



# Lodging and Recreation (08.0912) (District)

District > Basic > Marketing Education > Lodging and Recreation (08.0912) (District) > Juett, David; Paulsen, Erin



Unit	Essential Questions	Content	Skills	Vocabulary	Formative & Summative Assessments
<p><b>Types of Lodging</b> (Week 1, 2 Weeks)</p>	<p>What is the difference between a hotel and a motel? Why might a person decide to pay extra to stay at a spa or a lodge vs. a hotel? How are different lodging accommodations owned and managed?</p>	<p>Students understand types of lodging classifications.</p>	<p>Students will be able to: 1) differentiate among the types of lodging accommodations and guest amenities; and 2) describe the role of franchising, independently operated companies, and management companies.</p>	<p>Lodging Classifications (Hotels vs Motels) -Location(e.g., airport, highway, downtown resort) -Style and function (e.g., bed and breakfast, extended stay, spa) -Vacation properties (e.g., time shares) -Price (e.g., budget, mid-price, upscale)</p>	<p><b>Performance Indicator</b> <b>Summative:</b> <b>Performance:</b> <b>Authentic Task</b> Students will compare/contrast management of different organizational structures including independently owned, chain affiliated and corporations in the industry.  <b>Unit Exam</b> <b>Summative:</b> <b>Test: Common</b> Unit Exam</p>
<p><b>Front Office Operations</b> (Week 3, 2 Weeks)</p>	<p>What are common procedures across the industry for checking in and out of rooms? How is upselling (bottom-up/top-down) used when guests are checking into a property?</p>	<p>Students will: <b>Objective 1:</b> Explain how availability, room status, and other operating guidelines affect the assignment of guestrooms.</p>	<p>Students will be able to demonstrate an "upsell" to arriving guests (bottom-up, top-bottom).</p>	<p>yield yield management no-show discount inventory control overbooking and spoilage</p>	<p><b>Performance Indicator</b> <b>Formative:</b> <b>Performance:</b> <b>Authentic Task</b> Demonstrate an "upsell" to arriving guests</p>

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	<p>How important is guest satisfaction in the lodging industry?</p>	<ul style="list-style-type: none"> <li>Determine how to know when a room is available for sale. (room status report)</li> <li>Distinguish guaranteed from non-guaranteed reservations</li> </ul> <p><b>Objective 2:</b> Identify management styles within a variety of organizational structures.</p> <ul style="list-style-type: none"> <li>Define industry management terms including yield, yield management, no-show, discount inventory control, overbooking and spoilage.</li> </ul> <p><b>Objective 3</b> Explain how a property's computer system is used to create guest accounts.</p> <ul style="list-style-type: none"> <li>Explain how account entries are made through front desk terminals (Property Management Systems or PMS) and remote point-of-</li> </ul>		<p>Property Management Systems ( PMS) remote Point-of-Sale (POS) terminals</p>	<p>(bottom-up, top-bottom) <b>Summative: Unit Exam</b> <b>Test: Common Unit Exam</b></p>

<i>Unit</i>	<i>Essential Questions</i>	<i>Content</i> (POS) terminals	<i>Skills</i>	<i>Vocabulary</i>	<i>Formative &amp; Summative Assessments</i>
		<p><b>Objective 4:</b> Explain the importance of check-in procedures, including guest registration, payment methods, pre-authorizations, and key distribution.</p> <p>a) Identify common information for guest folio (name, contact info, room type, dates of occupation).</p> <p>b) Describe common payment methods for arriving guests (cash, debit, credit, direct billing, group billing).</p> <p>c) Demonstrate procedure for pre-authorizations.</p> <p>d) Issue keys or electronic keycards to registering guests using standard and safety guidelines.</p> <p><b>Objective 5:</b> Explain the importance of check-out procedures, including verifying settlement of accounts, to ensure guest satisfaction.</p> <p>a) Inquire about recent charges and how to deal with a late charge.</p> <p>b) Post outstanding charges to guest accounts.</p>			

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<p><b>Occupancy</b> (Week 5, 2 Weeks)</p>	<p>How do lodging properties use forecasting to determine occupancy levels as well as room rates? What are some of the standard rates (rack, special, government, AARP, AAA, etc.) used in the lodging industry? What are some of the taxes in the lodging industry and how do they affect room rates?</p>	<p>c) Inquire about guest satisfaction to create a guest history record file.</p> <p>Students will understand how forecasting and rates are used to maximize occupancy levels in the lodging industry.</p>	<p>Students will be able to:</p> <ol style="list-style-type: none"> <li>1) identify information needed to forecast availability including: <ol style="list-style-type: none"> <li>a) calculate a no-show percentage</li> <li>b) calculate a walk-in percentage</li> <li>c) calculate an overstay percentage</li> <li>d) calculate an understay percentage</li> <li>e) create a ten-day forecast</li> </ol> </li> <li>2) explain how room rates are established and assigned;</li> <li>3) understand the various types of rates (rack, special, government, AARP, AAA, etc.);</li> <li>4) identify and calculate various taxes (Transient Room, City Tax, State Tax);</li> <li>5) calculate RevPAR and ADR.</li> </ol>	<p>Availability</p> <ul style="list-style-type: none"> <li>-no-show percentage</li> <li>-walk-in percentage</li> <li>-overstay percentage</li> <li>-understay percentage</li> <li>-ten-day forecast</li> </ul> <p>Room rates/types of rates</p> <ul style="list-style-type: none"> <li>-rack</li> <li>-special</li> <li>-government</li> <li>-AARP</li> <li>-AAA</li> <li>-etc.)</li> </ul> <p>Room taxes</p> <ul style="list-style-type: none"> <li>-Transient Room</li> <li>-City Tax</li> <li>-State Tax</li> </ul> <p>RevPAR ADR.</p>	<p><b>Business Calculations</b></p> <p><b>Formative: Performance: Authentic Task</b></p> <p>Students will calculate various measurements in the lodging industry.</p> <p><b>Unit Exam</b></p> <p><b>Summative: Test: Common</b></p> <p>Unit Exam</p>
<p><b>Workplace Safety</b> (Week 7, 2 Weeks)</p>	<p>What are some of the health and safety concerns of the lodging industry? What is the Occupational Safety and Health Administration (OSHA) and what is its role in the lodging industry</p>	<p>Students will understand how to maintain safe and healthful working conditions and environment in order to promote well-being in hospitality and tourism workplaces.</p>	<p>Students will be able to:</p> <ol style="list-style-type: none"> <li>a) Assess workplace conditions with regard to safety and health.</li> <li>b) Identify the types of risk of injury/illness at work.</li> <li>c) Identify those who are susceptible to risk of injury/illness at work.</li> <li>d) Describe ways to positively impact occupational safety and health.</li> </ol>	<p>Occupational Safety and Health Work-place Injury OSHA</p>	<p><b>Unit Exam</b></p> <p><b>Summative: Test: Common</b></p> <p>Torts, Liabilities, and Safety Exam</p>
<p><b>Recreation</b> (Week 9, 2 Weeks)</p>	<p>How important is recreation to people? What are some different motivations in terms of choosing recreation?</p>	<p>Students will identify common recreation terms, motivation, and benefits for recreation.</p>	<p>Students will be able to: 1) define and explain common recreation terms; 2) discuss factors that motivate individuals to recreate; and 3) identify benefits of recreation for individuals and societies.</p>	<p>Recreation</p> <ul style="list-style-type: none"> <li>Extrinsic Motivation</li> <li>Intrinsic Motivation</li> <li>Leisure Time</li> <li>Quality of Life (QOL)</li> <li>Work-Life Balance</li> </ul>	<p><b>Recreation and Society Oral Report</b></p> <p><b>Formative: Oral: Oral Report</b></p>

<i>Unit</i>	<i>Essential Questions</i> What are some societal benefits of recreation?	<i>Content</i>	<i>Skills</i>	<i>Vocabulary</i>	<i>Formative &amp; Summative Assessments</i> Students will identify benefits of recreation for individuals and societies including: improved physical and mental health, personal development, positive use of free time, promotes Self-sufficiency and independence, and Socialization <b>and</b> determine how each of these improves both society and individuals and solves major societal issues like juvenile delinquency, obesity, and encourages positive cultural interaction and volunteer opportunities and report their findings to the class.

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<p><b>Public and Community Recreation Agencies</b> (Week 11, 2 Weeks)</p>	<p>What are some recreational properties/activities in the city/state you reside in?</p> <p>What is the purpose of the Utah State Parks Department as well as the National Park Service?</p> <p>What are the most visited state and national parks in the state of Utah?</p>	<p>Students will identify and describe public and community recreation agencies.</p>	<p>Students will be able to: 1) analyze community needs and current offerings; 2) develop an activity or league that can benefit the community; 3) identify and label recreational activities in five Utah State Parks; and 4) identify and explain careers within Utah State Parks and/or National Parks and careers that are created due to the existence of Utah's State and National Parks.</p>	<p>Public and Community Recreation Agencies</p> <ul style="list-style-type: none"> <li>-Magna Fitness Center</li> <li>-Utah State Parks</li> <li>-Ski Utah</li> <li>-National Park Service Natural Resources Parks (City, State, and National)</li> <li>Recreation Areas</li> <li>Natural and Wilderness areas</li> <li>Fees</li> <li>Utah's 5 National Parks</li> <li>-Arches</li> <li>-Bryce Canyon</li> <li>-Canyonlands</li> <li>-Capitol Reef</li> <li>-Zion</li> <li>Ecology</li> <li>Park Permits</li> <li>Use Permits</li> <li>Shuttles</li> </ul>	<p><b>Community Resource and Career Identification Project</b></p> <p><b>Formative: Performance: Authentic Task</b></p> <p>Analyze community needs and current offerings, and develop an activity or league that can benefit the community. Identify and label recreational activities in five Utah State Parks. Identify and explain careers within Utah State Parks and/or national parks, as well as careers that are created due to the existence of Utah's state and national parks</p> <p><b>Unit Exam Summative: Test: Common</b></p>

<p><b>Private Recreation Agencies</b> (Week 13, 2 Weeks)</p>	<p><b>Essential Questions</b> What are some of the major ski areas in Utah and who owns them? What are some River Running businesses in the state?</p>	<p><b>Content</b> Students will understand the nature of private recreation agencies run by businesses.</p>	<p><b>Skills</b> Students will be able to: 1) identify and describe indoor and outdoor recreation business and industries; 2) describe major recreation industries in Utah (i.e. Ski and Snowboard, Rock Climbing, River, etc.); and 3) identify and describe 3 businesses that operate due to the existence of each of these industries.</p>	<p><b>Vocabulary</b> Recreation Industries -skiing/snowboarding -climbing -mountain biking -river running</p>	<p><b>Utah Formative &amp; Summative Assessments</b> <b>Formative:</b> <b>Performance:</b> <b>Authentic Task</b> Identify and describe three businesses that operate due to the existence of each industry.</p>
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<p><b>Collaboration</b> (Week 15, 2 Weeks)</p>	<p>What are some ways to accommodate individuals with special needs in recreational settings? How can popular recreational properties impact and help lodging near by? What are some partnerships that exist in the state that help promote one another?</p>	<p>Students will understand the nature of collaboration in the recreation and lodging industry.</p>	<p>Students will be able to: 1) describe and discuss accommodating and addressing the needs of special need and disabled populations; 2) discuss the impact of popular recreational areas on the lodging of the area; 3) discuss (using real-world examples) partnerships between recreation business and lodging businesses to promote each other and increase tourism to the area; and 4) choose a lodging business and nearby Utah State or National Park and a nearby recreation businesses and create a promotional plan to work together to increase business for both entities (could include commercials, vacation packages, etc.).</p>	<p>Special Needs and Disabled Populations Americans with Disabilities Act (ADA) Business Partnerships</p>	<p><b>Promotional Plan</b> <b>Formative:</b> <b>Performance:</b> <b>Authentic Task</b></p> <p>Choose a lodging business, a nearby Utah State or national park, and a nearby recreation business. Create a promotional plan for these entities to work together and increase business for both companies and the national park. (Could include commercials, vacation packages, etc.)</p>



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<p><b><i>Current Utah Trends and Industry Ethical Issues</i></b> (Week 17, 1 Week)</p>	<p>What are some current trends affecting recreation and lodging in Utah? How can/should concerns be addressed and by whom in regards to the recreation and lodging industry in Utah and even across the nation and world?</p>	<p>Students will understand the current trends and ethical issues in recreation and lodging.</p>	<p>Students will be able to identify and discuss relevant topics as they occur in the industry.</p>	<p>Trends Ethical Considerations</p>	<p><b>Utah Trends and Ethical Issues Discussion</b> <b>Formative:</b> <b>Oral: Discussion</b> Discuss current news on each topic as it becomes available</p> <p><b>Report</b> <b>Formative:</b> <b>Written: Report</b> Students will research and report on current news in relation to Utah trends and ethical issues within the Lodging and Recreation Industry.</p>
<p><b><i>Review and State Exam</i></b> (Week 18, 1 Week)</p>					

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