MANAGEMENT

## Academic Standards

Course Code: 5478

**HOSPITALITY + YOU = UNIMAGINABLE OPPORTUNITIES...** **Introduction to Hospitality and Tourism Management** explores the nature, concepts and impact of the hospitality and tourism industry. This course focuses on foundational information about the hospitality and tourism industry and provides opportunities for students to get a taste of what hospitality and tourism is all about. Course content includes: career exploration, employability and career development skills, guest satisfaction, safety, security and environmental practices, the history of the hospitality industry, and the hospitality and tourism segments. Students are encouraged to participate in extended learning experiences such as career and technical student organizations (FCCLA and/or DECA) and other leadership or extracurricular organizations to enhance their learning.

**Carnegie Units:** 1 unit

**(R43-234--Schools may award one unit of credit for an academic standards-based course that requires a minimum of 120 hours of instruction.)**

### National Certifications:

Academy of Hospitality and Tourism

<http://naf.org/wp-content/uploads/2015/08/AOHT.pdf>

Certified Front Desk Representative

<https://www.ahlei.org/CFDR/>

Skills, Tasks, and Results Training (START) Certification

<https://www.ahlei.org/programs/high-school/START/>

Certified Guestroom Attendant

[https://www.ahlei.org/Product\\_by\\_Category/Entry\\_Level/Certified\\_Guestroom\\_Attendant\\_Online\\_Program/](https://www.ahlei.org/Product_by_Category/Entry_Level/Certified_Guestroom_Attendant_Online_Program/)

Certified Restaurant Server

[https://www.ahlei.org/Product\\_by\\_Category/Entry\\_Level/Certified\\_Restaurant\\_Server\\_START\\_Study\\_Guide/](https://www.ahlei.org/Product_by_Category/Entry_Level/Certified_Restaurant_Server_START_Study_Guide/)

Certified Maintenance Employee

[https://www.ahlei.org/Product\\_by\\_Category/Entry\\_Level/Certified\\_Maintenance\\_Employee\\_Online\\_Program/](https://www.ahlei.org/Product_by_Category/Entry_Level/Certified_Maintenance_Employee_Online_Program/)

**Recommended grade:** 9, 10, 11

**Recommended Maximum Class Size:**

24

**Prerequisites:** None

**Textbooks:** [www.mysctextbooks.com](http://www.mysctextbooks.com)

### Employment Opportunities:

**Secondary Education:** steward, room service attendant, bell attendant, desk employee, bell captain, valet attendant, tour guide, resort scheduler, event planner assistant, reservation and transportation ticket agents and travel clerks

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**Postsecondary Education:** assistant housekeeping manager, assistant human resources director, employee relations manager, housekeeping manager, sales representative, social director, executive steward, resort supervisor, hospitality teacher, family and consumer sciences teacher

**Postgraduate Education:** corporate manager, director of sales and marketing, front office manager, general manager, human resources director, lodging manager, public relations director, hospitality professor

### Standards Revision Committee:

#### Business Representative:

Anna Turner MS CFCS-HNFS,  
Event Coordinator/Wedding Director  
Greenville, SC  
[Annasturner76@gmail.com](mailto:Annasturner76@gmail.com)

#### Secondary Teacher Representatives:

Norma L. Brown NBCT, Dean  
School of Business  
Spring Hill High School  
Chapin, SC  
[nlbrown@lex5.k12.sc.us](mailto:nlbrown@lex5.k12.sc.us)

Sophia Brown  
Family and Consumer Sciences  
C. E. Murray High School  
Greeleyville, SC  
[slbrown@wcsd.k12.sc.us](mailto:slbrown@wcsd.k12.sc.us)

Billie Chegin  
Family and Consumer Sciences  
Keenan High School  
Columbia, SC  
[Billie.southard@richlandone.org](mailto:Billie.southard@richlandone.org)

Bernadine Cobb  
Culinary Arts  
Lower Richland High School  
Hopkins, SC  
[bcobb@richlandone.org](mailto:bcobb@richlandone.org)

Darron Kirkley  
Hospitality and Tourism/USC Adjunct  
Central High School  
Pageland, SC  
[dkirkley@chesterfieldschools.org](mailto:dkirkley@chesterfieldschools.org)

Glendis Loftus  
CATE Early Childhood Education  
Goose Creek High School  
Goose Creek, SC  
[loftusg@bcstdschools.net](mailto:loftusg@bcstdschools.net)

Ja'Nette McKnight  
Multimedia Basics  
Irmo Middle School  
Irmo, SC  
[Jmcknigh@lexrich5.org](mailto:Jmcknigh@lexrich5.org)

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### Postsecondary Representatives:

Patricia Agnew  
Hospitality and Tourism  
Trident Technical College  
Charleston, SC  
[Patricia.agnew@tridenttech.edu](mailto:Patricia.agnew@tridenttech.edu)

LaToya Johnson MEd, Instructor  
Family and Consumer Sciences  
South Carolina State University  
Orangeburg, SC  
[Ljohn1@scsu.edu](mailto:Ljohn1@scsu.edu)

Nathan Rex  
Hospitality and Tourism  
Trident Technical College  
Charleston, SC  
[Nathan.rex@tridenttech.edu](mailto:Nathan.rex@tridenttech.edu)

Darron Kirkley  
Hospitality and Tourism/USC Adjunct  
University of South Carolina  
Columbia, SC

### Field Review:

Diedre Gamble  
Culinary Arts  
Hemingway Career and Technology Center  
Hemingway, SC  
[dhgamble@wcsd.k12.sc.us](mailto:dhgamble@wcsd.k12.sc.us)

### South Carolina Department of Education Representatives:

Eleanor Glover, Education Associate  
Office of Career and Technology Ed.  
Columbia, SC  
[Eglover@ed.sc.gov](mailto:Eglover@ed.sc.gov)

Amy McCaskill, Education Associate  
Office of Career and Technology Ed.  
Columbia, SC  
[Amccaski@ed.sc.gov](mailto:Amccaski@ed.sc.gov)

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### Program Learning Outcomes: Workplace Readiness Skills

#### PERSONAL QUALITIES AND PEOPLE SKILLS

1. **Positive Work Ethic:** Comes to work every day on time, is willing to take direction, and is motivated to accomplish the task at hand
2. **Integrity:** Abides by workplace policies and laws and demonstrates honesty and reliability
3. **Teamwork:** Contributes to the success of the team, assists others, and requests help when needed
4. **Self-Representation:** Dresses appropriately and uses language and manners suitable for the workplace
5. **Diversity Awareness:** Works well with all customers and coworkers
6. **Conflict Resolution:** Negotiates diplomatic solutions to interpersonal and workplace issues
7. **Creativity And Resourcefulness:** Contributes new ideas and works with initiative

#### PROFESSIONAL KNOWLEDGE AND SKILLS

8. **Speaking And Listening:** Follows directions and communicates effectively with customers and fellow employees
9. **Reading And Writing:** Reads and interprets workplace documents and writes clearly
10. **Critical Thinking And Problem Solving:** Analyzes and resolves problems that arise in completing assigned tasks
11. **Health And Safety:** Follows safety guidelines and manages personal health
12. **Organizations, Systems, and Climates:** Identifies "big picture" issues and his or her role in fulfilling the mission of the workplace
13. **Lifelong Learning:** Continually acquires new industry-related information and improves professional skills
14. **Job Acquisition And Advancement:** Prepares to apply for a job and to seek promotion
15. **Time, Task, And Resource Management:** Organizes and implements a productive plan of work
16. **Mathematics:** Uses mathematical reasoning to accomplish tasks
17. **Customer Service:** Identifies and addresses the needs of all customers, providing helpful, courteous, and knowledgeable service

#### TECHNOLOGY KNOWLEDGE AND SKILLS

18. **Job-Specific Technologies:** Selects and safely uses technological resources to accomplish work responsibilities in a productive manner
19. **Information Technology:** Uses computers, file management techniques, and software/programs effectively
20. **Internet Use And Security:** Uses the Internet appropriately for work
21. **Telecommunications:** Selects and uses appropriate devices, services, and applications

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## **A. ACADEMICS for ALIGNMENTS**

## **B. HISTORY AND DEVELOPMENT**

### **B1. Analyze the history and development of the hospitality industry.**

1. Define hospitality and describe its characteristics.
2. Describe the evolution of the hospitality industry.
3. Identify multiple factors influencing the hospitality industry.
4. Explore the impact technology has had on the hospitality industry.

## **C. HOSPITALITY AND TOURISM SEGMENTS**

### **C1. Differentiate between various hospitality and tourism segments.**

1. Identify various hospitality and tourism segments and their relationships.
2. Analyze appropriate financial management skills in hospitality and tourism segments.
3. Explain appropriate sales and marketing skills in hospitality and tourism segments.
4. Describe appropriate human resources skills in hospitality and tourism segments.
5. Demonstrate technology skills in hospitality and tourism segments.

## **D. GUEST SERVICES**

### **D1. Evaluate service techniques that promote guest satisfaction.**

1. Analyze qualities and characteristics of an effective service professional.
2. Define terminology concepts and principles associated with exceptional customer service.
3. Distinguish company cultures and strategies for exceptional customer service.
4. Apply proactive versus reactive techniques when interacting with guests.
5. Judge the effectiveness of quality service.
6. Identify customer retention and recovery strategies in relation to an unsatisfactory experience.
7. Identify customer retention strategies in relation to a satisfactory experience.
8. Demonstrate guest services skills as they relate to all sectors of the hospitality industry.

## **E. SAFETY, SECURITY, AND SANITATION**

### **E1. Assess common safety, security, and sanitation policies and procedures used in the hospitality and tourism industry.**

1. Examine the role of OSHA and DHEC regulations and standards.
2. Identify risk management policies, procedures, and practices to ensure efficiency, profitability, and success.
3. Apply safety policies and procedures for the hospitality environment.
4. Identify effective protocol for emergency situations.
5. Identify sanitation procedures to ensure facility compliance with health codes.

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## **F. TRENDS IN HOSPITALITY AND TOURISM**

### **F1. Critique current trends in the hospitality and tourism industry.**

1. Investigate current trends in the hospitality and tourism industry.
2. Evaluate the effects of current events on the hospitality and tourism industry.
3. Describe the impact of globalization on the hospitality and tourism industry.

## **G. HOSPITALITY AND TOURISM CAREERS**

### **G1. Evaluate career development and employability skills.**

1. Research career pathways within the hospitality and tourism management industry.
2. Identify education and training requirements for various careers/positions in hospitality and tourism management.
3. Develop personal traits to foster career advancement.
4. Analyze methods of dealing with various workplace related issues.
5. Explain professional and workplace ethics and legal responsibilities.