

Unit 03: Hospitality

Content Area: **21st Century Life & Careers**
Course(s): **Business and Consumer Math**
Time Period: **Semester 1**
Length: **2 - 3 weeks**
Status: **Published**

Unit Introduction

The unit on Hospitality will allow students to recognize the various components and opportunities within the industry as well as the impact of global economies. It will outline the segments of the Hospitality Industry and the importance of service.

Standards

BUS.9-12.9.4.12.D.(3).1	Demonstrate knowledge of economic concepts fundamental to global business operations.
BUS.9-12.9.4.12.D.33	Describe and use quality control systems and practices to ensure quality products and services.
MKED.9-12.9.4.12.N.(1).3	Analyze the concepts and strategies marketers use to determine and target marketing communications strategies to specific audiences.
MKED.9-12.9.4.12.N.38	Describe and use quality control systems and practices to ensure quality products and services.
MKED.9-12.9.4.12.N.39	Analyze and summarize the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting new marketing projects or business ventures.
MKED.9-12.9.4.12.N.44	Demonstrate knowledge of the techniques and strategies used to foster positive, ongoing relationships with customers.
MKED.9-12.9.4.12.N.45	Plan day-to-day activities required for continued business operations.

Essential Questions

- What are the characteristics/components of the hospitality industry?
- What is the difference between interventional and domestic tourism?
- What is the economic impact of tourism?

Content / Skills

- Hospitality defined
- Travel and Tourism in Hospitality
- Segments of the Hospitality Industry
- Economic impact of tourism

- Compare and contrast domestic and international travel