

HOSPITALITY, RECREATION & TOURISM ESSENTIALS COURSE SYLLABUS

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Return with Parent Signature First Quiz Grade

COURSE DESCRIPTION

Let's dive into the basics of business and marketing with a focus in the HRT industry in the U.S. and abroad! You will study destination geography, world economies, and historic timelines related to major segments of the hospitality industry. You will also determine how the lodging industry uses marketing to achieve its goals. The vital roles of the group, convention and meeting planning, human relations, communications and ethics will be discussed along with the recreation industry segment. You will not only understand the concepts, but also apply your knowledge and skills in project-based activities.

Mastery of standards through project-based learning and technical skills practice will provide students with a competitive edge for either entry into the education global marketplace and/or the post-secondary institution of their choice to continue their education and training. Employability skills are integrated into activities, tasks, and projects throughout the course standards to demonstrate the skills required by business and industry. Competencies in the co-curricular student organization, DECA, are integral components of the employability skills standard for this course.

COURSE GOALS AND OBJECTIVES

Upon completion of this course, the student will be able to:

- ❖ Demonstrate employability skills required by business and industry.
- ❖ Analyze the hospitality, recreation and tourism industry in relation to historical developments/changes, broad segments of the markets, and various motivations for travel.
- ❖ Assess the varied aspects of tourism by determining the impact on the local, state, national, and international economies, the importance of successful positioning in the target consumers' minds and the competitive nature of the industry.
- ❖ Develop a basic knowledge of world geography and be able to discuss the relationship of geography to climates, major destinations, travel issues and concerns, and upcoming trends in destination hotspots.
- ❖ Examine the lodging industry and determine how companies use marketing to achieve the goals and objectives of the facility.
- ❖ Examine food and beverage operations in the HRT industry.
- ❖ Analyze the transportation options (cruise and ferry, air, rail and ground transportation) available to various destinations in the U.S. and abroad.
- ❖ Assess the importance of human relations, communications, and ethical conduct in relation to the HRT industry.
- ❖ Determine the importance of group, convention and meeting planning as a vital segment of the HRT industry.
- ❖ Explore the recreation industry segment and the role played in the overall HRT market.
- ❖ Analyze the HRT initiatives related to conducting business in global and sustainable environment.

MATERIALS

- ❖ Instructor prepared materials
- ❖ Internet Sources

SUPPLIES NEEDED

- ❖ Notebook paper
- ❖ Flash drive
- ❖ Writing utensils

EVALUATION

- ❖ Semester Grades (50% of total yearly grade)

Daily Class Work 10%	Quizzes 10%
Work Ethic 5%	Tests 15%
Projects 50%	Mid-term/Final Exams 10%

MISSED WORK DUE TO AN ABSENCE

You will have five (5) days to make up any course work or test(s) missed due to an excused absence. **It is your responsibility to see the instructor upon your return to school and to schedule a time before or after school to make up/present missed work.**

CLASS EXPECTATIONS

- ❖ Be respectful
- ❖ Be prepared
- ❖ Be on time

STUDENT EXPECTATIONS- WORK ETHIC

It is important for you to develop and practice skills that will help you to be successful in the workplace. Listed below are the skills or work habits students in this class are expected to demonstrate.

- ❖ **Attendance-** Attend class daily and be on time. Be seated when the bell rings and on task- logged on, working on the posted assignment.
- ❖ **Be prepared-** with needed materials. **Organize** your materials- keep folders/notebooks up to date. Note: Ten points per day will be deducted for work that is turned in late. After five (5) days, late work will not be accepted.
- ❖ **Use time efficiently** by completing work without distracting or disrupting others in class.
- ❖ **Follow class/school rules.** All food/drinks must be consumed at the center tables, be accountable for your actions, clean up your work station by placing materials and books in the proper place when finished working with them, no Internet use without permission; follow acceptable computer/internet usage policies and follow policies indicated in the student handbook.
Note: Electronic devices- cell phones, MP3/CD players, headphones, or other musical sources not allowed in class unless the GREEN mobile device sign is posted on the board.
- ❖ **Cooperative attitude-** Positive attitude; don't belittle other students, no use of foul language, and listen when others are speaking. Be respectful of self and others.
- ❖ **Submit original (your own) work.** Copying or sharing of work will result in a zero for both parties. Plagiarism of other students or from the Internet will not be tolerated. Parents will be contacted and a discipline referral for academic dishonesty will be sent to the office.

NOTE:

Passes- In general, class will not be interrupted in order to give students **passes** to go to the bathroom, their lockers, etc. If the nature of the class is such that passes may be given **without** disrupting the flow of activities in the class, a pass will be given. Pass privileges may be revoked if abused.

PARENT SECTION

I, _____ have read the syllabus as outlined and understand what is expected of my son/daughter.

SIGNATURE _____ **DATE** _____

HOME PHONE # _____

WORK PHONE # _____

E-MAIL ADDRESS: _____

STUDENT SECTION

Student Name _____ Student Signature _____