

Course Title:	Food Service and Hospitality
Department:	Career Technical Education
Course Number:	5518
Grade Level/s:	11-12
Length of Course:	Year
Prerequisite/s:	Food and Beverage Production and Instructor Approval
UC/CSU (A-G) Req:	None
Brief Course Description:	<p>This course curriculum is aligned to the Career Technical Education (CTE) Model Curriculum Standards. This course is designed to prepare students for entry level employment in the hospitality industry through exploring the scope of the industry and its relationship to travel and tourism, examining hotel and lodging operations, including specialized segments of the industry. Industry leaders and businesses are profiled and students will be exposed to the variety of occupations within the field and introduced to tools for measuring financial results. Integrated throughout this course are career preparation standards, which include basic academic skills, communication, interpersonal skills, problem solving, workplace safety, technology, and employment literacy. This is the capstone course for the CTE hospitality pathway.</p>

I. GOALS

The students will:

- A. Understand the scope of the hospitality industry and its economic impact at the local, national and international levels
- B. Understand the implications globalization presents for hospitality managers
- C. Understand opportunities for education, training and career development in the hospitality industry
- D. Understand the relationship between lodging, food and beverage operations
- E. Understand the different types of commercial food service operations
- F. Understand products, procedures, equipment and related industry terminology

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- G. Demonstrate a variety of communication and decision-making skills
- H. Understand commonly accepted food customs as well as table setting, meal service and etiquette practices of the United States and other cultures
- I. Understand food production, processing and distribution methods and the relationship of those techniques to consumer food supply and nutrition
- J. Develop skills to select, safely use and efficiently care for facilities and equipment related to food product development, food preparation, dining, lodging, tourism and recreation
- K. These goals are aligned with the California Career Technical Education Model Curriculum Standards.

II. OUTLINE OF CONTENT FOR MAJOR AREAS OF STUDY

Semester 1

- A. The Hospitality, Tourism and Recreation Industry (CTE HTR C1.1, C1.2, C1.3, C1.4)
 - 1. Define and compare core elements of the hospitality, tourism and recreation industry from those of various supporting industries.
 - 2. Analyze the working conditions of various careers in the hospitality, tourism and recreation industry.
 - 3. Analyze the impact and contributions of various segments of the industry on local, state, national and international economies, cultures, and the environment.
 - 4. Compare and contrast the relationship between industry trends and local, state, national and international economic trends.
- B. Workforce and Organizational Management (CTE HTR C2.1, C2.2, C2.3, C2.4, C2.5)
 - 1. Interpret how the mission and goals of a business affect operations in the hospitality, tourism and recreation industry.
 - 2. Understand the importance of specific human resource practices and procedures that address workplace diversity, harassment, personal safety and discrimination.
 - 3. Explain common safety, security, and emergency policies and procedures used in the hospitality, tourism and recreation industry to protect guests, visitors and employees. This includes practices such as safe working conditions, confidentiality of customer information, control of keys, infectious disease control, first aid procedures and emergency training.
 - 4. Analyze the relationships of management techniques and appropriate business procedures.
 - 5. Create a product describing the impact of the laws and regulations that affect accommodations and practices.
- C. Food Production and Technology (CTE HTR A10.10.1, A10.10.2, A10.10.3, A10.10.4, A10.10.5)
 - 1. Describe and compare different methods of preserving foods.
 - 2. Describe technological advances in food production, processing and distribution methods and evaluate their impact on food quality, availability and cost.

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3. Analyze health, safety and environmental issues related to current and emerging food technologies.
 4. Describe quality assurance procedures used in food production and processing.
 5. Compare food production and processing techniques, safety standards and distribution methods in the world marketplace.
- D. Food Culture and Etiquette (CTE HTR A10.8.1, A10.8.2, A10.8.3, A10.8.4, A10.8.5, A10.8.6)
1. Demonstrate table manners and etiquette commonly accepted in the United States.
 2. Describe and practice basic table setting techniques and a variety of meal service styles.
 3. Identify regional differences in the United States affecting the preparation and service of food.
 4. Identify cultural differences affecting the preparation and service of food.
 5. Research and compare food preparation techniques, table settings, meal etiquette, food habits and traditions of different cultures.
 6. Describe the influence of such factors as culture, geographic region and socioeconomic status on food choices and habits.

Semester 2

- A. Guest Services (CTE HTR C3.1, C3.2, C3.3, C3.4, C3.5, C3.6)
1. Analyze the importance of guest services to the success of the industry.
 2. Demonstrate the concept of exceptional guest service.
 3. Anticipate the needs, desires and interests of guests in order to exceed their expectations by implementing total quality management practices.
 4. Recognize common guest complaints and service solutions for preventing or resolving them.
 5. Understand the roles of management and employees in effectively meeting the needs of culturally and generationally diverse guests and special needs customers.
 6. Demonstrate proper interaction with guests in a positive, responsive and professional manner.
- B. Fundamentals of Successful Sales and Marketing Methods (VTE HTR C4.1, C4.2, C4.3, C4.4, C4.6, C5.4, C5.5)
1. Recognize ways of developing and maintaining long-term guest relationships.
 2. Identify the major market segments of the hospitality, tourism and recreation industry.
 3. Understand basic marketing principles for maximizing revenue based on supply, demand and competition.
 4. Understand the value of advertising, public relations, social networking and community involvement.
 5. Analyze the application of basic marketing principles and procedures targeting specific audiences.
 6. Understand the relationship between facilities management and profit and loss. This includes the costs of resource consumption, breakage, theft, supplies and decisions regarding repairs and/or replacement.
 7. Analyze tasks to be completed which includes prioritization, budgeting and preparation of a schedule to meet facility and personnel needs.

- C. Global and Cultural Affects on the Hospitality Industry (CTE HTR C8.1, C8.2)
 - 1. Understand the fundamental ways in which physical geography, culture and politics affect world travel, tourism and the associated local economies.
 - 2. Understand and describe the different types of basic information international travelers need including: physical geography, time zones, International Date Line, rights and responsibilities, laws, insurance, emergency services and customs.
- D. The Fundamentals of Planning Events (CTE HTR C11.1, C11.2, C11.3, C11.4, C11.6)
 - 1. Explain the purpose and target audience of a variety of venues.
 - 2. Demonstrate the essential procedures for planning, promoting, publicizing, coordinating, implementing and evaluating a program or event.
 - 3. Understand how to establish business relationships with a variety of locations, food suppliers and other vendors.
 - 4. Demonstrate procedures for the arrangement of facilities, equipment and supplies.
 - 5. Plan special events (e.g., meetings, trade shows, fairs, conferences) based on specific themes, budgets, agendas, space, security needs and itineraries.

II. ACCOUNTABILITY DETERMINANTS

- A. Key Assignments
 - 1. Students will describe local government application of FDA regulations.
 - 2. Students will describe the differentiation between front and back of the house procedures.
 - 3. Students will describe the various employment opportunities in noncommercial food settings.
 - 4. Students will create a work plan with schedule and analyze its benefits in food production.
 - 5. Students will analyze and apply the farm to table movement describing the impact on the food and hospitality industry.
 - 6. Students will create a themed event including facilities, supplies, staff and a detailed budget.
 - 7. Students will create a travel product that meets the needs of international travelers.
 - 8. Students will scale, prepare, serve and evaluate various food products found in the hospitality, tourism and recreation industry.
- B. Assessment Methods
 - 1. Skill mastery and quality of work
 - 2. Classwork/homework
 - 3. Individual/group projects
 - 4. Individual/group presentations
 - 5. Lab evaluations
 - 6. Performance tasks
 - 7. Self/group evaluations
 - 8. Tests and quizzes
 - 9. Semester final exam
 - 10. Portfolio

11. Oral language Personal Communication Skills

III. INSTRUCTIONAL MATERIALS AND METHODOLOGIES

A. Required Textbook(s):

Title: The Culinary Professional 2nd ed.

ISBN: 9781619602557

Format: Print

Author(s): Draz, John and Koetke, Christopher

Publisher: Goodheart-Wilcox

Year: 2014

Additional Info: N/A

B. Supplementary Materials

1. Culinary Essentials Teaching and Learning Resources
2. Computer lab
3. Videos/DVDs
4. Cookbooks
5. Articles and Magazines

C. Instructional Methodologies

1. Direct instruction
2. Class discussions
3. Cooperative learning
4. Guided Inquiry
5. Simulation activities
6. Demonstrations
7. Collaborative peer review
8. Teacher and student lead inquiry
9. Group projects/presentations
10. Problem based learning
11. Student-directed food production and marketing