



Northern York County School District

Curriculum Overview

Course: Hospitality and Tourism

Grade Level: 9-12

Approval Date: January 2025

Length of Time: 90 days

Course Description:

This semester long course introduces students to the dynamic and fast-growing hospitality and tourism industry. As part of the Family and Consumer Science (FCS) curriculum, students will explore key sectors such as hotels, restaurants, travel services, event planning, and recreation. Students will gain insight into the skills and knowledge required to succeed in these fields. The course emphasizes customer service, communication, teamwork, and problem-solving in real-world scenarios.

Course Objectives:

Students will:

- Identify the core components of the hospitality and tourism industry.
- Develop customer service skills essential for hospitality roles.
- Understand marketing strategies used in the tourism sector.
- Explore career opportunities in hospitality and tourism.
- Learn event planning, budgeting, and management techniques.
- Gain an appreciation for global tourism trends and their economic impact.

Related Standards:

National Standards for Family & Consumer Science

- 2.0 Consumer and Family Resources
- 3.0 Consumer Services
- 5.0 Facilities and Property Management
- 8.0 Food Production and Services
- 10.0 Hospitality, Tourism, and Recreation
- 13.0 Interpersonal Relationships

Pennsylvania Academic Standards for Career Education and Work

- 13.1.11.B Analyze career options based on personal interests, abilities, aptitudes, achievements and goals.

Pennsylvania Academic Standards for Reading in Science and Technology

- CC.3.5.11-12.C. Follow precisely a complex multi-step procedure when carrying out experiments, taking measurements, or performing technical tasks; analyze the specific results based on explanations in the text.

Pennsylvania Standards for Writing in Science and Technology

- CC.3.6.11-12.F. Conduct short as well as more sustained research projects to answer a question (including the self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.

Units:

- Introduction to Hospitality
- The Foodservice Industry
- The Lodging Industry
- Travel, Tourism, and Recreation
- The Business of Hospitality
- Career Skills

Concepts:

- **Customer-Centric Thinking:** Prioritizing the needs and satisfaction of customers.
- **Effective Communication:** Mastering verbal, non-verbal, and written communication skills.
- **Cultural Awareness and Sensitivity:** Understanding and respecting cultural diversity.
- **Problem-Solving and Conflict Resolution:** Developing strategies to address challenges and conflicts in a professional and constructive manner.
- **Leadership and Teamwork:** Collaborating with others, leading groups, and managing projects.
- **Ethical Decision-Making:** Recognizing the importance of sustainability and responsibility in business and personal actions.
- **Marketing and Entrepreneurship:** Understanding the principles of marketing and business as it relates to Hospitality and Tourism.

Competencies:

Students will be able to:

- Provide excellent customer service, handle complaints, and communicate effectively with people from diverse cultural backgrounds.
- Understand the operations of hotels, restaurants, and event planning, including key functions and roles.
- Plan and organize events, applying event management principles such as budgeting, logistics, and risk management.
- Create marketing strategies for hospitality and tourism services, utilizing both digital and traditional marketing techniques.
- Demonstrate cultural sensitivity and ethical awareness, promoting sustainable tourism practices and responsible decision-making.
- Apply business and financial knowledge to hospitality settings, including budgeting, financial planning, and understanding the economic impact of tourism.
- Collaborate effectively in teams, lead small projects, and manage tasks with professionalism and time management skills.

Learning Activities:

- Case Studies – Analyze real-world scenarios in hospitality and tourism to identify problems, discuss solutions, and apply course concepts.
- Role-Playing Exercises – Simulate customer service interactions and conflict resolution situations to practice communication and problem-solving skills.
- Group Projects – Collaborate in teams to plan and present hospitality-related projects, such as creating a restaurant concept, marketing plan, or event proposal.
- Guest Speakers – Engage with professionals from the hospitality and tourism industry to gain insight into career paths and industry trends.
- Field Trips or Virtual Tours – Visit or explore hospitality venues (hotels, restaurants, event spaces) to observe operations and guest services firsthand.
- Research Assignments – Investigate topics such as sustainable tourism, global travel trends, or a popular destination, and present findings through written reports or presentations.
- Class Discussions and Debates – Participate in discussions on topics such as the ethics of tourism, cultural awareness, and the economic impacts of industry.
- Knowledge Checks – Provide an opportunity to reevaluate content learned throughout and/or at the end of a unit.

Performance Tasks:

- Independent classwork assignments
- Group classwork assignments
- Research Projects
- Group Projects
- Knowledge Checks

Other Assessment Measures:

- In-class participation
- Guest Service Gold®: Tourism Online Course and Exam by AHLEI (American Hotel and Lodging Educational Institute): SKU: 50-503-13-53-10-01-EN, ISBN: 978-0-86612-672-4

Textbook/Primary Resource:

Title: Hospitality Services, 5th Edition, 2025. Author: Johnny Sue Reynolds, Ph.D. and Dorothy Chase, ISBN: 979-8-88817-875-1

Supplemental Resource Materials:

- Online articles
- Online resources
- Teacher generated notes and presentations
- Teacher-generated activities
- Multi-media resources

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