

Syllabus

PLATO Course Principles of Hospitality and Tourism, Semester A

Course Overview

PLATO Course Principles of Hospitality and Tourism, Semester A, is a one-semester course intended to help you familiarize yourself with the hospitality and tourism industry. This course has eighteen lessons organized into four units. Each unit has a Unit Activity, and each lesson contains one or more Lesson Activities.

This course will cover the history, diversity, components, and career opportunities in the hospitality and tourism industry.

You will submit the Unit Activity documents to your teacher, and you will grade your work in the Lesson Activities by comparing them with given sample responses. The Unit Activities (submitted to the teacher) and the Lesson Activities (self-checked) are the major components of this course. There are other assessment components, namely the mastery test questions that feature along with the lesson; the pre- and post-test questions that come at the beginning and end of the unit, respectively; and an end-of-semester test. All of these tests are a combination of simple multiple-choice questions and technology enhanced (TE) questions.

Course Goals

By the end of this course, you will be able to do the following:

- Describe the history and social and economic importance of the hospitality and tourism industry.
- Identify the major divisions of the hospitality and tourism industry.
- Explain the food service industry and the lodging industry.
- Compare public and commercial recreation and leisure centers.
- Plan conventions.
- Explain customer service, communication techniques, ethics, health and safety of customers, and legal requirements that food service establishments must follow.
- Describe management roles in the hospitality and tourism industry.
- Describe sales and marketing techniques commonly used in this industry.

Prerequisite Skills

PLATO Course Principles of Hospitality and Tourism, Semester A has the following prerequisites:

- basic math knowledge
- ability to visualize and apply creativity and innovation
- familiarity with the writing process and following guidelines
- basic computer skills
- ability to structure and process information

General Skills

To participate in this course, you should be able to do the following:

- Perform basic operations on a computer.
- Perform online research using various search engines and library databases.
- Communicate through email and participate in discussion boards.

For a complete list of general skills that are required for participation in online courses, refer to the Prerequisites section of the Plato Student Orientation document, found at the beginning of this course.

Credit Value

PLATO Course Principles of Hospitality and Tourism, Semester A is a 0.5-credit course.

Course Materials

- notebook
- computer with Internet connection and speakers or headphones
- Microsoft Word or equivalent
- Microsoft Excel or equivalent
- Microsoft PowerPoint or equivalent

Course Pacing Guide

This course description and pacing guide is intended to help you stay on schedule with your work. Note that your course instructor may modify the schedule to meet the specific needs of your class.

Unit 1: An Overview of the Hospitality and Tourism Industry

Summary

In this unit, you'll describe the hospitality and tourism industry. You'll also describe the food service industry. In addition, you'll describe components of recreation, conventions, and special events within the hospitality and tourism industry.

Day	Activity/Objective	Type
1 day: 1	Syllabus and Plato Student Orientation <i>Review the Plato Student Orientation and Course Syllabus at the beginning of this course.</i>	Course Orientation
4 days: 2–5	The Hospitality and Tourism Industry <i>Describe the hospitality and tourism industry.</i>	Lesson
4 days: 6–9	Food Service <i>Describe the food service industry.</i>	Lesson
4 days: 10–13	Recreation, Conventions, and Special Events <i>Describe components of recreation, conventions, and special events within the hospitality and tourism industry.</i>	Lesson
1 day: 14	Space Jumble	Game
4 days: 15–18	Unit Activity/Threaded Discussion—Unit 1	Activity
1 day: 19	Post-test—Unit 1	Assessment

Unit 2: Hotels and Lodging

Summary

In this unit, you'll explain the organizational structure of hotels and describe front office job roles. You'll also describe housekeeping, maintenance, and security jobs in the lodging industry. Then, you'll describe methods to prepare food and scientific guidelines to ensure food safety. In addition, you'll describe interaction between guests and hotel staff. Finally, you'll also describe interactions between restaurant staff and customers.

Day	Activity/Objective	Type
4 days: 20–23	Lodging <i>Explain the organizational structure of a hotel and describe front office job roles.</i>	Lesson
4 days: 24–27	Housekeeping, Maintenance, and Security <i>Describe housekeeping, maintenance, and security jobs in the lodging industry.</i>	Lesson
4 days: 28–31	Food Preparation and Safety <i>Describe methods of food preparation and scientific guidelines to ensure food safety.</i>	Lesson
4 days: 32–35	Hotel Customer Service <i>Describe interactions between hotel staff and guests.</i>	Lesson
4 days: 36–39	Customer Service in Restaurants <i>Describe interactions between restaurant staff and customers.</i>	Lesson
1 day: 40	Para Jumble	Game
4 days: 41–44	Unit Activity/Threaded Discussion—Unit 2	Activity
1 day: 45	Post-test—Unit 2	Assessment

Unit 3: Managing a Hotel

Summary

In this unit, you'll describe management functions, in the lodging industry. You'll describe understanding of workplace organizations, systems, and climates by identifying "big picture" issues and fulfilling the mission of the workplace. Then, you'll identify safety issues and legal considerations in the hospitality industry. In addition, you'll describe methods of purchasing and receiving supplies and of tracking financial transactions. Further, you'll identify appropriate sales techniques for the hospitality and tourism industry. Finally, you'll identify careers related to marketing and public relations in the hospitality and tourism industry.

Day	Activity/Objective	Type
4 days: 46–49	Hotel Management <i>Describe management roles in the lodging industry.</i>	Lesson
3 days: 50–52	Organizations, Systems, and Climates <i>Describe understanding of workplace organizations, systems, and climates by identifying "big picture" issues and fulfilling the mission of the workplace.</i>	Lesson
3 days: 53–55	Safety and Legal Considerations <i>Identify safety issues and legal considerations in the hospitality industry.</i>	Lesson
4 days: 56–59	Handling Supplies and Money <i>Describe methods of purchasing and receiving supplies and of tracking financial transactions.</i>	Lesson
4 days: 60–63	Sales Techniques for the Hospitality and Tourism Industry <i>Identify appropriate sales techniques for the hospitality and tourism industry.</i>	Lesson
4 days: 64–67	Marketing and Public Relations <i>Identify careers related to marketing and public relations in the hospitality and tourism industry.</i>	Lesson
1 day: 68	Thwack-a-Mole	Game
4 days: 69–72	Unit Activity/Threaded Discussion—Unit 3	Activity
1 day: 73	Post-test—Unit 3	Assessment

Unit 4: Work Ethics

Summary

In this unit, you'll define positive work ethic by coming to work every day on time, a willingness to take direction, and motivation to accomplish the task at hand. You'll also explain integrity by abiding by workplace policies and laws and demonstrating honesty and reliability. Then, you'll describe diversity awareness by working well with all customers and coworkers. Finally, you'll identify proper internet use and security by using the Internet appropriately for work.

Day	Activity/Objective	Type
3 days: 74–76	Positive Work Ethics <i>Define positive work ethic by coming to work every day on time, a willingness to take direction, and motivation to accomplish the task at hand.</i>	Lesson
2 days: 77–78	Integrity <i>Explain integrity by abiding by workplace policies and laws and demonstrating honesty and reliability.</i>	Lesson
2 days: 79–80	Diversity Awareness <i>Describe diversity awareness by working well with all customers and coworkers.</i>	Lesson
3 days: 81–83	Internet Use and Security <i>Identify proper internet use and security by using the Internet appropriately for work.</i>	Lesson
1 day: 84	Space Jumble	Game
3 days: 85–87	Unit Activity/Threaded Discussion—Unit 4	Activity
1 day: 88	Post-test—Unit 4	Assessment
1 day: 89	Semester Review	
1 day: 90	End-of-Semester Test	Assessment