**Somerset Berkley Regional High School**

***Business Technology Department***

**Hospitality & Tourism Syllabus**

**Mrs. Darmody: Room #118, E-mail:** [**darmodyg@sbregional.org**](mailto:darmodyg@sbregional.org)

**Website:** [**http://gaildarmody.weebly.com**](http://gaildarmody.weebly.com)

**(Office Hours: By appointment)**

**Course Objectives:**

In this course, students will learn about travel, tourism, lodging, and food-service industries. Students will learn that working for Hospitality & Tourism businesses requires training, experience, and personal skills for employees as well as managers. Students will also learn that success in Hospitality & Tourism, like success in any career field, also requires responsibility, self-management, leadership, and integrity. Hospitality & Tourism is also a DECA competition category. This course is aligned with the National Business Education Standards (NBEA) and the MA Technology Literacy Standards.

**Instructional Resources, Standards & Assessment**

* Textbooks used in class:
  + Exploring the Hospitality Industry, 3rd Ed., Publisher – Pearson, Author - John R. Walker
  + Hospitality & Tourism, Publisher – Glencoe, Authors - Karen E. Silva, Ed.D. & Debra M. Howard, M.Ed.
* Online instructional resources available at: <http://gaildarmody.org>
* The National Standards for Business Education – Marketing Standard

<https://www.nbea.org/newsite/curriculum/standards/marketing.html>

* Massachusetts Technology Literacy Standards & Expectations - <http://www.doe.mass.edu/odl/standards/itstand.pdf>
* School-wide Rubrics are incorporated into course rubrics to assess student work

**Materials that may be needed for class each day. This is part of your class participation grade.**

**(if you have any questions or concerns regarding required materials, please speak to Mrs. Darmody)**

* Notebook, pocket folder and writing utensil (pencil or pen)
* School agenda book (or other organizational tool)
* Access to a computer with Internet access outside of the school day
* School issued: Google account and Network login

**Evaluation:**

* Projects, Class assignments, Quizzes, Tests and other assessments
* Class participation and homework

**Assignments, Projects & Assessments:**

All assignments/projects including homework, class work, papers, projects, etc. must be completed and turned in by the due date. Electronic assignments must be submitted via Google Classroom or Weebly as directed by the teacher, by the due date. ***Work submitted/posted late, without prior approval, will be subject to a full letter grade reduction for each day late, at the discretion of the teacher***. If you have an excused absence, make up assignments/tests must be completed in compliance with school policy, unless alternative arrangements have been approved by the teacher, or you will receive a zero on the test or assignment.

**Class Rules & Expectations:**

1. Be respectful, attentive, courteous and cooperative with your peers and your teacher.
2. Be punctual to class and prepared to work with all necessary materials.
3. Avoid excessive absenteeism from class, and excessive requests for restroom visits.
4. No food or drink is allowed in the classroom (except a covered water bottle) per school policy.
5. Personal electronic devices may only be used by students in the classroom with teacher permission.

**Course Topics:**

1. The Hospitality & Tourism Business
   1. Defining Hospitality & Tourism
   2. Economics and the Impact of Tourism
2. Hospitality & Tourism Markets
3. The Restaurant Business
4. The Hotel Business
5. The Tourism Business
6. Destination Marketing
7. Marketing Hospitality & Tourism
8. The Marketing Environment
9. Market Information and Research
10. Designing Products
11. Pricing Products
12. Distribution
13. Promoting Hospitality & Tourism
14. Exploring Careers in Hospitality & Tourism
15. Customer & Employee Relations
16. Finding a Job
17. Careers in Hospitality & Tourism