

# Cornwall-Lebanon School District Curriculum Overview

## Hospitality and Tourism, Grades 11 – 12

18	length of time in weeks	Concepts & Competencies	Common Assessments	Academic Standards (PA Core if applicable)
Unit 1	2	<p style="text-align: center;"><b><u>Defining Hospitality &amp; Tourism</u></b></p> <p>Describe the hospitality and tourism industries.            Identify the segments of the hospitality and tourism industries.            Define service as a product.            Explain the importance of service to the hospitality and tourism industries.            Describe the origins of early lodging and food service.            Identify trends in the hospitality and tourism industries.</p>	<ul style="list-style-type: none"> <li>➤ Unit test</li> <li>➤ Marking period test</li> </ul>	15.3.12.D 15.9.12.B
Unit 2	1	<p style="text-align: center;"><b><u>Economics and the Impact of Tourism</u></b></p> <p>Explain the economic multiplier.            Define sustainable tourism.            Identify different areas impacted by tourism.            Explain the cyclical nature of travel.            Describe business and pleasure travel.            Explain different motives for travel.</p>	<ul style="list-style-type: none"> <li>➤ Unit test</li> <li>➤ Marking period test</li> </ul>	15.3.12.B 15.3.12.D 15.5.12.C 15.7.12.A 15.9.12.B 15.9.12.E
Unit 3	2	<p style="text-align: center;"><b><u>The Restaurant Business</u></b></p> <p>Explain the difference between commercial and on-site food-service facilities.            Identify the various categories of the commercial food-service industry.            Describe types of restaurant businesses.            Explain front- and back-of-the-house operations.            Identify ways restaurants can increase and measure profits.</p>	<ul style="list-style-type: none"> <li>➤ Unit test</li> <li>➤ Marking period test</li> </ul>	15.3.12.D 15.8.12.E
Unit 4	2	<p style="text-align: center;"><b><u>The Hotel Business</u></b></p> <p>Identify the types of hotel classifications.            Differentiate between business and leisure guests.            Explain the importance of yield management.</p>	<ul style="list-style-type: none"> <li>➤ Unit test</li> <li>➤ Marking period test</li> </ul>	15.3.12.D 15.8.12.E

		<p>Identify the front-office positions in the rooms division of a hotel.</p> <p>Describe guest services in the hotel industry.</p> <p>Identify the support-staff positions in the back-of-the-house of a hotel.</p>		
Unit 5	2	<p style="text-align: center;"><b><u>The Tourism Business</u></b></p> <p>Identify factors that contribute to the growth of tourism.</p> <p>Discuss the reasons that people travel.</p> <p>Describe the different types of ours.</p> <p>Explain the importance of transportation providers.</p> <p>Identify the different types of transportation.</p> <p>Discuss the impact of the cruise industry.</p>	<ul style="list-style-type: none"> <li>➤ Unit test</li> <li>➤ Marking period test</li> </ul>	<p>15.3.12.D</p> <p>15.9.12.B</p> <p>15.12.E</p>
Unit 6	1	<p style="text-align: center;"><b><u>Destination Marketing</u></b></p> <p>Define the term destination.</p> <p>Discuss the concept of seasonality.</p> <p>Identify the classifications of destinations.</p> <p>Describe a destination resort.</p> <p>Identify the various businesses that provide and promote destination tourism.</p> <p>Explain the concept of perishability.</p> <p>Discuss how tourism is distributed.</p>	<ul style="list-style-type: none"> <li>➤ Unit test</li> <li>➤ Marking period test</li> </ul>	<p>15.3.12.D</p> <p>15.9.12.B</p>
Unit 7	1	<p style="text-align: center;"><b><u>Sports, Events, and Entertainment</u></b></p> <p>Describe the types of amateur and professional sports.</p> <p>Identify career opportunities in sports event management.</p> <p>Explain the types of recreation.</p> <p>Differentiate between public and private events.</p> <p>Identify categories of the entertainment industry.</p>	<ul style="list-style-type: none"> <li>➤ Unit test</li> <li>➤ Marking period test</li> </ul>	<p>15.3.12.D</p>
Unit 8	1	<p style="text-align: center;"><b><u>Careers in Hospitality &amp; Tourism</u></b></p> <p>Identify the advantages of working in the hospitality and tourism industries.</p> <p>Describe career segments in the hospitality and tourism industries.</p> <p>Identify possible career paths in the hospitality and tourism industries.</p> <p>Explain the advantages and disadvantages of owning a hospitality business.</p> <p>Identify the main types of education resources.</p>	<ul style="list-style-type: none"> <li>➤ Unit test</li> <li>➤ Marking period test</li> </ul>	<p>15.2.12.B</p> <p>15.2.12.E</p>
Unit 9	4	<p style="text-align: center;"><b><u>Virtual Business – Hotel</u></b></p>	<ul style="list-style-type: none"> <li>➤ Simulation grade</li> </ul>	<p>15.8.12.E</p> <p>15.8.12.J</p>

	<p>Read about and demonstrate understanding of hotel/restaurant operations topics within the program.</p> <p>Demonstrate the ability to convert theory into application within specific lesson topics.</p> <p>Demonstrate the ability to successfully operate a lodging facility in the simulation.</p>		15.8.12.R
<p>Unit 10</p> <p>2</p>	<p><b><u>Tourism Research and Presentation</u></b></p> <p>Research a tourist destination.</p> <p>Create an attractive presentation about a tourist destination.</p> <p>Present a presentation about a tourist destination to the class.</p>	<ul style="list-style-type: none"> <li>➤ Project grade</li> <li>➤ Presentation grade</li> </ul>	<p>15.3.12.C</p> <p>15.3.12.D</p> <p>15.3.12.E</p> <p>15.3.12.I</p> <p>15.4.12.G</p> <p>15.4.12.L</p>