Hospitality and Tourism

COURSE DESCRIPTION

Hospitality and Tourism: Traveling the Globe

With greater disposable income and more opportunities for business travel, people are traversing the globe in growing numbers. As a result, hospitality and tourism is one of the fastest growing industries in the world. This course will introduce students to the hospitality and tourism industry, including hotel and restaurant management, cruise ships, spas, resorts, theme parks, and other areas. Student will learn about key hospitality issues, the development and management of tourist locations, event planning, marketing, and environmental issues related to leisure and travel. The course also examines some current and future trends in the field.

COURSE METHODOLOGY

- This is an inquiry-based course. Students will generate knowledge through online readings, asynchronous discussions with students and their instructor, interactions with online tutorials, and online and hands-on simulations.

- The instructor will act as a guide, a facilitator, an events planner, and a resource advisor. He/she will always be available through course message.

- The student must actively construct and acquire knowledge by being intrinsically motivated to succeed. To succeed, students must participate and complete all readings and activities. This course requires the student's active participation.

- Both formal and informal assessment methods will be used in the course. Informal assessment will include an evaluation of the quality and timeliness of participation in class activities. Formal assessment may include multiple-choice quizzes, tests, discussion board participation, and written assignments. A final exam will be given at the end of the course.

COURSE PARTICIPATION OBJECTIVES

This course for which you are registered is a college preparatory, academically rigorous course that covers an entire semester's worth of material. As such, it is important that you adhere to the following guidelines as you manage your time and commit to successfully completing all required coursework:

1. The requirements for this course are equivalent to completion of minimum of 90+ hours of class instruction at a traditional on-site high school

2. Assignments must be submitted for each unit as they are completed so that the teacher may review and assess your performance. Do not hold your work, you must submit each unit's homework as it is completed, demonstrating weekly assignment completions

3. You must log in regularly to your course to demonstrate continued participation, and completion of all course requirements, including assignments, assessments and discussion forums

4. You must complete your individual work and any incident of suspected cheating, plagiarism or collaboration on assignments violates the academic integrity expectations outlined at the time of your enrollment and can result in failure of the course or further action as deemed appropriate

Citizenship

Students are expected to conduct themselves in a responsible manner that reflects sound ethics, honor, and good citizenship. It is the student's responsibility to maintain academic honesty and integrity and to manifest their commitment to the goals of NUVHS through their conduct and behavior. Students are expected to abide by all NUVHS policies and regulations. Any form of academic dishonesty, or inappropriate conduct by students or applicants may result in penalties ranging from warning to dismissal, as deemed appropriate by NUVHS.

Communication

Throughout this course students will need to be in close contact with their instructor and fellow students. Students are expected to communicate via course message and electronic discussion boards. Therefore, students should plan on checking their course messages at least three times a week and participate in the discussion boards during the weeks they are live.

Instructors strongly encourage and welcome open communication. Clear, consistent, and proactive communication will ensure a successful experience in this course. It is the student's responsibility to notify the instructor immediately if and when a personal situation occurs that affects his/her performance in this class. Being proactive with communication will result in a quick solution to any problems that may occur.

COURSE OUTLINE

Unit 1 – Introduction to Hospitality and Tourism

Do you like meeting new people? Do you find it enjoyable to help people? Do you like to travel and see different parts of the world? If so, you may be interested in a career in the hospitality and tourism industry. This unit will introduce the industry and the various types of businesses within it. We'll learn more about the development and history of the hospitality and tourism industry, and we'll also discuss some of the current trends affecting it today.

Learning Objectives

- Define the parameters and characteristics of the hospitality and tourism industry.
- Examine the areas of business that make up the hospitality and tourism industry.
- Trace the development of the hospitality and tourism industry.
- Discuss the importance of service in the industry.
- Identify and discuss several current trends affecting the hospitality and tourism industry.

Activities

Unit 1 Text Questions	Homework	10 points
Unit 1 Online Lab Questions	Homework	10 points
Unit 1 Discussion 1	Discussion	5 points
Unit 1 Discussion 2	Discussion	5 points
Unit 1 Quiz	Quiz	15 points

Unit 2: Careers in the Hospitality and Tourism Field

Do you think you'd like to work in the hospitality and tourism industry? In this unit, we will examine some of the career areas available to people. We'll learn more about career paths and what these typically look like in hospitality and tourism businesses. We'll also discuss some of the characteristics that employers look for in employees and discuss some tips that people can use to obtain careers in hospitality- or tourism-related fields.

Learning Objectives

- Define career paths and discuss how these affect the hospitality industry.
- Discuss the personal characteristics required in hospitality industry employees.
- Identify and discuss some of the career options in the hospitality and tourism industry.
- Examine the advantages and disadvantages of working in the hospitality industry.
- Discuss job benefit mixes and their role in the hospitality industry.

Activities

Unit 2 Text Questions	Homework	10 points
Unit 2 Online Lab Questions	Homework	10 points
Unit 2 Discussion 1	Discussion	5 points
Unit 2 Discussion 2	Discussion	5 points
Unit 2 Quiz	Quiz	15 points

Unit 3: Hotels

Lodging is one of the earliest-known sectors of the hospitality and tourism industry. From ancient societies to modern times, people have needed places to stay and sleep when they are away from home. In this unit, we will explore the hotel sector of the hospitality and tourism industry, and we'll learn about some of the different types of lodging. We'll also discuss some of the common departments in hotels and what these departments are responsible for in the hotel's operation. Finally, we'll discuss room counts and the practice of overbooking rooms.

Learning Objectives

- Describe different types of hotels.
- Examine how most hotels are organized in terms of staff members.
- Discuss the tasks and responsibilities of departments such as housekeeping, security, and the front office.
- Explore how room counts are generated and why they are used.
- Discuss the practice of overbooking and its possible consequences.

Activities

Unit 3 Text Questions	Homework	10 points
Unit 3 Online Lab Questions	Homework	10 points
Unit 3 Discussion 1	Discussion	5 points
Unit 3 Discussion 2	Discussion	5 points
Unit 3 Quiz	Quiz	15 points

Unit 4: Restaurants and Food Service

Convenience has become a hallmark of the modern world. Nowhere is this truer in the hospitality industry than with restaurants and other food service businesses. More than ever, people are eating outside their homes, whether this involves a short trip to a restaurant down the street or as part of a longer trip outside of someone's local area. In this unit, we will examine the restaurant and food services sector of the hospitality and tourism industry. We will discuss some of the different types of restaurants, examine the front and back of the house, and investigate how restaurants differ from managed services.

Learning Objectives

- Describe different types of food-related businesses.
- Define and understand the front of the house versus the back of the house.
- Discuss the functions of the front and back of the house.
- Examine the importance of menus in the operation of a restaurant.
- Consider how managed services differ from restaurants.

Activities

Unit 4 Text Questions	Homework	10 points
Unit 4 Online Lab Questions	Homework	10 points
Unit 4 Discussion 1	Discussion	5 points
Unit 4 Discussion 2	Discussion	5 points
Unit 4 Quiz	Quiz	15 points

Unit 4: Restaurants and Food Service (Continued)

Midterm Exam Objectives

- Review information acquired and mastered from this course up to this point.
- Take a course exam based on material from the first four units in this course (Note: You will be able to open this exam only one time.)

Midterm Exam Activities

Midterm Discussion	Discussion	5 points
Midterm Exam	Exam	50 points

Unit 5: Travel Planning

Since ancient times, people have been interested in seeing the world around them. Although our methods for travel have changed dramatically since then, many people still travel far away from their homes to see new places and experience different cultures. In this unit, we will examine some of the aspects of tourism and travel planning that make up this area of the hospitality and tourism industry. We will consider some of the factors that influence travel and the impact that travel can have on everyday life. We'll also examine career options in the area of tourism and how these career positions are changing in today's world.

Learning Objectives

- Define tourism and identify the different aspects of tourism.
- Discuss the impact of tourism.
- Examine some of the factors that influence tourism.
- Discuss ecotourism and its place in the tourism industry.
- Evaluate some of the different career positions in tourism promotion.

Activities

Unit 5 Text Questions	Homework	10 points
Unit 5 Online Lab Questions	Homework	10 points
Unit 5 Discussion 1	Discussion	5 points
Unit 5 Discussion 2	Discussion	5 points
Unit 5 Quiz	Quiz	15 points

Unit 6: Event Planning and Conventions / Exhibitions

The field of event planning is a growing one within the hospitality and tourism industry. Events, including festivals, sporting events, and conventions, have become big business around the world. Event planners and event managers are integral parts of the event business, helping to ensure that each event occurs successfully. In this unit, we will learn more about this field and the process of planning and managing an event.

Learning Objectives

- Identify and compare some of the different types of meetings and events.
- Discuss career areas in the field of event planning.
- Examine some of the steps in planning an event.
- Consider some of the steps in marketing an event.
- Learn about some of the tasks involved with managing an event.

Activities

Unit 6 Text Questions	Homework	10 points
Unit 6 Online Lab Questions	Homework	10 points
Unit 6 Discussion 1	Discussion	5 points
Unit 6 Discussion 2	Discussion	5 points
Unit 6 Quiz	Quiz	15 points

Unit 7: Theme Parks and Recreation

How do you unwind and relax? Today, we do many things to help us cope with the modern stressors that we face in areas like workplaces and school. This unit focuses on the recreation and leisure sector of the hospitality and tourism industry. We will learn about government-sponsored, nonprofit, and commercial recreation sites, and we will examine the history of the amusement park. We will also learn more about the responsibilities and challenges of managing an amusement or theme park.

Learning Objectives

- Explain leisure and recreation and their place in modern society.
- Compare for-profit and nonprofit recreation sites.
- Identify types of government-sponsored, nonprofit, and commercial recreation.
- Examine the history of amusement and theme parks.
- Discuss the role and responsibilities of amusement and theme park managers.

Activities

Unit 7 Text Questions	Homework	10 points
Unit 7 Online Lab Questions	Homework	10 points
Unit 7 Discussion 1	Discussion	5 points
Unit 7 Discussion 2	Discussion	5 points
Unit 7 Quiz	Quiz	15 points

Unit 8: Cruise Ships and Resorts

In some areas of the hospitality and tourism industry, guests are "captive" in the sense that they spend a great deal of their vacation on the premises of the hospitality and tourism business. Two examples of this are cruise ships and resorts, which both cater to a complete vacation experience for guests. In this unit, we will learn more about these two types of hospitality and tourism businesses, including their development and some of the challenges that these businesses face in today's society.

Learning Objectives

- Discuss the similarities and differences between cruise ships and ocean liners.
- Understand cruise ship terminology and cabin choices.
- Examine some of the changes and challenges cruise ships are facing.
- Identify some different types of resorts.
- Discuss how resorts are handling common issues and challenges.

Activities

Unit 8 Text Questions	Homework	10 points
Unit 8 Online Lab Questions	Homework	10 points
Unit 8 Discussion 1	Discussion	5 points
Unit 8 Discussion 2	Discussion	5 points
Unit 8 Quiz	Quiz	15 points

Unit 8: Cruise Ships and Resorts (Continued)

Final Exam Objectives

- Review information acquired and mastered from this course up to this point.
- Take a course exam based on material from units five to eight in this course – the last four units. (Note: You will be able to open this exam only one time.)

Final Exam Activities

Class Reflection Discussion	Discussion	10 points
Final Exam	Exam	50 points

HOW YOU WILL BE GRADED

For critical thinking questions, there are no right or wrong answers. For example, a question on your thoughts on why you think people are shy is a pretty open-ended type of question. Grades will be based on the depth of personal insight you present. **Do not simply agree or disagree** with an insight question. We are looking for critical thinking and possibly a related personal experience with the question.

It is important to provide detailed answers for insight/opinion questions.

For review questions, you should be produce a more academic answer. For example, "What two categories are norms divided into?" This type of direct question requires a specific answer. Please use full sentences and proper grammar.

When submitting paragraphs, use these guidelines.

1. The first, second or last sentence contains the main idea and key words from the question or assigned topic.
2. Paragraph contains one to three explanatory sentences.
3. Paragraph contains two to four sentences about specific details related to question.
4. Details are colorful, interesting and appropriate.
5. Paragraph ends with a good closing sentence that refers to the main idea without repeating it.
6. Free of spelling and grammatical errors.

GRADE SCALE

The following grading scale will be used to determine your final letter grade.

Letter Grade	Percentage Earned
A	95%+
A-	90% - 94.9%
B+	87% - 89.9%
B	84% - 86.9%
B-	80% - 83.9%
C+	77% - 79.9%
C	74% - 76.9%
C-	70% - 73.9%
D+	67% - 69.9%
D	64% - 66.9%
D -	60% - 63.9%
F	59% and lower

SUPPORT

At NUVHS you will have access to multiple support teams. Who you contact will depend on the questions you have. Always start by contacting your teacher through the Message Center in the course. Your teacher should be able to answer your question, but if they can't, then they will direct you to another support team. If you have questions about any of the course content, your grades, or course policies, you should contact your instructor.

For questions about your enrollment, transcripts, or general school-wide policies, you can contact **NUVHS Student Services** at info@nuvhs.org or by phone at 866.366.8847. For example, if you would like to withdraw from your course, you should contact Student Services. Please note that a refund for your course can only be obtained if you drop within the first seven days of enrolling in the course.

For help with login/password issues, or other technical issues specific to the Blackboard website, you can contact the team at National University Blackboard Learn. They can also be reached by phone at (888) 892-9095.

EXPECTED SCHOOL-WIDE LEARNING RESULTS (ESLRs)

Engaged Learners

- Demonstrate self-directed learning skills such as time management, and personal responsibility through the completion of course requirements
- Develop an understanding of their own preferred learning styles to enhance their overall academic potential
- Incorporate effective and relevant internet and multimedia resources in their learning process to broaden their knowledge base

Critical Thinkers

- Effectively analyze and articulate sound opinions on a variety of complex concepts
- Illustrate a variety of problem-solving strategies that strengthen college preparation and workforce readiness
- Formulate a framework for applying a variety of technology and internet-based research to enhance information literacy and collaborative thinking

Effective Communicators

- Demonstrate awareness and sensitivity to tone and voice in multiple forms of communication
- Express concepts and ideas in a variety of forms
- Enhance communication skills through the use of media rich or other technology resources

Global Citizens

- Appreciate the value of diversity
- Understand the range of local and international issues facing today's global community
- Demonstrate awareness of the importance of cultural sensitivity and social responsibility in the 21st century