

MH42 Hospitality and Tourism

Course Description:

In this course, students acquire understanding of the economic impact and marketing strategies for hospitality and tourism destinations. Emphasis is on destination complexity, customer relations, economics, legal and ethical responsibilities, safety and security, and tourism promotion.

English/language arts, mathematics, social studies and technology are reinforced. Work-based learning strategies appropriate include cooperative education, entrepreneurship, internship, mentorship, school-based enterprise, service learning, and job shadowing. Apprenticeship is not available for this course. DECA (an association for Marketing Education students) competitive events, community service, and leadership activities provide the opportunity to apply essential standards and workplace readiness skills through authentic experiences.

1.00 Understand the complexity of hospitality and tourism destinations.

1.01 Identify career opportunities in the hospitality and tourism industry.

1.02 Understand the types and interrelationships of hospitality and tourism destinations.

1.03 Understand how inter-organizational systems operations impact products and services offered at hospitality and tourism destinations.

2.00 Apply procedures for maximizing on resources at hospitality and tourism destinations.

2.01 Understand the impact of the hospitality and tourism destinations on an economy.

2.02 Understand forecasting skills to identify potential cost and profit for hospitality and tourism destinations.

2.03 Apply skills to manage plans and budgets to accomplish goals and objectives of hospitality and tourism destinations.

3.00 Understand hospitality marketing.

3.01 Understand categories and motivation of travelers and tourists.

3.02 Understand how cultural diversity impacts products and services offered by hospitality and tourism destinations.

3.03 Understand how geography impacts hospitality and tourism destinations.

3.04 Understand destination marketing strategies.

4.00 Understand the impact of customer service at hospitality and tourism destinations.

4.01 Understand customer service skills to ensure guest and customer satisfaction at hospitality and tourism destinations.

4.02 Understand fostering relationships with clientele for the hospitality and tourism destinations.

5.00 Understand safety and security and legal and ethical responsibilities at hospitality and tourism destinations.

5.01 Understand rules and laws designed to promote safety and security at hospitality and tourism destinations.

5.02 Understand ethical and legal implications for guest, customer, and employee conduct at hospitality and tourism destinations.