

COURSE TITLE: Hospitality Management and Marketing

Course Description:

Hospitality Management and Marketing emphasizes skills needed for ownership, management, or employment in the growing hospitality and tourism industry. Standards are designed to develop a leadership perspective about social, environmental, economic, legal, human resource, customer relations, and consumer factors impacting the hospitality industry. The course also focuses on the marketing aspect of hospitality and tourism, including sales, promotions, advertising, and public relations.

Potential Certifications/Credentials:

Adobe Certified Associate (ACA) – Photoshop / Dreamweaver / Premier Pro / InDesign / Illustrator, ASK Institute – Concepts of Entrepreneurship and Management / Fundamental Business Concepts, Certiport- Entrepreneurship and Small Business (must hold concentrator status), IC3 Global Standard 6 (or higher), Microsoft Office Expert 2019/365 - Access / Excel / Word, Microsoft Office Specialist 2019/365 (MOS) (Two of the following areas REQUIRED: Excel Associate / Outlook Associate / PowerPoint Associate / Word Associate)

Course Scope and Sequence

Unit #	Unit Title	Estimated Hours
1	Foundational Standards	10
2	Operations and Management	40
3	Customer and Human Resource Management	30
4	Legal Issues	15
5	Ethical Issues and Trends	25
6	Technology	20

Unit Plans of Instruction

Foundational Standards

Supporting–will be taught throughout the course as needed for the unit.

- F1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
- F2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
- F3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
- F4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
- F5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.
- F6. Discuss and demonstrate ways to value diversity.

Unit 2 Title: Operations and Management

Content Standards

1. Develop a marketing plan and sales promotion tool for hospitality and tourism.
 - 1a. Compare and contrast marketing concepts, advertising, and public relations.
 - 1b. Summarize the marketing mix, including the five P's (Product, Price, Place, Promotion, People) and the four C's (Client, Cost, Communication, Convenience).
 - 1c. Identify and describe the steps of a marketing plan.
 - 1d. Prepare a marketing budget.
2. Gather and share information concerning effective strategies for reaching various niche markets in the hospitality and tourism industry, including corporate, educational, sports, religious, and military groups.
 - 2a. Analyze sales strategies available for use in the hospitality and tourism industry.
 - 2b. Investigate the role of convention and visitors bureaus (CVBs) in large cities, and trends in the development of CVBs in smaller towns, neighborhoods, and other areas.
 - 2c. Compare and contrast the respective needs and wants of business and leisure travelers.
 - 2d. Identify features and benefits of hotel and airline offerings for both leisure and business travelers.
3. Demonstrate management skills needed to succeed in hospitality and tourism.
 - 3a. Identify opportunities for leadership within the hospitality and tourism industry and describe how one might prepare for these positions.
 - 3b. Compare and contrast styles of leadership and management and explain the importance of varying those styles in response to organization and employee needs.
 - 3c. Research and explain the use of an Individual Development Plan (IDP) in planning professional learning for employees.
4. Research and share information regarding the importance of cost-effective operations in the hospitality and tourism industry.
 - 4a. Analyze effects of seasonality and generate ideas to offset seasonality in hospitality and tourism operations.
 - 4b. Explain the importance of negotiating contracts and working within a budget for a department or an organization.
 - 4c. Explain the importance of cost control in the hospitality and tourism industry.
 - 4d. Identify the tax responsibilities managed by hospitality and tourism leaders.

Unpacked Learning Objectives

Students know:

- How to create a marketing plan that utilizes sales promotion tools to increase the sales of a product or service.
- How to determine the strategy that businesses implement to satisfy customers' needs, increase sales, maximize profits and beat the competition.

- How to identify sales promotion strategies that reach new audiences and build the company credibility amongst large audiences specifically the public.
- How to determine the difference between marketing that is focused on promoting a product/service and public relations which emphasizes cultivating relationships between the company and the public.
- How to identify the five P's of the Marketing Mix.
- How to explain the four C's included in the Marketing Mix.
- How to determine how the 5 P's and 4 C's can be utilized to build a marketing strategy.
- How to identify the steps to creating a marketing plan that utilizes the marketing mix.
- How to describe how marketing can help determine the target audience, how to best reach them, at what price point the product or service should be sold and how the company will measure its efforts.
- How to prepare a marketing budget.
- How to describe a niche market and determine its profitability.
- How to identify customer problems and needs.
- How to research the competition.
- How to develop strategies for reaching niche markets to provide products/services.
- How to discuss the role of marketing strategies that are used in the hospitality and tourism industry.
- How to research the evolving role of CVBs in the hospitality and tourism industry.
- How to determine the influence of CVBs on community economic development.
- How to identify the types of business/corporate travel.
- How to determine what is considered business travel versus leisure travel.
- How to identify features/benefits of hotel and airline packages that are marketed to leisure travelers.
- How to identify features/benefits of hotel and airline packages that are marketed to business travelers.
- How to identify traits and skills that are needed for effectiveness in the hospitality and management field.
- How to determine the characteristics of an effective leader.
- How to identify opportunities to display leadership within an organization.
- How to determine the difference between management and leadership.
- How to explain the importance of varying responses in leadership styles to fit employee needs.
- How to explain the importance of preparing an Individual Development Plan (IDP) for employees to document learning and provide a roadmap for continuous growth.
- How to research methods of keeping productivity up and costs down to ensure low cost and allow for competitive prices.
- How to identify seasonality in the business cycle.
- How to determine factors that contribute to seasonality.
- How to evaluate ways
- How to explain the contract negotiation process.
- How to explain the importance of staying on budget when negotiating contracts.
- How to evaluate ways of identifying and reducing business expenses to increase profit.
- How to implement a budget that will begin the process of controlling costs.
- How to describe the ways hospitality and tourism impacts taxes to fund local marketing initiatives, improve tax revenue and personal income.

Students are able to:

- Define the key terms and academic vocabulary needed to write a sales promotion tool and marketing plan.
- Develop a marketing plan that uses sales promotion tools
- Compare and contrast marketing concepts.
- Identify advertising techniques that increase customer base and build interest in products and services amongst an expanded audience.
- Discuss the differences between marketing, advertising and public relations.
- Explain the 5 P's marketing model and how it relates to the 5C's marketing model.
- Discuss how product, price, promotion and place are used to evaluate the marketing options for a company.
- Understand that the 4C's are a newer marketing model that is focused on consumer wants and needs and consist of (Clarity, Credibility, Consistency and Competitiveness).
- Describe the process of creating a marketing plan.
- Develop a marketing plan that includes a budget which estimates projected costs to market products and/or services for a company.
- Discuss possible markets that business owners should find to discover underserved or unmet customer needs.
- Analyze ways that niche markets can be reached with a business's products or services.
- Understand the concepts and principles of marketing strategies in the travel industry.
- Understand the role of the marketing mix in the travel and tourism industry.
- Discuss the role of CVBs in the hospitality and tourism industry.
- Determine that CVBs play a vital role in the coordinating services for a variety of gatherings.
- Explain how CVBs align tourism, community and economic development.
- Distinguish between travel undertaken for work or business purposes as opposed to other types of travel such as travel for leisure purposes.
- Explain that business and leisure travelers have different needs, wants and travel patterns.
- Differentiate between hotel and airline packages to determine the most cost efficient and/or preferred packages.
- Determine the skill set needed to successfully handle a variety of situations that occur in the hospitality and tourism field.
- Research opportunities to advance into leadership roles within the hospitality industry.
- Evaluate potential tasks that provide an opportunity to display the potential to lead others.
- Identify the different leadership styles.
- Determine their own preferred leadership style.
- Explain the importance of varying leadership styles to fit organization and employee needs.
- Determine that an IDP is the foundation to productive start or continuation in developing leaders within an organization.
- Explain how management can ensure the maximization of profits by keeping costs down and prices competitive.
- Analyze the role of seasonality in hospitality and tourism.
- Determine ways of limiting the negative impact of seasonality in hospitality and tourism.
- Explain negotiation contracts allows for both parties to seek favorable terms and aids in minimizing financial, legal and operational risks.
- Explain that negotiations exist to ensure that agreements are set up for long-term success.
- Explain that a budget is important to ensure that a business or department understands operating costs and is able to track performance.
- Explain that putting cost controls in place is lowering a company's overall expenses.
- Identify the economic effects of tourism including improved tax revenue and personal income, increased standard of living and more employment opportunities.

Students understand that:

- The use of sales promotion tools helps to increase custom traffic.
- It is essential that businesses make use of the right tools to target customers.
- Marketing concert is the use of marketing data to focus on the needs and wants of customers in order to develop marketing strategies that not only satisfy the needs of the customers but also to accomplish the goals of the businesses.
- The goal in developing a marketing concept is to increase customer loyalty, satisfaction and sales.
- There is a combination of factors that can be controlled by a business that influences customers to purchase its products or services.
- The 5 Ps classify essential marketing activities and help to gain insight into consumer behaviors and the promotion of products/services.
- A marketing plan is the advertising strategy that a business/organization will implement to sell its product or services.
- A marketing plan is a document that lays out the marketing efforts of a business during an upcoming period and includes concrete actions to be taken and anticipated results.
- A marketing budget documents how much your business plans to spend on marketing over a specific period of time.
- A niche market is a segment of a larger market that has unique needs, preferences or identity.
- A niche market offers the opportunity for businesses to increase profits by expanding products and services to a specific demographic.
- Irrespective of their size and the industry they are operating in, businesses must utilize marketing strategies in order to be successful and achieve their marketing targets.
- Effective sales strategies help to reach targeted audiences and create an awareness of products/services.
- CVBs provide a wealth of information that can be used to promote local events and businesses related to hospitality and tourism.
- CVB supports the local hospitality and tourism industry while providing help to tourists, meeting planners, event organizers and the media.
- Leisure travelers are a segment of the hospitality and tourism population focused on recreation, entertainment, sports and tourism.
- Business travelers are a segment of the hospitality and tourism population focused on traveling away from home for the purpose of carrying out business on behalf of a company/organization.
- Leisure travelers are more focused on price, strong recommendations, attraction packages/specials, and extra on-site hotel facilities.
- Business/corporate travelers are more focused on location, connectivity, hotel/airline loyalty programs, all inclusive amenities.
- It is crucial to understand the needs and wants of leisure and travel customers.
- Effective hospitality management skills help make others feel at ease and provide excellent customer service in all circumstances.
- Organizations need leaders who can effectively balance the accountability for work being accomplished with inspiring others.
- Importance of dedicating time to learning how to be an impactful leader by: being committed to learning, properly handling uncomfortable conversations, maintaining professional standards and finding a mentor, and being effective at providing feedback.
- Leadership is encouraging people to understand and believe in your vision and to work to achieve shared goals.
- Management is making sure that the day-to-day things are occurring as they should.
- Developing an IDP is vital to businesses staying ahead of the curve to help employees rise to the demands of an ever changing job market.
- Cost-effective operations result in saving money by improving a product or process to work in a better way.
- Seasonality is a characteristic of a time series in which a business experiences regular and predictable changes that recur every calendar year.
- Seasonality is caused by many factors including: availability of time and disposal income, wars, political tension, instability, price, and ease of accessing the destination regional travel trends/habits, natural calamities and wildlife behavior.
- It is important to understand the needs of both parties negotiating a contract.

- A budget ensures that money is allocated to those things that support the strategic objectives of the department or organization.
- A well communicated budget helps everyone to understand priorities.
- Cost control is reviewing both fixed and variable costs and attempts to reduce expenses.
- An increase in hospitality and tourism flow can bring a positive economic income to businesses and local governments.
- Property owners and managers are responsible for taxes associated with renting a property.

Unit Driving/Essential Question	How does the use of sales and promotional tools increase customer traffic? What are the essential hospitality skills that provide excellent customer service for clients and optimize positive customer experiences? What is the role of operations management in the hospitality industry?
Exemplar High Quality Unit Task	<p>Select strategies for delivering promotional materials to prospective customers. Provide examples of promotional items such as loyalty marketing materials and timelines that will increase custom traffic.</p> <p>Interview a local business owner who appears to have cornered a niche market in your area. Ask questions about his/her business. Ask if they have a web site. Also ask how they decided upon that particular business. Did they conduct research to determine the need for the business? If they have a website, what type of marketing did they utilize to call attention to the web site? If they do not have a site, ask if they marketed their business in different ways than they would have done if it were a large business. Create a visual of your choice to document to show answers to these questions.</p>

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Learning Activity Checklist Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts & Activities	Equipment, Technology & Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
<p>Prepare a marketing plan and sales promotion tools for hospitality and tourism related business.</p>	<p>Formative: One-Minute Reflective Journal Teacher Observation of student progress Class Discussions Assignment Rubrics Public Speaking Writing https://cei.hkust.edu.hk/files/public/assessment_rubric_for_presentation.pdf</p> <p>Summative: Quizzes Chapter/Unit Assessment Presentation Assessment</p>	<p>Provide a graphic organizer to introduce unit vocabulary and driving/essential questions to students.</p> <p>Discuss “What is a marketing plan and what are sales promotional tools?”</p> <p>Discuss how marketing is communicating an idea to an audience.</p> <p>Follow Product Activity: Individually you will choose one product within the company and follow it through the term as you learn about marketing concepts. This should allow you to apply marketing principles to the same product and build</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Computer or digital device with internet access, Smartboard, Smart Panel, projector, presentation software, Learning Management System (Schoology, Google Classroom)</p> <p>Website Resources: http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p> <ul style="list-style-type: none"> Follow a Product Assignment & Weekly Rubric https://globalyouth.wharton.upenn.edu/resources-for-educators/lesson-plans/marketing/ Foundations of Marketing: Who’s Your Competition?

		upon it over the course of one semester to help you understand some of the major aspects of product marketing. Each week you will add to a word document. Responses must be typed. Your responses will be in your own words and will not be copied and pasted from a web site. Some responses will require research.		
<p>Compare and contrast marketing concepts. Define advertising. Define public relations.</p>	<p>Formative: One-Minute Reflective Journal Allow students explain how career information is structured and how to use a variety of resources to research careers.</p> <p>Teacher Observation of student progress Class Discussions Assignment Rubrics</p> <p>Summative: Quizzes Chapter/Unit Assessment</p>	<p>Define Key Terms</p> <p>Create a Venn Diagram to discuss the difference between marketing concepts used in the unit. Use the Four Corners Strategy to differentiate between unit marketing concepts.</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Computer or digital device with internet access, Smartboard, Smart Panel, projector, presentation software, Learning Management System (Schoology, Google Classroom)</p> <p>Online vocabulary Tools:</p> <ul style="list-style-type: none"> • Quizlet • Reverse Dictionary • Word Hippo • Flocabulary
<p>Summarize the marketing mix and identify the two common marketing mix strategies.</p>	<p>Formative: One-Minute Reflective Journal Allow students explain how career information is structured and how to use a variety of resources to research careers.</p>	<p>Students will integrate marketing concepts to design detailed marketing plans of their own. In this lesson, students design the marketing mix based on the market analysis they conducted in the previous</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose;</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to</p>

	<p>Teacher Observation of student progress Class Discussions Assignment Rubrics</p> <p>Summative: Quizzes Chapter/Unit Assessment</p>	<p>class. Students will design a product, a pricing strategy, the place of availability and a promotional strategy along the phases of a product life cycle.</p> <p>https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/the-marketing-mix.pdf</p> <p>Read Articles:</p> <ul style="list-style-type: none"> • “Invisible Horse Dance: The Business of ‘Gangnam Style’” • Americus Reed on Marketing, Brands and the Cadence of Business and Creativity” 	<p>synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>small business owners who are interested in reaching a broader customer base.</p> <p>https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George’s Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Identify and describe the steps of a marketing plan.</p>	<p>Formative: One-Minute Reflective Journal Allow students explain how career information is structured and how to use a variety of resources to research careers.</p> <p>Teacher Observation of student progress Class Discussions Assignment Rubrics</p> <p>Summative: Quizzes Chapter/Unit Assessment</p>	<p>Introduce students to a simulated market situation where they compete with others to sell the maximum number of units of a product. The resultant behavior is analyzed to understand how companies deal with competition, and ideally, how they should.</p> <p>Discuss the steps of a marketing plan using the</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Computer or digital device with internet access, Smartboard, Smart Panel, projector, presentation software, Learning Management System (Schoology, Google Classroom)</p> <p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical</p>

		<p>“Sample Video Store Marketing Plan”</p> <p>Students will complete the Boom Boom Marketing Presentation Assignment</p>		<p>program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George’s Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Prepare a marketing budget.</p>	<p>Formative: One-Minute Reflective Journal Allow students explain how career information is structured and how to use a variety of resources to research careers.</p> <p>Teacher Observation of student progress Class Discussions Assignment Rubrics</p> <p>Summative: Quizzes Chapter/Unit Assessment</p>	<p>Provide an overview of the lesson: “Setting a Promotional Budget” https://www.greatideasfor teachingmarketing.com/setting-the-promotional-budget/</p> <p>Student should complete the worksheet: Setting the Promotional Budget</p> <p>As a class discussion allow students to answer the following discussion questions</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Computer or digital device with internet access, Smartboard, Smart Panel, projector, presentation software, Learning Management System (Schoology, Google Classroom)</p> <p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world</p>

		<p>Student Discussion Activity/Questions <i>In this activity, you simply need to match each example provided to the approach that the firm has used in setting/determining its promotional budget.</i></p> <ol style="list-style-type: none"> 1. A shoe company decides to increase its advertising budget to \$1m to support the launch of their new range of tennis shoes. Their goal is to achieve a 5% market share within the first three months. 2. A local accountant works out that she should have around \$20,000 spare this year to invest in local paper advertising and to hold two seminars. 3. A small chain of take away restaurants decides to increase its promotional spend as its advertising is not being noticed due to the heavy advertising of its major competitors. 4. The highest proportion of Kellogg's 		<p>examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
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		<p>promotional budget is spent on Corn Flakes (its biggest seller), followed by Rice Bubbles, and only a little is spent on its breakfast bars (which only achieve small sales), and so on.</p> <p>5. A major law firm is decreasing its promotional spend for this coming year. They typically hold four information seminars a year that usually generate around 20 new clients per event. However, last year they doubled the number of seminars to eight, but without much increase in new clients. Therefore, they will return to only holding four seminars this year.</p> <p>For each of the above situations, determine how they have most likely set their promotional budget, choosing from</p> <p>A= Affordable B = Percentage of sales C = Competitive parity D = Objective and task</p>		
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		<p>E = Return on investment</p> <p>Which of the approaches to setting a promotional budget, you think is most suitable for a large marketing oriented firm? For a small business?</p> <p>Which of the approaches you think is most common in business practice?</p> <p>Discuss Resource: https://www.bdc.ca/en/articles-tools/marketing-sales-export/marketing/what-average-marketing-budget-for-small-business</p>		
<p>Research and share strategies on developing niche markets.</p>	<p>Formative: One-Minute Reflective Journal Allow students explain how career information is structured and how to use a variety of resources to research careers.</p> <p>Teacher Observation of student progress Class Discussions Assignment Rubrics</p> <p>Summative: Quizzes Chapter/Unit Assessment</p>	<p>Students will explain how to use niche marketing to gain a competitive advantage in the marketplace.</p> <p>Web Resources: Handout: Online Niche Marketing https://studylib.net/doc/13964482/lesson-plan-%E2%80%93-online-niche-marketing</p> <p>Ask students to think about the places they have been to in the past week, for example, any fast-food</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Computer or digital device with internet access, Smartboard, Smart Panel, projector, presentation software, Learning Management System (Schooly, Google Classroom)</p> <p>Website Resources: Online Lesson Plan: Niche Marketing https://studylib.net/doc/13964482/lesson-plan-%E2%80%93-online-niche-marketing</p>

		<p>restaurants or stores. Write their responses on the board. Then ask them what type of people frequent the places they have been such as people in a hurry, teenagers, or parents of small children (depending upon the places they have visited lately).</p> <p>Introduce the term “niche” to the students and ask if anyone knows what it means. Explain that it refers to a specific segment of a market. Refer to the previous discussion about stores students have visited recently. For each one mentioned, discuss what the larger market is for that particular store, and what the niche market is that is being targeted.</p> <p>Instructors can use the presentation program/software, slides, handouts, and the Internet in conjunction with the following outline.</p> <p>Provide examples of different types of markets. For example, ask the students if anyone owns a pet. If so, they are part of</p>		<p>http://ag.arizona.edu/arec/wemc/nic_hemarkets/01whatareniche_markets.pdf</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George’s Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
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		<p>the pet owner market. Draw a type of hierarchy (like an organizational chart) on the board or document camera. Ask if they know of stores that cater to the needs of pets and their owners. Then ask students to divide the pet owner market into segments. For each segment add a shape to the hierarchy until you have a shape at the top for the larger market and several shapes underneath representing the niche markets. Challenge the students to identify even more specifically-targeted niche markets such as: first level-pet owner, second level-pet health, third level-pet health for specific breeds. Give the students the market of "Money-Motivated Individuals". Have students, in pairs, identify niche markets within this larger market, in the form of a diagram with at least four different subsets of the larger market. Students should present and the similarities and differences in identified niche markets</p>		
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		<p>can be placed on the board or document camera.</p> <p>Website Storyboard Assignment #1 – Using a niche market of their choice, students will create an electronic storyboard containing renditions of at least four pages of a web site. They will be evaluated on the content, proper design elements for a web site, as well as the appropriateness of the design to their chosen niche. Personal Niche</p> <p>Target Market Assignment #2 – Students should think of a product or service idea that they think would sell. It can even be a hobby in which they are interested. They are to narrow down the market to a niche market, then create one offline marketing document (either a flier, magazine, or newspaper ad), and two online ads which can include a banner ad (which can be animated or not) as well as a mobile phone app. Research to see what these types of ads can look like if you are unfamiliar with them. Also</p>		
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		<p>conduct research at online apps stores or app maker sites to see what some of them look like.</p> <p>Keyword Search List Document</p> <p>Assignment #3 – To demonstrate how important a keyword search is to help customers locate a niche business online, students are to select a general market, go to a search engine and type that market in the search box with quotes. Select the time frame option for ‘Past Month’ which is usually on the left. Record the number of results. Narrow down your keyword search two more times, recording the number of results for the past month for each of your searches. Do this for two additional markets and record your findings the same way. Create a table or lists or any other format that makes it easy to read your results for the three markets. Graphics may be used if appropriate.</p> <p>The student will demonstrate online and</p>		
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		<p>off-line marketing, including establishing a web presence.</p> <p>The student is expected to: Create and design a website for a virtual business office.</p> <p>Determine appropriate marketing and advertising of a virtual business office.</p> <p>Describe steps to successfully market a virtual business office.</p>		
<p>Analyze sales strategies available within the hospitality and tourism industry.</p>	<p>Formative: One-Minute Reflective Journal Allow students explain how career information is structured and how to use a variety of resources to research careers.</p> <p>Teacher Observation of student progress Class Discussions Assignment Rubrics</p> <p>Summative: Quizzes Chapter/Unit Assessment</p> <p>Have students get into groups of 5 and each person find a product (5 products total and of their</p>	<p>Define Key Terms</p> <p>(Day 1) Ask the students how they would define advertising. Have them think about the last time an ad motivated them to purchase an item or an ad that made an impact. Discuss as a class why they remember certain ads. What attracts their attention? Is it color? Images? Brands?</p> <p>(Day 2) Review consumer wants and needs. Tell the class you are going to be talking about values and</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Computer or digital device with internet access, Smartboard, Smart Panel, projector, presentation software, Learning Management System (Schoolology, Google Classroom)</p> <p>Printer Paper Assignment Handouts Assorted Magazines</p> <p>Website Resources: https://www.txcte.org/resource/lesson-plan-analyzing-sales-process</p>

	<p>choice). They must incorporate Maslow's Hierarchy of Needs, the 5 social aspects of advertising, and features/benefits of the product. Students will create a PowerPoint (at least 7 slides) utilizing all criteria and give an in-depth explanation of each product.</p>	<p>culture in relation to Advertising.</p> <p>(Day 3) Use PowerPoint as aid. Tell the students the objective today will be to learn the different selling strategies businesses use to get consumers to purchase their products. Tell them they will also learn how advertising and selling go together yet are different.</p> <p>Introduction</p> <p>Question on products and advertising</p> <p>Guided Practice</p> <p>(Day 1) Consumer wants and needs--Have students think about consumer behavior when it comes to advertising and how it relates to Maslow's Hierarchy of Needs.</p> <p>Maslow's Hierarchy of Needs</p> <ul style="list-style-type: none"> ● Physiological ● Security ● Social ● Esteem ● Self-actualization 		
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		<p>Cultures and Values-- Discuss how different cultures have different ads. Discuss what social values help make consumer purchase decisions (for example name brands, etc.</p> <p>(Day 2) Wants and Needs--Ask students three questions: How do you look? Where do you live? What do you think? Explain that the ad agencies want you to see yourself using their products and that the products will make you more beautiful, rich, or respected within society. (See application for more detail).</p> <p>Selling the selling process</p> <p>Identify techniques used to make a sale</p> <ul style="list-style-type: none"> ● Personal Selling ● Feature-Benefit Selling ● Consultative Selling ● Telemarketing <p>(Day 3-4) Go over the different selling techniques with class and explain. Role play personal selling in class. End with a group presentation project.</p>		
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		<p>Independent Practice</p> <ul style="list-style-type: none"> • Maslow Poster • Comparison Ads <p>https://sites.google.com/site/tourismstudiesforgrade12/home/lesson-content</p> <p>Formal Assessment Group Product PowerPoint Presentation</p>		
<p>Investigate the role of the convention and visitors bureaus on marketing for the hospitality and tourism industry.</p> <p>Discuss trends in the development of CVBs in a variety of geographical areas.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Introduce lesson objectives, terms, and definitions.</p> <p>Select and distribute a handout Tourism Business in Your Community and Travel Businesses in Your Community or instruct students to take notes in their journal books or on their own paper.</p> <p>View the YouTube video:</p> <p>“Travel Effect: The Movement” It’s a great impact on our lives, on our organizations and our way of life. Whether it comes to business productivity, family relationships, education, memories, long-term, this is a huge opportunity well beyond</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Apps</p> <p>Arrive Magazine</p> <p>Amtrak’s onboard magazine for business and leisure travelers who ride the rails along the Northeast Corridor.</p> <p>TripAdvisor: Hotels, Flights, Restaurants Plan and have a perfect trip.</p> <p>Cruise Finder – iCruise.com Vacation Cruises Travel Deals</p> <p>The most comprehensive cruise-vacation planning apps in the travel industry.</p> <p>Website Resources: Travel and Tourism Industry Lesson plan: https://www.txcte.org/sites/default/files/resources/docu</p>

		<p>just the value of the individual trip. Video: https://youtu.be/A4BA2L44plk</p>		<p>ments/Lesson%20Plan%20Travel%20and%20Tourism%20Industry%20(1).docx https://quizlet.com/17084707/ch-12-meetings-conventions-and-expositions-flash-cards/</p> <p>https://study.com/academy/lesson/the-role-of-convention-and-visitors-bureaus-in-event-planning.html</p> <p>https://www.cvent.com/en/blog/hospitality/cvb-marketing</p> <p>Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/upl</p>
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				oads/lesson_plans/let%e2%80%99s-play-a-game.pdf Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm
<p>Compare the types of travel that impact the hospitality and tourism industry.</p> <p>Contrast the needs and wants of business and leisure travelers.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Locate and evaluate three hospitality and tourism destinations and transportation options.</p> <p>Hospitality and Tourism Website Information Evaluation</p> <p>Read the article "Understanding The Differences Between Business and Leisure Travelers" https://www.e-marketingassociates.com/blog/understanding-differences-business-vs-leisure-travelers</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>

<p>Identify features and benefits of hotel and airline offerings for leisure travelers.</p> <p>Identify features and benefits of hotel and airline offerings for business travelers.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations Written Essays/Reports</p>	<p>Create a Venn Diagram to compare and contrast information.</p> <p>Create a Table or Graph/Chart (Pie, Column, Line, Bar)</p> <p>(List decisions/choices/options, pros/cons, evaluation/descriptions</p> <p>Web Diagram to explain, depict, interpret, and/or generalize information</p> <p>Give a presentation</p> <p>Use website below to obtain resources for lesson activities:</p> <p>#1 Calculating the Cost of a Destination https://www.txcte.org/resource/lesson-plan-calculating-cost-destination</p> <p>#2 Adventures in Travel: Planning a vacation https://www.txcte.org/resource/lesson-plan-adventures-travel-%E2%80%93-planning-texas-vacation</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Demonstrate management skills needed to succeed in hospitality and tourism.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit</p>	<p>Discuss job opportunities in the travel and tourism industry.</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and</p>	<p>Website Resources: 21st Century Employability Skills</p>

	<p>slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Discuss skills needed for successful management positions in the hospitality and tourism industry.</p> <p>Utilize a guest speaker Resource: https://www.txcte.org/resource/lesson-plan-careers-travel-and-tourism-management</p> <p>Instructor Presentation: Careers in Travel and Tourism-Management</p> <p>Education and Training in Travel and Tourism Management Handout: https://www.txcte.org/sites/default/files/resources/documents/Education-and-Training-in-Travel-and-Tourism-Management.pdf</p>	<p>research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>https://www.txcte.org/resource/lesson-plan-21st-century-employability-skills</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Identify opportunities for leadership within the hospitality and tourism field.</p> <p>Describe how to prepare for leadership positions in the hospitality and tourism field.</p>	<p>Formative: One-Minute Reflective Journal Allow students explain how career information is structured and how to use a variety of resources to research careers.</p> <p>Teacher Observation of student progress Class Discussions Assignment Rubrics</p>	<p>Define Terms Opportunities for Advancement in Hotel Management Worksheet/Activity https://www.txcte.org/sites/default/files/resources/documents/Opportunities-for-Advancement-in-Hotel-Management-Key.pdf</p> <p>Give a presentation</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base.</p>

	<p>Summative: Quizzes Chapter/Unit Assessment</p>	<p>Create a poster or illustrative document Create a brochure Create a storyboard or infographic Create a video or audio Create a written essay or paragraph</p> <p>Create a Table to list decisions/choices/options, pros/cons, evaluation/descriptions</p>	<p>writing, speaking, or creating a digital product</p>	<p>https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Compare and contrast styles of leadership and management.</p> <p>Explain the importance of employing different styles of management and leadership to respond to employee and organizational needs.</p>	<p>Formative: One-Minute Reflective Journal Allow students explain how career information is structured and how to use a variety of resources to research careers.</p> <p>Teacher Observation of student progress Class Discussions Assignment Rubrics</p> <p>Summative: Quizzes Chapter/Unit Assessment</p>	<p>Define Terms Leadership Styles Lesson Plan:</p> <p>Learning Activities: 1. Draw a tri-topic Venn Diagram (3 circles). Label one circle 'autocratic leaders', another 'democratic leaders', and the third 'laissez-faire leaders'. Have students take out a pen and paper and draw this same diagram. Ask them to write brief explanations of what each type of leadership involves and tell them that they should try to use an example of somebody who has/is practicing that</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Styles of Leadership https://stylesofleadership.weebly.com/lesson-plan.html</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/managerial-and-leadership-styles-and-corporate-culture.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>

		<p>particular type of leadership style in each circle. Allow students to write their opinions of autocratic, democratic, and laissez-faire leaders. This should take approximately 10-15 minutes</p> <p>2. After the students finish their diagrams; create a group discussion to differentiate between the three styles. Try to get the majority of students to agree on certain aspects before writing them in the 'teacher diagram' located at the front for everyone to see. If the students agree on something that is incorrect, be sure to let them know and guide them onto the right path. This conversation should take no longer than 15 minutes</p> <p>3. Use the overhead projector or chalk board to provide the formal definitions of each style for all to see. On the same piece of paper that students used to draw their tri-topic diagram, ask them to jot down the note. Be sure to thoroughly explain</p>		
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		<p>every style of leadership orally while the students copy it down. Answer any questions. This should take about 10 minutes</p> <p>Use the following links for definitions and explanations:</p> <p>Review Handouts and web resources-Article Review with graphic organizer</p> <p>Article #1 http://psychology.about.com/od/leadership/f/autocratic-leadership.htm</p> <p>Article #2 http://psychology.about.com/od/leadership/f/democratic-leadership.htm</p> <p>Article #3 http://psychology.about.com/od/leadership/f/laissez-faire-leadership.htm</p> <p>Create a Venn Diagram to compare and contrast information.</p> <p>Web Diagram to explain, depict, interpret, and/or generalize information</p>		
<p>Research the use of individual development plans.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit</p>	<p>Define Terms Textbook/Worksheet</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and</p>	<p>Website Resources: Individual Development Plans (IDP) https://www.unl.edu/gradstudies/professional-development/</p>

<p>Explain the use of an Individual Development Plan</p>	<p>slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Article Review with graphic organizer</p> <p>Create a Venn Diagram to compare and contrast information.</p> <p>Web Diagram to explain, depict, interpret, and/or generalize information</p> <p>Presentation on Developing Your Individual Development Plan (IDP)</p>	<p>research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>ment/individual-development-plan</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Research and share information regarding the importance of cost-effective operations in the hospitality and tourism industry.</p>	<p>Formative: One-Minute Reflective Journal Allow students explain how career information is structured and how to use a variety of resources to research careers.</p> <p>Teacher Observation of student progress Class Discussions Assignment Rubrics</p> <p>Summative: Quizzes Chapter/Unit Assessment</p>	<p>Articles pertaining to this lesson that students may read include:</p> <p>PowerPoint: Business Finances in Hospitality and Tourism</p> <p>How to Interpret Graphs & Charts Graphs and charts are visual representations of data in the form of points, lines, bars, and pie charts. Using graphs or charts, you can display values you measure in an experiment, sales data, or how your electrical use changes over time.</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Business Finances in Hospitality and Tourism https://www.txcte.org/resource/lesson-plan-business-finances-hospitality-and-tourism</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>

		<p>http://www.ehow.com/how_6930975_interpret-graphs-charts.html</p> <p>The Importance of Basic Math in Business</p> <p>Whether you are aware of it or not, math is used in most aspects of your daily life, both at home and in the office. Knowledge of basic math can save you a lot of time when you're at the clothing store or supermarket, but it is also important in a business environment.</p> <p>http://www.ehow.com/facts_7472221_importance-basic-math-business.html</p> <p>Why Is Mathematics Important in Culinary Arts? Comfort with mathematics is an essential component of the culinary arts. Chefs and cooks use math skills every day to measure ingredients precisely, to convert units based on the equipment they have and to modify recipe portions. Mathematics is also important for the business side of things, such as in the case of determining</p>		
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		<p>cost per meal, so the executive chef can establish a menu price that will yield a profit.</p> <p>http://www.ehow.com/how-does_4899712_how-math-used-cooking.html</p> <p>Reading Strategy Encourage students to “visualize” as they read. Many students are visual learners and will benefit from making sketches or diagrams on scrap paper as they read. Providing students with graphic organizers to help them organize their thoughts is also helpful.</p> <p>http://cte.sfasu.edu/rgroup/instructional-strategies/page/4/</p>		
<p>Analyze the effects of seasonality in hospitality and tourism operations.</p> <p>Generate ideas to offset seasonality in hospitality and tourism operations.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice,</p>	<p>Create a Venn Diagram to compare and contrast information.</p> <p>Web Diagram to explain, depict, interpret, and/or generalize information</p> <p>Research & review Think-Pair-Share, Pass-Pass Synthesize to</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through</p>	<p>Website Resources:</p> <p>Hospitality and Tourism: https://oen.pressbooks.pub/fundamentalsofbusiness/chapter/chapter-16-hospitality-tourism/</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/upl</p>

	<p>fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>think about, discuss, and share ideas</p>	<p>writing, speaking, or creating a digital product</p>	<p>oads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Explain the importance of negotiating contracts and working within a budget for a department or an organization.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas</p> <p>Give a presentation Create a poster or illustrative document Create a brochure</p> <p>Create a storyboard or infographic</p> <p>Create a video or audio</p> <p>Create a written essay or paragraph</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Crunching Numbers-Budgeting and Forecasting https://txcte.org/sites/default/files/resources/documents/Lesson%20Plan%20Crunching%20Numbers-%20Budgeting%20and%20Forecasting_0.docx</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Explain the importance of cost control in the hospitality and tourism industry.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit</p>	<p>Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and</p>	<p>Website Resources: Crunching Numbers-Budgeting and Forecasting</p>

	<p>slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Give a presentation</p> <p>Create a poster or illustrative document</p> <p>Create a brochure</p> <p>Create a storyboard or infographic</p> <p>Create a video or audio</p> <p>Create a written essay or paragraph</p> <p>Resource: Business Finances in Hospitality and Tourism</p> <p>https://www.txcte.org/resource/lesson-plan-business-finances-hospitality-and-tourism</p>	<p>research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>https://txcte.org/sites/default/files/resources/documents/Lesson%20Plan%20Crunching%20Numbers-%20Budgeting%20and%20Forecasting_0.docx</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Identify the tax responsibilities managed by hospitality and tourism leaders.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p>	<p>Article Review with Graphic Organizer</p> <p>Create a Venn Diagram to compare and contrast information.</p> <p>Web Diagram to explain, depict, interpret, and/or generalize information</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources:</p> <p>Business Finances in Hospitality and Tourism https://www.txcte.org/resource/lesson-plan-business-finances-hospitality-and-tourism</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics</p>

	Visual display & Presentations Written Essays/Reports			http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm
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Key Vocabulary

marketing plan, sales, promotion, marketing concept, sales promotion, advertising, public relations, 5 p's of the marketing mix, four c's of communication, marketing plan, budget, marketing budget, niche market, convention and visitors bureaus (CVBS), business/corporate traveler, leisure traveler, all inclusive package, priority boarding, amenities, priority check-in, business class, professionalism, multitasking, positivity, empathy, problem-solving, flexibility, teamwork, adaptability, integrity, delegation, autocratic leadership, transformational leadership, servant leadership, democratic leadership, laissez-faire leadership, individual development plan (IDP), cost-effective, competitive, productivity, profitability, seasonality, negotiation, contract, budgeting, cost control, variable cost, fixed cost, lodging taxes, occupancy taxes

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Guest speakers, Advisory board participation, Job shadowing, Career Exploration Activities, Career Expo/Career Day Participation (ex: Alabama Works-World of Works), Simulated Workplace, CTE Month Participation, Informational Interviews, Service Learning/Volunteering, Business Tours/Field Trips, Career Mentors, Additional resources/ideas for Work-Based Learning Integration:
<http://www.wintac.org/topic-areas/pre-employment-transition-services/overview/work-based-learning-experiences>

CTSO Connection:

Students will prepare for [FBLA](#) or [DECA](#) competitive events associated with public speaking, communication and work ethics.
Students will present a work ethics presentation to another group (i.e. middle school, faculty meeting, civic organization, etc.)
CTSO Membership Drive

Certification/Credential Connection:

IC3 Global Standard 6 (or higher) or Microsoft Office Specialist/Expert Credentialing

Adobe Certified Associate (ACA) – Photoshop / Dreamweaver / Premier Pro / InDesign / Illustrator, ASK Institute – Concepts of Entrepreneurship and Management / Fundamental Business Concepts, Certiport-Entrepreneurship and Small Business (must hold concentrator status), IC3 Global Standard 6 (or higher), Microsoft Office Expert 2019/365 - Access / Excel / Word, Microsoft Office Specialist 2019/365 (MOS) (Two of the following areas REQUIRED: Excel Associate / Outlook Associate / PowerPoint Associate / Word Associate)

Unit 3 Title: Customer and Human Resource Management

Content Standards

5. Describe the necessity for strong customer service skills and explain the importance of guest services in the hospitality and tourism industry.
 - 5a. Describe skills, traits, and behaviors needed to offer top-quality guest services and build positive relationships with customers and clients.
 - 5b. Demonstrate proper workplace etiquette for listening, speaking, and writing.
 - 5c. Explain how social media are used in tourism and hospitality and the importance of providing timely responses to guests' feedback.
6. Identify and describe the essential functions of human resources in the hospitality and tourism industry.
 - 6a. Explain the importance of recruiting, selecting, training, and retaining high-quality employees in the hospitality and tourism industry.
 - 6b. Deal effectively and ethically with workplace issues.
 - 6c. Demonstrate the ability to use problem-solving, decision-making, and critical thinking strategies when dealing with customer service, co-workers, and vendors.
7. Identify techniques and strategies to build an effective sales team.
 - 7a. Explain the principles and components of supply and demand in relation to the hospitality and tourism industry.
 - 7b. Identify effective sales techniques.
 - 7c. Explain how customers' needs and perceptions of the hospitality and tourism industry affect their choices.
 - 7d. Outline an effective sales presentation, including a feature-benefit analysis and plans for promoting products and services through a variety of channels.
 - 7e. Explain the importance of promoting products and services using publicity, public relations, community events, advertising, and the Internet.

Unpacked Learning Objectives

Students know:

- How to describe customer service skills that lead to increased customer loyalty, customer spending and referrals.
- How to define the term guest services.
- How to describe skills, traits and behaviors needed to offer top quality servicesHow to identify ways businesses are able to build positive relations with customers and clients.
- How to demonstrate proper work etiquette to create a professional and mutually respectful environment that improves communication.
- How to determine ways to leverage social media to create increased brand awareness, promote services and personalize customer service.
- How to explain why minimizing customer response time should be a priority for any business that desires to increase custom loyalty, attract new leads and improve efficiencies throughout a business.
- How to identify essential functions of human resources which include attracting and retaining good workers and placing human resources as a key priority.
- How to describe essential functions of human resources in the hospitality and tourism industry and include: compensation and benefits,

recruiting and staffing, safety and compliance, training and development and talent management.

- How to explain methods used by HR to recruit, select, train and retain high-quality employees.
- How to discuss the importance of recruiting, selecting, training and retaining high quality employers.
- How to discuss methods for resolving workplace issues effectively and ethically.
- How to identify steps to ensure that workplace conflicts are properly addressed so that the organization's growth is not slowed.
- How to identify problem solving strategies
- How to identify decision-making strategies
- How to identify critical thinking strategies.
- How to identify techniques used by effective sales teams.
- How to utilize strategies that lead to effective sales teams.
- How to explain the principle and components of supply and demand.
- How to identify effective sales techniques.
- How to identify factors that impact consumer choices.
- How to explain how customer needs and perceptions affect their choices.
- How to outline an effective sales presentation which includes a feature-benefit analysis and a detailed marketing plan.
- How to explain the importance of promoting products and services.
- How to utilize publicity, public relations, community events advertising and the Internet to promote products and services.

Students are able to:

- Describe excellent customer service.
- Explain the purpose and importance of guests in the hospitality and tourism industry.
- Discuss ways to provide a guest services experience that develops a loyal customer base and improves relations with customers.
- Demonstrate the ability to identify positive skills, traits and behaviors needed to offer top-quality service
- Demonstrate consideration, respect and honesty as pillars of workplace etiquette when listening, speaking and writing.
- Determine that social media feedback provides businesses with authentic reactions to their products and services
- Discuss the essential functions of human resources in the hospitality industry.
- Discuss recruitment and selection methods used to attract suitable applicants from labor pools.
- Discuss methods of training and retaining high quality employees.
- Explain how strategic planning can help in forecasting long and short term staffing needs and assist in the recruitment and retention of employees.
- Identify sources of workplace issues.
- Discuss steps to effectively resolving conflicts.
- Demonstrate the ability to use strategies to resolve workplace issues.
- Define problem solving strategy
- Define decision making strategy.
- Define critical thinking strategy.
- Explain how critical thinking, problem solving and decision making are utilized when interacting with issues related to customers, co-workers and vendors.

- Explain how building an effective sales team creates a foundation for successful organizations by allowing the alignment of sales strategies and goals which allows employees to do their best work.
- Identify the components of supply and demand related to each segment of the hospitality industry: food and beverage, travel and tourism, lodging, recreation.
- Explain how the components are impacted by supply and demand.
- Explain the impact of effective sales techniques on the hospitality and tourism industry.
- Determine the impact of consumer perceptions on the hospitality industry.
- Define feature-benefit analysis
- Define marketing channel.
- Present an outline that includes a feature benefit analysis.
- Discuss the importance of promoting products and services using a variety of channels.

Students understand that:

- Excellent customer service is important in hospitality and tourism because it affects business reviews.
- Customer service includes services performed before, during and after a tour, stay or destination experience.
- Quality service is the heart of the hospitality industry.
- Work etiquette is standard that controls social behavior and expectations in the workplace and can include: body language, behavior, technology use communication.
- Proper work etiquette includes demonstrating standards in communicating orally and in writing.
- Customer feedback is essential to guide and inform a business decision making and can influence innovation and changes to product or services.
- By obtaining positive reviews and encouraging social shares, hospitality brands can leverage social media to build positive brand awareness, increase brand loyalty and display accommodations, activities and services..
- HR plays an essential role in keeping employees happy so they can maintain the excellent reputation of the business and keeps employees happy by ensuring employees behave appropriately and according to company policy.
- Employee satisfaction, growth opportunities and career development are essential functions of supporting hospitality
- The human resource department's main goal is to implement a variety of functions that are designed to attract and maintain an effective work force.
- Utilizing strategies to deal with workplace issues will help to identify sources of possible problems and minimize conflicts by ensuring that employees are equipped to navigate workplace issues effectively.
- In problem-solving the core of decision-making is the careful identification and evaluation of alternative solutions.
- Effective teams must be well trained, passionate, positive, empathetic, display the ability to listen effectively, multitask, think quickly and provide quick solutions.
- Effective sales teams must stay up-to-date with the latest sales trends and technology so that they can actively incorporate them into their jobs.
- Developing effective sales techniques is an ongoing process for employees and the entire organization.
- There are economic advantages that hospitality and tourism brings to communities and tourists as it relates to the value received for each segment in the hospitality industry.

- Identifying and applying effective sales techniques will increase revenue.
- Customer behavior and perceptions are influenced by factors such as personal factors, social factors, situational factors and economic factors.
- Feature benefit analysis explores the features, advantages and benefits of a product or service offering.
- The ability to outline an effective sales presentation that features a feature-benefit analysis and a marketing plan.
- Utilizing a variety of channels to promote products will create public awareness for a brand while building relationships with those affected by the brand.

Unit Driving/Essential Question	<p>How can employees provide guests with superior service?</p> <p>Why are career paths and goals tied to an employee's self-assessment and personal philosophy?</p> <p>How does etiquette relate to the overall workings hospitality industry?</p>
Exemplar High Quality Unit Task	<p>Select a company that represents one aspect of the hospitality and tourism industry to prepare an advertisement based on research in one of the following areas.</p> <p>State the essential elements of several laws barring discrimination in employment.</p> <p>Identify general prohibitions outlined in the Employee Polygraph Protection Act of 1988.</p> <p>Describe the provisions of the Immigration Reform and Control Act of 1986.</p> <p>State the conditions under which tips are not considered wages.</p> <p>List OSHA's major functions.</p>

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Learning Activity Checklist Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts & Activities	Equipment, Technology & Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
<p>Describe the necessity for excellent customer service skills in the hospitality and tourism industry.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas</p> <p>Give a presentation</p> <p>Create a poster or illustrative document</p> <p>Create a brochure</p> <p>Create a storyboard or infographic</p> <p>Create a video or audio</p> <p>Create a written essay or paragraph</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources:</p> <p>Hospitality Service Professional Customer Service https://www.txcte.org/resource/lesson-plan-hospitality-services-professional-customer-service</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Describe skills traits and behaviors needed to offer top-quality guest services</p>	<p>Formative: Observations of student progress-classwork rubric, class</p>	<p>Think-Pair-Share, Pass-Pass Synthesize to</p>	<p>ELA: Locate and use relevant and credible information through a</p>	<p>Website Resources:</p> <p>The Importance of Customer Service Skills</p>

<p>and build positive relationships with customers and clients.</p>	<p>discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>think about, discuss, and share ideas</p> <p>Give a presentation</p> <p>Create a poster or illustrative document</p> <p>Create a brochure</p> <p>Create a storyboard or infographic</p> <p>Create a video or audio</p> <p>Create a written essay or paragraph</p>	<p>variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>https://www.txcte.org/resource/lesson-plan-importance-customer-service-skills</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Demonstrate proper workplace etiquette for listening, speaking and writing.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p>	<p>Role Play</p> <p>Create a storyboard</p> <p>Create an audio or video presentation</p> <p>Create a commercial</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: The Importance of Communication Skills - You Said it! https://www.txcte.org/resource/lesson-plan-importance-communication-skills-you-said-what</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics</p>

	Written Essays/Reports			http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm
<p>Explain social media uses in tourism and hospitality</p> <p>Explain the importance of providing timely responses to guest's feedback on social media.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas</p> <p>Research & review</p> <p>Article with Graphic Organizer</p> <p>Written paragraph summarizations</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources:</p> <p>The Tech-Savvy Traveler https://www.txcte.org/resource/lesson-plan-tech-savvy-traveler</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Identify essential functions of human resources in the hospitality and tourism industry.</p> <p>Describe the essential functions of human resources in the hospitality and tourism industry.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p>	<p>Create a Venn Diagram to compare and contrast information.</p> <p>Web Diagram to explain, depict, interpret, and/or generalize information</p> <p>Create a Table or Graph/Chart (Pie, Column, Line, Bar)</p> <p>(List decisions/choices/options,</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources:</p> <p>Human Resource Management in the HOspitality Industry-A Guide to Best Practice https://www.academia.edu/34810889/HUMAN_RESOURCE_MANAGEMENT_IN_THE_HOSPITALITY_INDUSTRY_A_guide_to_best_practicehttps://www.academia.edu/34810889/HUMAN_RESOURCE_MANAGE</p>

	<p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>pros/cons, evaluation/description</p> <p>Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas</p> <p>Research & review</p> <p>Article with Graphic Organizer</p> <p>Written paragraph summarizations</p>		<p>MENT_IN_THE_HOSPITALITY_INDUSTRY_A_guide_to_best_practice</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Explain the importance of recruiting, selecting, training and retaining high quality employees in the hospitality industry.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Research & review</p> <p>Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources:</p> <p>Human Resource Management in the HOspitality Industry-A Guide to Best Practice https://www.academia.edu/34810889/HUMAN_RESOURCE_MANAGEMENT_IN_THE_HOSPITALITY_INDUSTRY_A_guide_to_best_practice https://www.academia.edu/34810889/HUMAN_RESOURCE_MANAGEMENT_IN_THE_HOSPITALITY_INDUSTRY_A_guide_to_best_practice</p> <p>Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical</p>

				<p>program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Discuss ways to effectively and ethically resolve workplace issues.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p>	<p>Research & review Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p>

	<p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>			<p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Demonstrate the ability to apply problem solving, decision making and critical thinking strategies when resolving issues customers, employees and vendors.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Role Play</p> <p>Create a storyboard</p> <p>Create an audio or video presentation</p> <p>Create a commercial</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Cultural Diversity in the Workplace https://www.txcte.org/resource/lesson-plan-cultural-diversity-workplace</p> <p>Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/upl</p>

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Identify techniques and strategies that lead to effective sales teams.	Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions. Unit project incorporating all learned skills and concepts. Visual display & Presentations Written Essays/Reports	Give a presentation Create a poster or illustrative document Create a brochure Create a storyboard or infographic Create a video or audio Create a written essay or paragraph	ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product	Website Resources: Tourism, Sales and Distribution https://www.txcte.org/resource/lesson-plan-tourism-sales-and-distribution Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf Mr. George's Academics

				http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm
Explain the principles and components of supply and demand as they relate to the hospitality and tourism industry.	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Create a Venn Diagram to compare and contrast information.</p> <p>Create a Table or Graph/Chart (Pie, Column, Line, Bar)</p> <p>(List decisions/choices/options, pros/cons, evaluation/descriptions</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
Identify effective sales techniques and their impact on increasing revenue.	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment,</p>	<p>Define Terms Career Exploration Worksheet/Activity</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world</p>

	<p>listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Create a Venn Diagram to compare and contrast information.</p> <p>Create a Table or Graph/Chart (Pie, Column, Line, Bar)</p> <p>(List decisions/choices/options, pros/cons, evaluation/descriptions</p>	<p>responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base.</p> <p>https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Explain how customers' needs and perception of the hospitality and tourism industry impact their choices.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p>	<p>Create a Venn Diagram to compare and contrast information.</p> <p>Create a Table or Graph/Chart (Pie, Column, Line, Bar)</p> <p>(List decisions/choices/options, pros/cons, evaluation/descriptions</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base.</p> <p>https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p>

	<p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>			<p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Outline an effective sales presentation.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Define Terms Web Diagram to explain, depict, interpret, and/or generalize information Give a presentation Create a video or audio Create a written essay or paragraph</p> <p>Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas</p> <p>Web Diagram to explain, depict, interpret, and/or generalize information</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics</p>

				http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm
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Key Vocabulary

brand loyalty, brand awareness, compensation and benefits, recruiting and staffing, safety and compliance, training and development, talent management, ethics, sales presentation feature-benefit analysis, marketing channel

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Guest speakers, Advisory board participation, Job shadowing, Career Exploration Activities, Career Expo/Career Day Participation (ex: Alabama Works-World of Works), Simulated Workplace, CTE Month Participation, Informational Interviews, Service Learning/Volunteering, Business Tours/Field Trips, Career Mentors, Additional resources/ideas for Work-Based Learning Integration:

<http://www.wintac.org/topic-areas/pre-employment-transition-services/overview/work-based-learning-experiences>

CTSO Connection:

Students will prepare for [FBLA](#) or [DECA](#) competitive events associated with public speaking, communication and work ethics. Students will present a work ethics presentation to another group (i.e. middle school, faculty meeting, civic organization, etc.)
CTSO Membership Drive

Certification/Credential Connection:

IC3 Global Standard 6 (or higher) or Microsoft Office Specialist/Expert Credentialing

Adobe Certified Associate (ACA) – Photoshop / Dreamweaver / Premier Pro / InDesign / Illustrator, ASK Institute – Concepts of Entrepreneurship and Management / Fundamental Business Concepts, Certiport-Entrepreneurship and Small Business (must hold concentrator status), IC3 Global Standard 6 (or higher), Microsoft Office Expert 2019/365 - Access / Excel / Word, Microsoft Office Specialist 2019/365 (MOS) (Two of the following areas REQUIRED: Excel Associate / Outlook Associate / PowerPoint Associate / Word Associate)

Unit 4 Title: Legal Issues

Content Standards

8. Identify laws and regulations that affect the hospitality and tourism industry.
 - 8a. Identify the employment laws that impact the hospitality and tourism industry, and describe the role of human resources managers in applying these laws.
 - 8b. Discuss state and federal labor laws regulating the workplace.
 - 8c. Summarize OSHA requirements that apply to hospitality and tourism settings.

Unpacked Learning Objectives

Students know:

- How to identify laws and regulations that affect the hospitality and tourism industry.
- How to describe the roles and responsibilities of HR managers in applying laws and regulations.
- How to research laws that pertain to the workplace.
- How to list and explain state and federal labor laws
- How to research OSHA requirements that apply to hospitality and tourism settings.

Students are able to:

- Identify laws that impact the hospitality and tourism industry.
- Produce a presentation that describes the role and responsibilities of human resource managers.
- Discuss state and federal labor laws which regulate the workplace.
- Discuss OSHA requirements that apply to hospitality and tourism settings.

Students understand that:

- Students will understand that knowledge of hospitality regulations protects a businesses reputation and keeps the company in compliance.
- Students will understand that tourism related laws are enacted to protect tourists, control borders, ensure quality of services, protect the environment and to conserve historical sites and monuments.
- Human resource managers are tasked with maintaining a working knowledge of the laws surrounding employment as well as communicating the meaning of these laws to employers and employees alike.
- There are federal and state laws that regulate hiring, wages, hours and salary, discrimination, harassment, employee benefits, paid time off, job applicant and employee testing, privacy and other important workplace and employee righthts.
- OSHA's role is to assure the safety and health of America's working men and women by setting and enforcing standards, providing training, outreach and education,establishing partnerships and encouraging continual process improvement in workplace safety and health.

Unit Driving/Essential Question	What is a business' responsibility to know, abide by, and enforce laws and regulations that impact business operations, transactions and customer interactions?
Exemplar High Quality Unit Task	<p>Identify which employers are subject to the Family and Medical Leave Act (FMLA), and which employees are eligible for leave and related benefits under the Act.</p> <p>Describe the hotel's obligation to protect its guests.</p> <p>Identify the steps a hotel must take to limit its liability for loss of guest valuables.</p> <p>Describe the procedures a hotel must follow if a guest dies while at the hotel.</p>

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Learning Activity Checklist Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts & Activities	Equipment, Technology & Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
<p>Identify laws and regulations that affect the hospitality and tourism industry.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Provide a graphic organizer to introduce unit vocabulary and driving/essential questions to students.</p> <p>Students will define terms</p> <p>Lesson Resources: Food Services Laws and Regulations https://www.txcte.org/resource/lesson-plan-food-service-laws-and-regulations</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Teach DECA Resources: https://teachdeca.org/wp-content/uploads/2020/05/Teach_DECA_Business_Law_Lesson_Plan.pdf</p> <p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website:</p>

				https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm
<p>Identify laws that impact the hospitality and tourism industry.</p> <p>Describe the role of human resource managers in applying the laws.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Define Terms</p> <p>Create a Venn Diagram to compare and contrast information.</p> <p>Create a Table or Graph/Chart (Pie, Column, Line, Bar)</p> <p>(List decisions/choices/options, pros/cons, evaluation/descriptions</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources:</p> <p>Marketing 101: A Guide to Winning Customers</p> <p>This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base.</p> <p>https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website:</p> <p>https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>

<p>Discuss state and federal labor laws regulating the workplace.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Worksheets</p> <p>Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas</p> <p>Web Diagram to explain, depict, interpret, and/or generalize information</p> <p>Web Diagram to explain, depict, interpret, and/or generalize information</p> <p>Give a presentation</p> <p>Create a video or audio</p> <p>Create a written essay or paragraph</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Discuss OSHA requirements that apply to hospitality and tourism settings.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p>	<p>Worksheets</p> <p>Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who</p>

	<p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Web Diagram to explain, depict, interpret, and/or generalize information</p> <p>Web Diagram to explain, depict, interpret, and/or generalize information</p> <p>Give a presentation</p> <p>Create a video or audio</p> <p>Create a written essay or paragraph</p>	<p>sources of information when answering through writing, speaking, or creating a digital product</p>	<p>are interested in reaching a broader customer base.</p> <p>https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website:</p> <p>https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics</p> <p>http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
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Key Vocabulary

EEOC (Equal Employment Opportunity Commission), ADA (American Disabilities Act), FMLA (Family Medical Leave Act), OSHA (Occupational Safety and Health Administration), FLSA (Fair Labor Standards Act)

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

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Unit 5 Title: Ethical Issues and Trends

Content Standards

9. Research and share information on current and emerging trends in the hospitality and tourism industry.
 - 9a. Analyze tourism challenges at the local, state, and national levels.
 - 9b. Identify marketing trends that may influence marketing practices in the hospitality and tourism industry.
 - 9c. Cite marketing challenges and identify ways to respond to their potential occurrence.
 - 9d. Identify new tourism markets and trends that are developing around the world.

10. Research and share information on ethical and global issues in the hospitality and tourism industry.
 - 10a. Describe how managers can lead employees to meet the needs of global guest audiences.
 - 10b. Explain the concept of social responsibility, and describe examples of how hospitality and tourism companies are including corporate social responsibility initiatives in their organizations.
 - 10c. List issues related to personal and business ethics.

11. Demonstrate an understanding of current conservation and sustainable practices in the hospitality and tourism industry.
 - 11a. Describe the benefits of sustainable practices and the role hospitality and tourism managers play in implementing them.
 - 11b. Identify green practices that can be initiated and implemented by the front of the house staff.
 - 11c. Explain the benefits of using sustainable building materials.
 - 11d. Identify ways the facilities management team can reduce a property's carbon footprint.

Unpacked Learning Objectives

Students know:

- How to research and share information related to current and emerging trends in the hospitality and tourism industry.
- How to analyze challenges to tourism at the local, state and national levels.
- How to identify marketing trends that influence marketing practices in the hospitality and tourism industry.
- How to cite marketing challenges.
- How to identify ways to respond to the occurrence of marketing challenges.
- How to identify new and developing international tourism markets.
- How to research and share information on ethical and global issues in the hospitality and tourism industry.
- How to describe how managers can meet the needs of global guest audiences.
- How to recognize and evaluate company policies that promote social responsibility.
- How to determine issues related to personal and business ethics.
- How to demonstrate an understanding of current conservation and sustainable practices in the hospitality and tourism industry.
- How to describe the benefits of sustainability practices in the hospitality and tourism field.

- How to determine ways managers can implement strategies that promote sustainability.
- How to identify green practices that can be implemented by the front of the house staff.
- How to explain the benefits of using sustainable building materials

Students are able to:

- Analyze current and emerging trends in the hospitality and tourism industry.
- Discuss current and emerging trends in the hospitality and tourism industry.
- Analyze tourism challenges at the local, state and national levels.
- Discuss marketing trends that influence marketing practices in the hospitality and tourism industry.
- Identify ways to respond to the occurrence of marketing challenges.
- Determine the existence of developing trends that influence new tourism markets.
- Research and share information on global and ethical issues.
- Explain ways that employees can meet the needs of global guest audiences.
- Explain the concept of social responsibility
- Discuss examples of how hospitality and tourism companies are utilizing social responsibility initiatives within their organizations.
- List issues related to personal and business ethics.
- Explain the differences between conservation and sustainability.
- Explain methods and practices employed by the hospitality and tourism industry to promote conservation and sustainability.
- Describe the benefits of sustainability practices in the hospitality and tourism industry and how management can promote these practices.
- List various green practices that can be implemented by front of the house staff.
- Discuss the benefits of using sustainable building materials.
- Define carbon footprint
- Evaluate the benefits of reducing a property's carbon footprint. Evaluate security issues faced by hospitality and

Students understand that:

- Challenges confronting the tourism industry include human resources, taxation, travel marketing, infrastructure issues, and security cross border regulations.
- Marketing practices utilized in the hospitality and tourism industry are influenced by trends.
- There are a variety of ways to respond to marketing challenges.
- The purpose behind tourism markets is to promote businesses to make them stand out from rivals, to attract customers and generate brand awareness.
- The number of tourists in the world is increasing and new segments are emerging and their flows are shifting.
- Ethical issues arise in four main areas: the supply chain, the local community (in the tourism destination), the work place, and customers).
- Needs of global guest audience and how guest services employees and managers can address these needs.
- Implementing socially responsible practices into a business because most businesses work in the heart of culture giving tours, providing accommodations and showing guests historical sights.
- Personal ethics refers to the ethics that a person identifies with in respect to people and situations that they deal with in everyday life.
- Business ethics refer to the ethics that a person must adhere to in respect of their interactions and business dealings in their professional

life.

- Conservation is the act of preserving, guarding or the safekeeping of a thing while sustainability is simply the ability to sustain something.
- Implementing sustainability practices improves the quality of life, protects the ecosystem and preserves natural resources for future generations.
- Green practices are performed to reduce a businesses impact on the environment by implementing various green practices including: recycling, adding vegan options, reducing food waste, finding alternative energy sources, and improving inventory management.
- Sustainable building materials are a way to increase energy and resource efficiency.
- Management can make a major impact on reducing carbon footprint by employing a variety of methods including: recycling, using recycled resources, and using sustainable suppliers to ensure that equipment is working efficiently and is maintained.

Unit Driving/Essential Question	Why is it important to demonstrate the ability to make ethical and professional decisions in the workplace?
Exemplar High Quality Unit Task	Create a skit depicting professional work ethics and decision making.

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Learning Activity Checklist Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts & Activities	Equipment, Technology & Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
<p>Research and share information on current and emerging trends in the hospitality and tourism industry.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Research & review Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas</p> <p>Use Word, PPT, Adobe, Canva, or a free development software</p> <p>Give a presentation to present website to class</p> <p>Create a written report or paragraph</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p>

				Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm
Analyze challenges at the state and local level that impact the hospitality and tourism industry.	Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions. Unit project incorporating all learned skills and concepts. Visual display & Presentations Written Essays/Reports	Create a Venn Diagram to compare and contrast information. Web Diagram to explain, depict, interpret, and/or generalize information	ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product	Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm
Identify marketing trends that may influence marketing practice in the hospitality and tourism industry.	Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews,	Create a Venn Diagram to compare and contrast information.	ELA: Locate and use relevant and credible information through a variety of search tools and research strategies;	Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical

	<p>self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Web Diagram to explain, depict, interpret, and/or generalize information</p>	<p>present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Cite marketing challenges and identify ways to respond to their potential occurrence.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p>	<p>Give a presentation</p> <p>Create a poster or illustrative document</p> <p>Create a brochure</p> <p>Create a storyboard or infographic</p> <p>Create a video or audio</p> <p>Create a written essay or paragraph</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p>

	<p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>			<p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Identify new international tourism markets that are developing.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Create a Venn Diagram to compare and contrast information.</p> <p>Web Diagram to explain, depict, interpret, and/or generalize information</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics</p>

				http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm
Research and share information related to ethical and global issues in the hospitality and tourism industry.	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Article Review using Graphic Organizers</p> <p>Worksheets</p> <p>Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas.</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
Describe how managers and employees can serve the needs of international guests.	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment,</p>	<p>Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas</p> <p>Give a presentation</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world</p>

	<p>listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Create a poster or illustrative document</p> <p>Create a brochure</p> <p>Create a storyboard or infographic</p> <p>Create a video or audio</p> <p>Create a written essay or paragraph</p>	<p>responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Explain the concept of social responsibility.</p> <p>Describe examples of corporate responsibility demonstrated in hospitality and tourism organizations.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p>	<p>Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas</p> <p>Give a presentation</p> <p>Create a poster or illustrative document</p> <p>Create a brochure</p> <p>Create a storyboard or infographic</p> <p>Create a video or audio</p> <p>Create a written essay or paragraph</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p>

	<p>Visual display & Presentations</p> <p>Written Essays/Reports</p>			<p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>List issues related to personal and business ethics.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Create a Venn Diagram to compare and contrast information.</p> <p>Create a Table or Graph/Chart (Pie, Column, Line, Bar)</p> <p>(List decisions/choices/options, pros/cons</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics</p>

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Demonstrate an understanding of current conservation and sustainable practices in the hospitality and tourism industry.	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>		<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
Describe the benefits of sustainable practices and the role hospitality and tourism managers play in implementing them.	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment,</p>	<p>Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas</p> <p>Give a presentation</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world</p>

	<p>listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Create a poster or illustrative document</p> <p>Create a brochure</p> <p>Create a storyboard or infographic</p> <p>Create a video or audio</p> <p>Create a written essay or paragraph</p>	<p>responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base.</p> <p>https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Identify green practices that can be initiated and implemented by the front of the house staff.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p>	<p>Give a presentation</p> <p>Create a poster or illustrative document</p> <p>Create a brochure</p> <p>Create a storyboard or infographic</p> <p>Create a video or audio</p> <p>Create a written essay or paragraph</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base.</p> <p>https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p>

	<p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>			<p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Explain the benefits of using sustainable building materials.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Create a Venn Diagram to compare and contrast information.</p> <p>Create a Table or Graph/Chart (Pie, Column, Line, Bar)</p> <p>(List decisions/choices/options, pros/cons, evaluation/descriptions</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics</p>

				http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm
Identify ways the facilities management team can reduce a property's carbon footprint.	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Give a presentation</p> <p>Create a poster or illustrative document</p> <p>Create a brochure</p> <p>Create a storyboard or infographic</p> <p>Create a video or audio</p> <p>Create a written essay or paragraph</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>

Key Vocabulary

adventure tourism, ecotourism, indigeouneous tourism, MICE (Meetings, Incentives, Conferences and Exhibitions), global guest audience, social responsibility, theft, pilfering, unauthorize discounting, conservation and sustainability practices, front of the house staff, green practices, sustainable building materials, carbon footprint

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Guest speakers, Advisory board participation, Job shadowing, Career Exploration Activities, Career Expo/Career Day Participation (ex: Alabama Works-World of Works), Simulated Workplace, CTE Month Participation, Informational Interviews, Service Learning/Volunteering, Business Tours/Field Trips, Career Mentors, Additional resources/ideas for Work-Based Learning Integration:

<http://www.wintac.org/topic-areas/pre-employment-transition-services/overview/work-based-learning-experiences>

CTSO Connection:

Students will prepare for [FBLA](#) or [DECA](#) competitive events associated with public speaking, communication and work ethics. Students will present a work ethics presentation to another group (i.e. middle school, faculty meeting, civic organization, etc.)
CTSO Membership Drive

Certification/Credential Connection:

IC3 Global Standard 6 (or higher) or Microsoft Office Specialist/Expert Credentialing

Adobe Certified Associate (ACA) – Photoshop / Dreamweaver / Premier Pro / InDesign / Illustrator, ASK Institute – Concepts of Entrepreneurship and Management / Fundamental Business Concepts, Certiport-Entrepreneurship and Small Business (must hold concentrator status), IC3 Global Standard 6 (or higher), Microsoft Office Expert 2019/365 - Access / Excel / Word, Microsoft Office Specialist 2019/365 (MOS) (Two of the following areas REQUIRED: Excel Associate / Outlook Associate / PowerPoint Associate / Word Associate)

Unit 6 Title: Technology

Content Standards

12. Summarize the value and uses of technology for hospitality and tourism marketing.
 - 12a. Research trends in the use of computers and software for travel reservations.
 - 12b. Evaluate security issues faced by hospitality and tourism professionals.
 - 12c. Contrast the value-added services offered by a travel consultant with those provided by an online travel agency (OTA).
 - 12d. Compare and contrast the use of various social media channels in the hospitality and tourism industry, examining the culture, purpose, and target audience of each.

Unpacked Learning Objectives

Students know:

- How to summarize the value and uses of technology for hospitality and tourism marketing.
- How to research trends in the use of computers and software for travel reservations.
- How to evaluate security issues faced by hospitality and tourism professionalism.
- How to contrast the value-added services offered by a travel consultant with those provided by an online travel agency.
- How to compare and contrast the use of various social media channels in the hospitality and tourism industry.

Students are able to:

- Define carbon footprint
- Evaluate the benefits of reducing a property's carbon footprint. Evaluate security issues faced by hospitality and
- Discuss the value and uses of technology for hospitality and tourism marketing.
- Research trends in technology used to provide travel reservations.
- Analyze security issues faced by hospitality and tourism professionals.
- Define value-added services
- Differentiate the difference between services provided by a travel consultant and an online travel agency.
- Compare and contrast the use of various social media tools to locate and identify marketing strategies that target specific audiences.

Students understand that:

- Technology is a valuable resource for marketing in the hospitality and tourism market.
- Emerging trends in travel reservation seek to address the needs of a growing customer base who desire efficient means of booking travel reservations.
- Safety and security is vital especially for housekeeping and engineering departments in the hospitality industry because both departments compromise working physically and use of equipment which would increase the risks of accidents and injury.
- Travel agents hire individuals to work with people to schedule trips and online travel agencies allow individuals to use services just by

- entering information into a website to plan a trip.
- How to compare and contrast the use of social media channels to determine information about an identified target audience.

Unit Driving/Essential Question	What are the issues and concerns of information technology in the hospitality industry?
Exemplar High Quality Unit Task	Students should develop a technology purchase presentation that compares current and future technology needs in the Hospitality Industry to those utilized twenty years ago. Students may write a reflection as to how they could improve technology for a company that represents a segment of the hospitality and tourism industry.

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Learning Activity Checklist Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts & Activities	Equipment, Technology & Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
<p>Summarize the values and uses of technology for hospitality and tourism marketing.</p>	<p>Formative: Journal Entries:</p> <ul style="list-style-type: none"> • I enjoy using technology because ... • Technology is ... • The hospitality and tourism industry values technology because ... <p>Writing Strategy: RAFT (Role/Audience/Format/Topic) writing strategy:</p> <ul style="list-style-type: none"> • Role – IT person • Audience – corporate office • Format – pamphlet • Topic – new technology guide <p>A new technology program is being implemented and you have to write a simple</p>	<p>Divide the class into subgroups of four.</p> <p>Explain to the class that technology has made many advances in the last 10 years.</p> <p>Distribute the handout The ABC's of Technology and instruct the groups to generate a list of technology equipment or programs they are familiar with. Allow students 10 minutes for this activity.</p> <p>Ask the following questions:</p> <p>Did anyone complete all 26 letters?</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Infographic:</p> <p>Adding Technology to the Menu: There is no doubt that technology is changing how restaurant personnel and guests interact with each other. Because of this, the National Restaurant Association has created an infographic to show what the future may hold when it comes to ordering and payment options, apps, and social media.</p> <p>http://www.restaurant.org/Restaurant/media/Restauran</p>

	<p>guide for management to be able to understand.</p> <p>Teacher Observation of student progress Class Discussions Assignment Rubrics</p> <p>Summative: Quizzes Chapter/Unit Assessment</p>	<p>Are you familiar with all of the technology listed?</p> <p>What technology equipment have you used?</p> <p>What do you think technology will look like in 10 years? 20 years?</p> <p>Divide the class into subgroups of two.</p> <p>Read the following scenario to the class.</p> <p>Technology in the hospitality and tourism industry has improved with the Internet. Customers for airlines, amusement parks, car rentals, hotels, recreation sites, restaurants and other hospitality venues can now review the company websites on computers, tablets, and mobile phones before purchasing items.</p> <p>You have been chosen to participate as a “secret shopper” to evaluate three company websites from venues in your city/town. What will you look for in a website?</p> <p>Distribute the handout Hospitality and Tourism</p>	<p>t/News%20photos/NRA-Infographic.jpg</p> <p>TEDx Talk:</p> <p>Pattie Maes + Pranav Mistry: Meet the SixthSense interaction This demo from Pattie Maes’ lab at MIT, spearheaded by Pranav Mistry, was the buzz of TED. It’s a wearable device with a projector that paves the way for profound interaction with our environment. Imagine “Minority Report” and then some.</p> <p>http://www.ted.com/talks/pattie_maes_demos_the_sixth_sense</p> <p>Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base.</p> <p>https://www.sba.gov/tools/sba-learning-center/training/</p>
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		<p>Website Information Evaluation.</p> <p>Instruct the students to evaluate three local hospitality and tourism websites from the Career Cluster Programs of Study using computers, tablets, or smartphones.</p> <p>Options: #1. If computers, tablets, or smartphones are not available for use in your classroom, this handout may be assigned to be completed at home.</p> <p>#2. Connect the computer or tablet to a projector and complete the assignment as a class.</p> <p>Other articles pertaining to this lesson that students may read include:</p> <p>Hotel Management Information System Management information systems represent the approach a company takes to gather information used to make business decisions.</p> <p>http://www.ehow.com/facts_7258540_hotel-managem</p>		<p>marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
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		<p>ent-information-system.htm !</p> <p>How Do POS Systems Work? Point-of-sale systems save you time by capturing real-time data on purchase transactions and providing estimates of market share and product sales.</p> <p>http://www.ehow.com/how-does_4922753_pos-systems-work.html</p> <p>Information Technology for Hotel & Restaurant Management Information technology streamlines nearly every aspect of operations in the hospitality industry, from managing hotel reservations to facilitating communication between restaurant servers and chefs in the kitchen.</p> <p>http://www.ehow.com/facts_6976315_information-technology-hotel-restaurant-management.html</p> <p>The Advantages & Disadvantages of Point of Sale System</p>		
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		<p>You can choose a traditional cash register, which keeps track of the money your business has taken in each day, or a point of sale system that provides a number of additional features as well.</p> <p>http://www.ehow.com/info/11369852_advantages-disadvantages-point-sale-system.html</p>		
<p>Research trends in the use of computers and software for travel reservations.</p>	<p>Formative: One-Minute Reflective Journal</p> <p>Teacher Observation of student progress Class Discussions Assignment Rubrics</p> <p>Summative: Quizzes Chapter/Unit Assessment</p>	<p>Allow students to perform research on the use of computers and software used for travel reservations.</p> <p>Assign students 90 Second Speech Topics: Three things that the property management system in hotels can do are ...</p> <p>The two main features of a point of sales systems are ...</p> <p>Other Essential Lesson Components Students may compare the document Current and Future Technology Use in the Hospitality Industry written in 2008 to current</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base.</p> <p>https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics</p>

		<p>trends in the industry used today.</p> <p>Students may write a reflection as to how they could improve technology in the hospitality and tourism industry.</p> <p>Invite a manager from the hospitality industry to speak to the class about how technology is used in their venues.</p>		http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm
<p>Evaluate security issues faced by hospitality and tourism professionals.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Create a Venn Diagram to compare and contrast information.</p> <p>Web Diagram to explain, depict, interpret, and/or generalize information</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Safety and Sanitation Guidelines for Hospitality and tourism https://www.txcte.org/resource/lesson-plan-safety-and-sanitation-guidelines-hospitality-and-tourism</p> <p>Tourism Lessons https://www.familyconsumersciences.com/2012/02/tourism-lessons/</p> <p>Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who</p>

				<p>are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers</p> <p>Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf</p> <p>Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm</p>
<p>Contrast the value-added services offered by a travel consultant with those provided with an online travel agency.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p>	<p>View Video: Travel Agents vs. Booking Online https://www.youtube.com/watch?v=6IK_0zZYWMQ</p> <p>Define Terms</p> <p>Textbook/Worksheet</p> <p>Article Review with graphic organizer</p> <p>Create a Venn Diagram to compare and contrast information.</p> <p>Web Diagram to explain, depict, interpret, and/or generalize information</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Introduction to Tourism and Hospitality in BC: Travel Services https://opentextbc.ca/introtourism/chapter/chapter-7-travel-services/</p> <p>Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base.</p>

	Written Essays/Reports			https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/let%e2%80%99s-play-a-game.pdf Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm
<p>Compare and contrast the use of various social media channels in the hospitality and tourism industry. Examine the culture, purpose and target audience of each.</p>	<p>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games</p> <p>Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</p> <p>Unit project incorporating all learned skills and concepts.</p> <p>Visual display & Presentations</p> <p>Written Essays/Reports</p>	<p>Define Terms</p> <p>Textbook/Worksheet</p> <p>Article Review with graphic organizer</p> <p>Create a Venn Diagram to compare and contrast information.</p> <p>Web Diagram to explain, depict, interpret, and/or generalize information</p>	<p>ELA: Locate and use relevant and credible information through a variety of search tools and research strategies; present clear, coherent responses on intended audience and purpose; synthesize multiple sources of information when answering through writing, speaking, or creating a digital product</p>	<p>Website Resources: Marketing 101: A Guide to Winning Customers This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base. https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers Wharton Global Youth Program Website: https://globalyouth.wharton.upenn.edu/wp-content/upl </p>

				oads/lesson_plans/let%e2%80%99s-play-a-game.pdf Mr. George's Academics http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm
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Key Vocabulary

value-added services, travel consultant, online travel agency

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Guest speakers, Advisory board participation, Job shadowing, Career Exploration Activities, Career Expo/Career Day Participation (ex: Alabama Works-World of Works), Simulated Workplace, CTE Month Participation, Informational Interviews, Service Learning/Volunteering, Business Tours/Field Trips, Career Mentors

Additional resources/ideas for Work-Based Learning Integration:

<http://www.wintac.org/topic-areas/pre-employment-transition-services/overview/work-based-learning-experiences>

CTSO Connection:

Students will prepare for [FBLA](#) or [DECA](#) competitive events associated with public speaking, communication and work ethics. Students will present a work ethics presentation to another group (i.e. middle school, faculty meeting, civic organization, etc.)
CTSO Membership Drive

Certification/Credential Connection:

IC3 Global Standard 6 (or higher) or Microsoft Office Specialist/Expert Credentialing

Adobe Certified Associate (ACA) – Photoshop / Dreamweaver / Premier Pro / InDesign / Illustrator, ASK Institute – Concepts of Entrepreneurship and Management / Fundamental Business Concepts, Certiport-Entrepreneurship and Small Business (must hold concentrator status), IC3 Global Standard 6 (or higher), Microsoft Office Expert 2019/365 - Access / Excel / Word, Microsoft Office Specialist 2019/365 (MOS) (Two of the following areas REQUIRED: Excel Associate / Outlook Associate / PowerPoint Associate / Word Associate)