

LODGING AND RECREATION

Standards

- Identify lodging classifications.
- Explain the different elements of front office operations.
- Explain how forecasting and rates are used to maximize occupancy levels.
- Understand workplace safety and its impact on the workplace.
- Identify common recreation terms, motivation, and benefits.
- Identify and describe public and community recreation agencies.
- Identify and describe private recreation agencies (i.e. run by businesses)
- Understand the roll of collaboration in recreation and lodging.
- Identify and explain current Utah trends and ethical issues in recreation and lodging.

Performance Objectives

- Compare/contrast management of different organizational structures, including independently owned, chain affiliated, and corporations in the industry.
- Demonstrate an "upsell" to arriving guests (bottom-up, top-down).
- Analyze community needs and current offerings and develop an activity or league that can benefit the community.
- Identify and label recreational activities in five Utah State Parks.
- Identify and explain careers within Utah State Parks and/or national parks, as well as careers that are created due to their existence.
- Identify and describe three businesses that operate due to the existence of each recreation industry.
- Choose a lodging business, a nearby Utah State or national park, and a nearby recreation business and create a promotional plan for these entities to work together to increase business for both companies and the national park. (could include commercials, vacation packages, etc.)

