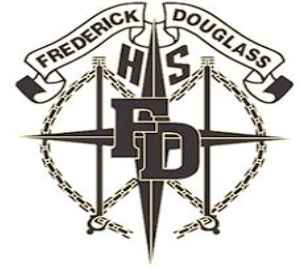


2016-2017 COURSE SYLLABUS

Hospitality, Recreation and Tourism Essentials 08.45300
Hospitality, Tourism, & Marketing (HTM)



Teacher: T. Fulton-Washington

Room Number: 030

Semester: Fall 2016 & Spring 2017

Textbook: TBD

Phone Number: 404.802.3153

Email: tfulton@atlanta.k12.ga.us

Tutorial Days: Wednesdays

Tutorial Hours: 3:45pm to 4:45pm

Course Description:

The second course in the Hospitality, Recreation and Tourism Pathway educates students on the basics of marketing and business in relation to the hospitality, recreation, and tourism industry in the U.S. and abroad. Students will study destination geography, world economies, and historical timelines related to major segments of the hospitality industry. Students will determine how the lodging industry uses marketing to achieve goals. The vital roles of group, convention and meeting planning, human relations, communications and ethics will be discussed along with the recreation industry segment.

Prerequisite: Marketing Principles

Course Content Standards:

MKT-HRTE-1: Employability Skills

Demonstrate employability skills required by business and industry.

MKT-HRTE-2: History & Consumer Motivation

Analyze the hospitality, recreation, and tourism industry in relationship to historical developments/changes, broad segments of the markets and various motivations for travel.

MKT-HRTE-3: Economics

Assess the varied aspects of tourism by determining the impact on the local, state, national, and international economies, the importance of successful positioning in the target consumers' minds and the competitive nature of the industry.

MKT-HRTE-4: Geography & Destinations

Develop a basic knowledge of world geography and be able to discuss the relationship of geography to climates, major destinations, travel issues and concerns, and upcoming trends in destination hotspots.

MKT-HRTE-5: Foundations of Business

Explore the application of marketing and business fundamentals as they apply to the hospitality, recreation, and tourism industry.

MKT-HRTE-6: Lodging

Examine the lodging industry and determine how companies use marketing to achieve the goals and objectives of the facility.

MKT-HRTE-7: Food & Beverage

Examine food and beverage operations in the hospitality, recreation, and tourism industry.

MKT-HRTE-8: Transportation

Analyze the transportation options (cruise and ferry, air, rail and ground transportation) available to various destinations in the U.S. and abroad.

MKT-HRTE-9: Human Resources

Assess the importance of human relations, communications, and ethical conduct in relation to the hospitality, recreation and tourism industry.

MKT-HRTE-10: Event Planning

Determine the importance of group, convention and meeting planning as a vital segment of the HRT industry.

MKT-HRTE-11: Recreation

Explore the recreation industry segment and the role played in the overall HRT market.

MKT-HRTE-12: International Business

Analyze HRT initiatives related to conducting business in global and sustainable environment.

Course Outline:

Semester 1	Employability Skills	Semester 2	Transportation
	History & Consumer Motivation		Human Resources
	Economics		Event Planning
	Geography & Destinations		Recreation
	Foundations of Business		International Business
	Lodging		College & Career
	Food & Beverage		

Evaluation and Grading:

Grading Components	Weights
Classwork	25%
Bell Ringer/Close/HmWk	5%
Lesson Quizzes	20%
Exams	15%
Projects	35%
	100%

100-90	A
89-80	B
79-70	C
69-0	F
Not Evaluated	NE

*Learning Skills (interactive notebook and executive function skills including, timely assignment completion, organization, sustained attention)

Required Materials/Resources:

- USB Flash Drive (storage)
- Spiral notebook & binder
- Loose leaf paper
- Writing utensils
- Dividers
- E-mail account

Campus Portal for Parents:

Visit <https://ic.apsk12.org/portal> to view class schedules, attendance records and grades. To activate your account, visit the school to receive your login (activation key).

Classroom Expectations:



- Students are strongly encouraged to join **DECA**. The **Career Tech Student Organization (CTSO)** DECA is an organization offered at Frederick Douglass High School that prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe. As a DECA member, students can become:
 - academically prepared for college and careers in marketing, finance, hospitality or management,
 - community oriented by gaining an appreciation for the benefits of service and their potential impact on the community and world,
 - professionally responsible with ethics, integrity and high standards,
 - experienced leaders by practicing key leadership

More than 185,000 DECA members are in 5,000 high school chapters in all 50 states and nine countries. For more information visit www.deca.org (national) and www.gadeca.org (state)

- BE ON TIME FOR CLASS! Being late disrupts the class learning environment.
- Actively participate in class lessons and activities.
- Support your classmates in their educational and personal growth.
- RESPECT your peers and teachers!
- Have confidence in yourself, do your BEST!
- Dress for Success, your appearance is your FIRST impression!

Class Consequences

1. Verbal warning and/or mini student-teacher conference
2. Call home
3. Detention and/or parent-teacher conference
4. Referral to administrator

Classroom Rules

1. TURN OFF/SILENCE CELL PHONES. NO ELECTRONIC DEVICES SHOULD BE VISIBLE

- Electronic devices (iPods, handheld games, mini-TVs or personal DVD players, cell phones, mp3s, etc.) are NOT permitted in my classroom unless we are using them for lessons/activities.
- Cell Phones should be turned off and invisible during the class period. Refusal to turn over the cell phone will be treated as insubordinate behavior. If I see or hear your phone, the following consequences will be implemented:
 - **First occurrence:** you will receive a warning,
 - **Second occurrence:** it will be confiscated and returned to you at the conclusion of class.

If you do not cooperate, a hall monitor or administrator will be notified. At this point, your electronic device will be given to an administrator. Please see district policy (student handbook) or go to the APS website regarding cell phone/electronics.

2. NO FOOD OR DRINK, EXCEPT WATER

- You may drink bottled of water in the classroom. If a spill occurs, please clean it up immediately and inform the teacher.
- No other food or beverage is permitted without a doctor's note.

3. ARRIVE TO CLASS ON TIME & READY TO LEARN

- When the bell rings, you need to be sitting in your seat.
- You should immediately begin on the warm up activity or journal entry.
- Be "physically" and "mentally" present in the classroom

4. NEVER LINE UP AT THE DOOR OR STAND BEFORE DISMISSAL

- Please remain in your seat until I have dismissed you. Remember, I dismiss you, not the bell or signal from others.

5. DO NOT CHEAT, PLAGIARIZE, OR COPY WORK

- Cheating is completely unacceptable. If I see you cheating on any assignment, I will earn a zero and your actions will be reported to your administrator and parents.
- Plagiarism (copying work from another source without giving proper credit) is completely unacceptable. If you plagiarize on any assignment you will earn a zero on that assignment until it is corrected.

6. USE POLITE AND APPROPRIATE LANGUAGE. RESPECT ALL STAKEHOLDERS OF FDHS!

- Offensive, derogatory, and profane terms are not tolerated. In order to have a safe classroom environment where all students feel comfortable, no put downs, swear words, or slang words with demeaning connotations will be accepted. Remember, if you don't have something nice to say, don't say it at all!

7. DO YOUR BEST WORK AND TURN IT IN ON TIME

- Remember that the work that you turn-in is a reflection of your effort on the assignment. Think about the following expectations when you are preparing an assignment that I will review:
 - Write your full name and hour on all assignments.
 - All work must be neatly done and legible in order to receive credit. If you print, capitalize properly (do not write using all capital letters).
 - Never turn any assignments in with the "fringes" from spiral notebooks on the paper. Doing so will earn you a deduction on your grade. Likewise, assignments that are bunched up, crinkled, illegible, sloppy, or contain stains or holes are unacceptable.

8. ACTIVELY PARTICIPATE IN CLASS LESSONS/ACTIVITIES

LATE ASSIGNMENTS: It is important that students are responsible and meet established due dates for assignments. Late is defined as anytime work is submitted after the assignment has already been collected by the teacher.

MAKE-UP AND MISSING ASSIGNMENTS: Students with excused absences will be expected to submit missed work on or before the third class meeting after the absence. Pre-announced assignments are due the first day that students return to school.

School-wide Expectations:

MASTERY LEARNING: With mastery learning, a unit of material is taught, and students' understanding is evaluated before students are able to move on to the next unit. Students who have not shown mastery for a particular unit will receive feedback and support in reaching mastery. Students will be given practice exercises, study guides, group work or complementary resources to help them improve and achieve mastery. Students who demonstrate mastery of the content for a particular unit will be given enrichment exercises such as special projects, task or health-related games to further broaden their knowledge of the material.

DEFICIENCY REPORTS: Parents/Guardians will be informed as soon as problems are evident when students are making unsatisfactory progress in class. Deficiency reports, with plans for remediation, will be written for all students making unsatisfactory progress. Students will be required to return copy of report to teacher the next day with a signature from parents/guardians. Deficiency reports will be mailed home to parents/guardians for students with excessive class absences. To ensure that students and parents/guardians are totally aware of students' lack of progress, the teacher will:

- Contact parents/guardians early in the semester when academic, attendance or behavioral difficulties occur.
- Notify the counselor, SST/RTI Chair, and the Academic Leader of serious problems that are affecting classroom performance.

ATHLETIC ELIGIBILITY: Students desiring to participate in athletic programs governed by the GHSA and extracurricular activities must meet eligibility requirements to participate. The Athletic Director as well as the Extracurricular Activities Sponsors will collaborate with teachers to monitor and to identify students in danger of failing courses. All faculty members will be given a master list of students participating in extracurricular activities and athletics under the auspices of the GHSA.

Lab Information:

Computer Virus Protection Information: Using storage devices (e.g. flash/travel drives) on more than one computer creates the possibility of infecting computers with a computer virus. It is your responsibility to protect all computers under your control. Since no anti-virus software will find every virus, **keeping copies (backups) of your data is extremely important.** I RECOMMEND YOU SEND A COPY OF YOUR WORK TO YOUR E-MAIL. Mrs. Fulton-Washington is *NOT* responsible for deleted/modified assignments/projects.

PLEASE SAVE YOUR WORK TO YOUR VIRTUAL STORAGE!