**Trinity High School**

**NAF Principles of Hospitality and Tourism**

***Kathryn Vaden (Carter)***

**Course Syllabus Fall 2020**



**Course Overview**

Principles of Hospitality and Tourism provides an overview of the current hospitality and tourism industry. This course serves as the foundation for the core courses offered by NAF’s Academy of Hospitality & Tourism.

Students take a brief look at the history of the industry to understand the forces that have shaped it and the degree to which it has changed in the past century. They learn about traveler motivation and consumer needs and how these factors affect current offerings in the lodging, transportation, food and beverage, and entertainment sectors. Students consider the economic and environmental impacts of the industry on the world today. They receive exposure to the wide array of domestic and international travel. Finally, students learn the basics of selling and marketing in tourism.

Throughout the course, students apply their learning to their culminating projects: developing a vacation package for high school students. They create a business plan, an itinerary that includes a special meal suggestion, a promotional plan, and a brochure about the destination. They present their plan to an invited audience.

**Learning Targets**

**Unit 1: Getting Started**

**1: Course Introduction**

**2: The Development of Hospitality and Tourism**

**3: The Psychology of the Traveler and Customer Service**

**Unit 2: The Effects of Travel and Tourism**

**4: Environmental Impact**

**5: Economic Impact of Tourism**

**Unit 6: Fundamentals of the Hospitality Industry**

**6: Lodging**

**7: Food and Beverage**

**8. Entertainment**

**Unit 4: Transportation in the Tourism Industry**

**9: The Cruise Industry**

**10: Air Transportation**

**11: Ground Transportation**

**Unit 5: Overview of Selling Tourism**

**12: Marketing in the Hospitality Industry**

**13: Internet Marketing in the Hospitality Industry**

**Unit 6: Careers in Hospitality and Tourism**

**14: Working in the Industry**

**15: Learning from Industry Experts**

**16: Project Presentation and Course Closure**

**Kathryn Vaden (Carter)**

**Personal Philosophy/Statement**

As Academy of Hospitality and Tourism teacher and strong supporter of our community, I hold myself accountable to fulfill each undertaking listed below.

* Make each student feel they are capable of achieving their career goals.
* Provide student with the resources and understanding of strategies to further their education and become life-long learners.
* Integrate engaging ways of learning in my classroom.
* Use technology that will enhance each student’s knowledge of the curriculum.
* Build strong student business and marketing leaders by Academy college and career readiness activities.
* Partner with community business and marketing leaders to provide opportunities for student learning.
* Encourage students to understand the importance of supporting those that need help through community projects.
* Provide students will strong examples of successful business and marketing leaders.
* Be an example of commitment to teaching and empowering others to fulfill their commitments.

## **Assessment Criteria**

* Canvas Classwork Management Assignments and Discussions= 30%
* Class Projects = 25%
* Assessments/Quizzes = 20%
* NAF Final Exam (state-mandated) = 25%

**“Open Door Policy”**

Students please feel free to stop by my room if you need extra help with class or have questions. You may reach me at 336-861-6870 (Room B21) to make an appointment or email me at [kcarter@randolph.k12.nc.us](mailto:kcarter@randolph.k12.nc.us)

**Respect**

* Respect others: always be polite and considerate of other people’s feelings and rights.
* Respect yourself: always come to class prepared to be an active learner.
* Respect your surroundings: adhere to classroom procedures (on back) and Randolph Technology Use policy.

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1. **Frequently check the Academy of Hospitality and Tourism website link on the THS homepage for updated information with upcoming academy events.** <http://thshospitalityandtourism.weebly.com/>
2. **Refer to academy handbook for expectations of all Academy of Hospitality and Tourism Students at THS.**
3. **You will need a Google account. In order to access, most programs require an email account. We will use Google Docs for collaboration with group work.**
4. **You will use Canvas as an instructional classwork management tool accessible in your NCEdCloud account.**
5. **Instructional software linked on Canvas will be used in the classroom.**
6. You and your parent/guardian will be required to sign a Randolph Technology Responsible Use, Bring Your Own Technology Guidelines Agreement, RCS Release of Information, Google Apps, academy student handbook, and this course syllabus that will be kept on file.
7. You will enter the classroom prepared to be an active learner. Please arrive on time! Do not come to class late without a pass.
8. When entering class, log into your computer, log into Canvas, and begin your bell-ringer activity.
9. After an absence, you have three school days to complete all assignments on Canvas for the day of your absence. Canvas can be accessed from any computer with Internet access.

10.We will turn in most of our assignments online. Please take the time to check and make sure you have uploaded the assignments correctly. Otherwise, place your completed assignments in the basket labeled with your class period on the table in the front of the room. I take off 10 points every day an assignment/ Bell Work/ Project is late.

11.All classwork assignments (unless otherwise noted) are due weekly, by 5:00pm on Friday’s. If you do not finish an assignment during class the day it is assigned, you have until the end of the week to turn it in before it is “late”. After I have graded the assignment, you have up to one week to correct the assignment and resubmit to earn up to half the credit back. After that, I will not accept submissions and the assignment will be locked.

1. During announcements and emergency alert signals, stop working and listen to instructions.
2. If you finish work early, you may select one of the links provided on Canvas for additional activities. Pay close attention to and follow assignment due dates on Canvas.
3. If you have a question, raise your hand, and I will recognize you in a timely manner. Please don’t talk while I am instructing. You should also be respectful of your classmates; listen to others and participate in classroom discussions.
4. **Each student must sign and use bathroom pass before leaving classroom.** Restroom can be used on your way to class, if possible.
5. Treat the computers with care; no gum or drink (except for water) should be brought into the computer lab. You are permitted to have food and drink during 1st block (breakfast provided by the school,) and lunch.
6. No cell phones and electronic devices unless you are participating in a class activity that allows you to use your cell phones. All cell phones should be placed in your specified numbered pocket in the classroom- out of sight and either turned off or on silent. Consequences of violating cell phone and electronic device use policy are stated in THS Handbook and posted in the classroom.
7. We work in groups frequently in this class. Team work is preparing you for the work world.
8. When it is time to leave class, log out of your computer, clean up your work area, and put away materials before you leave the room.
9. The bell indicates that it is time to change class. Once I hear the bell, I will dismiss class usually by saying “see you tomorrow” or “have a nice day”. You should not line up at the door when class is almost over. 
10. All academy students have an opportunity to build their resume or college application through leadership opportunities in the outstanding student organization/**SkillsUSA**!. Listen for announcement of meeting dates. Total dues are $20.00

<http://www.skillsusa.org/>

**Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Student Learner Signature**

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**Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Parent/Guardian Signature**

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