

Hospitality & Tourism

- PS 1 Students will understand the impact of hospitality and tourism on the economy, in order to ([strand 2](#)):
- Discuss the social, cultural, economic, and environmental impacts of travel.
 - Explain the product life cycle.
 - Explain the ripple effect on an economy from tourism.
 - Define inflation and staycation.
 - Be able to convert money from an exchange rate.
 - Discuss the impact of technology on the hospitality and tourism industry.
- PS 2 Students will understand basic marketing principles, in order to ([standard 3](#)):
- Define: Marketing, target market, segmentation, and the marketing mix.
- PS 3 Students will understand the importance of customer service in hospitality and tourism, in order to ([standard 4](#)):
- Define customer service and its vital role in the industry.
 - Know and Implement the 3 main objectives of the hospitality and tourism into practical applications (implementation can occur through DECA role plays).
 - Make the guest feel welcomed
 - Make sure the product and services work for the guest.
 - Make sure the operation continues to provide service and make a profit.
- PS 4 Students will understand market segmentation for the lodging industry, in order to ([strand 2, standard 1](#)).
- Classify hotels according to their types.
 - Discuss yield management.
 - Identify variables that affect room rates.
- PS 5 Students will understand the concept of destination marketing, in order to ([strand 2, standard 2](#)):
- Define: destination, destination marketing, resort, timeshares, and commission.
 - Discuss the concept of seasonality.
 - Discuss the concept of supply and demand.
 - Explain elasticity of demand and its effect on the economy and tourism.

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- Explain loyalty programs.
 - Explain how the 4 p's effect lodging.
- PS 6 Students will be able to identify basic hotel operations, in order to ([strand 2, standard 3](#)):
- Explain front-of-the-house, back-of-the-house, concierge, rooms and Food and Beverage (F&B) divisions.
- PS 7 Students will understand the importance of aviation to the hospitality/tourism industry, in order to ([strand 3, standard 1](#)).
- Discuss the aviation industry.
 - Discuss how the hub and spoke system works.
 - Describe airline boarding procedures and security methods.
 - Identify the career opportunities and necessary training required to work in the airline industry.
- PS 8 Students will understand the key terms and functions of a restaurant business, in order to ([strand 4, standard 1](#)).
- Define restaurant.
 - Describe Quick-Service and Full-Service, and casual dining.
 - Understand basic restaurant terminology including, eating and dining markets.
- PS 9 Students will identify different jobs, careers, and opportunities in the restaurants. ([strand 4, standard 2](#)).
- PS 10 Students will identify National Parks in Utah. (strand 5, standard 1)
- PS 11 Students will discuss seasonality in Utah and Consumer Motivation for travel in Utah. (strand 5, standard 2)
- PS 12 Students will examine different special events offered throughout the state. (i.e. Ski Resorts, Desert Activities, Sundance, Shakespeare Festival, and the economic impact of the 2002 Winter Olympics and the lasting effects.). ([strand 5, standard 2](#))