

HOSPITALITY AND TOURISM

Standards

- Develop an understanding of the importance of hospitality and tourism marketing.
- Develop an understanding of the lodging industry & destination marketing.
- Develop an understanding of the different types of transportation used in international and domestic travel.
- Develop an understanding of the different aspects of the restaurant industry.
- Explore the hospitality and tourism industry in Utah.

Performance Objectives

- Create a vacation package including transportation, accommodations, meal plan, itinerary.
- Create and present a sales presentation for the vacation package using the sales process.
- Create media or advertisement displaying Utah's product offerings as a tourist destination.

