

## Unit: Hospitality and Tourism

# Lesson 1: Introduction to Hospitality and Tourism

### Grade Level 10-12

Time: 50 minute class period

#### National Content Standards

- 10.1.1 Determine the roles and functions of individuals engaged in hospitality, tourism, and recreation careers.  
 10.1.2 Explore opportunities for employment and entrepreneurial endeavors.  
 10.1.4 Examine the impact of hospitality, tourism, and recreation occupations on local, state, national, and global economies.

#### Objectives

Upon completion of this lesson, students will be able to:

- Explain what the Hospitality and Tourism industry is and how it affects economies
- Give examples of jobs relating to and/or affected by the different sectors of the H & T industry.
- Show how tourism dollars flow into an economy because of the H & T industry

#### Introduction

The word hospitality comes from the Latin word *hospes*, which means host or guest. **Hospitality** has come to mean *meeting the needs of guests with kindness and goodwill*. The **hospitality and tourism industry** (H & T industry) *meets the needs of people with kindness and goodwill while they are away from their homes*. The H & T industry is broken into four service sectors: food and beverage, lodging, recreation, and travel and tourism.

According to the World Travel and Tourism Council (WTTC), H & T is the world's largest industry, and has a current annual growth rate of 4.2% worldwide. In USA dollars, the world H & T industry is expected to generate over \$6.4 trillion in 2007. By 2016 it is projected to generate \$12.1 trillion. Hospitality creates jobs, allows economies to grow, and helps people explore the world for personal satisfaction or business. Below are some hospitality statistics that support these claims.

These statistics are from the WTTC and were collected in 2006; they are representative of the worldwide hospitality industry.

For more information visit: <http://www.wttc.org/2006TSA/pdf/World.pdf>

|   |  |
|---|--|
| <b>Employment</b> – number of jobs generated by hospitality industry  | 8.7% of total employment worldwide or 1 in every 11 ½ jobs |
| <b>Visitor Exports</b> – foreign visitor spending in an economy   | 11.8% of total exports (US \$1.6 trillion)                 |
| <b>Personal Hospitality</b> – amount spent on hospitality by residents in their country of origin   | 9.5% of total personal consumption, or US \$2.8 trillion.  |
| <b>Business Hospitality</b> – amount spent on hospitality for business purposes   | US \$672 billion, projected to almost double by 2016       |
| <b>Capital Investment</b> – hospitality capital investments (money spent in public and private sectors investing in hospitality industry) | 9.3% of total investment                                   |

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|--|---|
| <p><b>Government Expenditures</b> – spending by governments worldwide on hospitality industry and visitors</p> | <p>300 billion or 3.8% of total government spending</p> |
|--|---|

In the United States alone, over \$1.6 trillion was generated in 2006 from the hospitality industry. The hospitality industry is the 2<sup>nd</sup> largest employer in country; the healthcare industry is first (Reynolds, 20). More than 15 million people work in the industry, which is equivalent to 1 in every 9.2 jobs across the country or 10.9% of total employment. Americans spent, on average, 9.4% of their personal consumption dollars on hospitality and the United States as a whole spends more on hospitality than any other country in the world.

In Montana, hospitality is the second largest industry; agriculture is the first.

According to www.MontanaKids.com, there was a record 9.5 million visitors to Montana in 2000. That same year, it was discovered, \$1.6 billion comes into Montana from out of state visitors each year. This influx of money supported 32,000 jobs and resulted in more than \$525 million in personal income for Montanans. The six top activities these tourists participated in were: wildlife watching, visiting family and friends, nature photography, shopping, hiking, and visiting historic or interpretive sites. The top destinations included Glacier and Yellowstone National Parks, Little Bighorn Battlefield, Fort Peck Lake, Bighorn Canyon National Recreation Area, and the National Bison Range.

The H & T industry is about service. The industry provides service to people when they are away from their home, and sometimes even when they are home. For example, home delivery of food would be part of the hospitality industry as would a masseuse that does home visits or a cook that does at-home cooking lessons or catering.

The H & T industry is about diversity. There are small, large, privately owned, and publicly owned businesses. There are people of every socioeconomic class, cultural background, race, age, and religion involved with H & T, both in providing and receiving the services. The H & T industry reaches every corner of the globe, while providing jobs, entertainment, food, transportation, and a place sleep.

The H & T industry is about entrepreneurs. Entrepreneurs are people that start businesses. The H & T industry is full of businesses that serve people and are owned by a single person or family. This means not only are there many H & T jobs working for someone else, there is a lot of H & T opportunity to work for yourself. Worldwide examples of entrepreneurs creating small businesses that became big business are: McDonalds, Marriott hotels, Holiday Inn hotels, Albertsons food stores, and Southwest Airlines. Montana examples of entrepreneurs creating small businesses that have become success stories are: McKenzie River Pizza Co. (statewide), Flying Pig Rafting Co. (Gardiner), Tillman’s Bed & Breakfast (Malta), Glacier Meadow RV (E. Glacier Park), Magic Carpet Travel (Havre), and Broken Arrow Lodge & Outfitters (Alder).

The hospitality industry is complex. It covers a wide range of jobs, locations, activities, and economic brackets. There are 4 sectors of the hospitality industry: food and beverage, lodging, recreation, and travel and tourism.

The **food and beverage industry**, also known as the **foodservice industry**, *consists of businesses that prepare food for customers*. It is the largest segment of the hospitality industry in the US. It is estimated that the foodservice industry provides 50% of all meals eaten in the US today; with so many people eating out, many opportunities for food entrepreneurs exist. A business in this industry can range from casual to fancy, large to small, expensive to inexpensive. The number of people employed in foodservice industry is expected to double by 2015 to approximately 22 million people (Reynolds 23)

**Lodging**, also known as **accommodation**, *is a place to sleep for one or more nights*. A business in the lodging industry is a business that provides a place for people to sleep overnight. It can be one of many sleeping places such as a fancy hotel, a youth hostel, an elder hostel, a campground, or highway side motel.

**Recreation** *is any activity that people do for rest, relaxation, and enjoyment*. The goal of recreation is to refresh a person’s body and mind. Any business that provides an activity for rest, relaxation, and enjoyment in order to refresh a person’s body and mind is in the recreation business. Recreation businesses are incredibly diverse because people have varying ideas on what activities they participate in for rest, relaxation and enjoyment. There are four general types of recreation businesses: entertainment, attractions, spectator sports, and participatory sports.

The **travel industry** is in the business of *moving people from place to place* while the **tourism industry** *provides those people with services that promote travel and vacations*. Busses, planes, cabs, boats, and passenger trains are all part of the travel industry while travel agencies, tour operators, cruise companies, convention planners, and visitors bureaus are all part of the tourism industry.

The H & T industry helps other industries around it grow, thus creating a basis for an economy. In “tourist towns”, for example, the entire economy is built up around the H & T industry. In places like this, a lawyer is not directly part of the hospitality industry, but a lawyer that works for a hotel chain is supported by the hospitality industry and a school teacher that teaches in this type of community is also supported by the hospitality industry. Shop owners, business providers, government agencies, and other service providers all rely on the tourism to bring people into their businesses.

Montana cities that exemplify the importance of the H & T industry and the affect that industry has on the economy as a whole, include, but are not limited to: West Yellowstone, Gardiner, Red Lodge, Bozeman, Whitefish, Big Sky, Helena, and Billings.

Other, non-tourist based economies also rely on the H & T industry for growth. For example, an agriculture community that raises lots of barley may supply much of their crop to alcohol manufacturing, which in turn is served in the foodservice sector of the H & T industry. Another example would be a M.D. that specializes in orthopedic surgery and lives in a town where many injuries are due to recreational activities.

Ultimately, any town with a hotel, restaurant, or recreational activity is affected by and employs people in the hospitality industry.

The ability to serve people food, give them a place to sleep, and provide them with entertainment is the back bone of many economies the globe over.

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| Body |
|------|

Before class preparation:

Display travel posters and restaurant, lodging, and tourism advertisements around the room.

Prepare blank bulletin board with the title: Hospitality and Tourism

Anticipatory set

- Prepare brainstorm lists. See *Anticipatory Set* for more information

Anticipatory Set: *15 minutes*

- Announce the beginning of a new unit
- Have the following brainstorm lists written on the board:
  - Vacation places
  - Food Eaten
  - Activities done
  - How to get there?
  - Where did you stay?
  - What did you buy?
  - What to do if you stay home instead?
- Ask the following questions:
  - If you could take a 4-day vacation this weekend, anywhere in the world, where would you go?
- Have the students brainstorm and then share information based on the brainstorm lists.
  - The teacher can fill in the lists or volunteers could or students could simply get up and write in what they want.
  - Variation: Pass out paper or whiteboards with brainstorm titles on them to members of class and have them keep track of list as classmates share information
- After 4-5 minutes of brainstorming, write a new brainstorm list on the board titled:
  - Employees/businesses needed to make it happen
- Now, have students brainstorm all the employees/businesses that would be needed to make their weekend happen
- After 3-4 minutes of this, stop the brainstorming and discuss how these jobs relate to hospitality and tourism.
  - This may include:

- Defining H & T: The **hospitality and tourism industry** (H & T industry) *meets the needs of people with kindness and goodwill while they are away from their homes.*
- Discussing Entrepreneurs
  - The H & T industry is about entrepreneurs. Entrepreneurs are people that start businesses. The H & T industry is full of businesses that serve people and are owned by a single person or family. This means not only are there many H & T jobs working for someone else, there is a lot of H & T opportunity to work for yourself.
  - Worldwide examples of entrepreneurs creating small businesses that became big business are: McDonalds, Marriott hotels, Holiday Inn hotels, Albertsons food stores, and Southwest Airlines.
  - Montana examples of entrepreneurs creating small businesses that have become success stories are: McKenzie River Pizza Co. (statewide), Flying Pig Rafting Co. (Gardiner), Tillman's Bed & Breakfast (Malta), Glacier Meadow RV (E. Glacier Park), Magic Carpet Travel (Havre), and Broken Arrow Lodge & Outfitters (Alder).
- Discussing how H & T affects economies
  - The H & T industry helps other industries around it grow, thus creating a basis for an economy. In "tourist towns", for example, the entire economy is built up around the H & T industry. In places like this, a lawyer is not directly part of the hospitality industry, but a lawyer that works for a hotel chain is supported by the hospitality industry and a school teacher that teaches in this type of community is also supported by the hospitality industry. Shop owners, business providers, government agencies, and other service providers all rely on the tourism to bring people into their businesses.
  - Montana cities that exemplify the importance of the H & T industry and the affect that industry has on the economy as a whole, include, but are not limited to: West Yellowstone, Gardiner, Red Lodge, Bozeman, Whitefish, Big Sky, Helena, and Billings.
  - Other, non-tourist based economies also rely on the H & T industry for growth. For example, an agriculture community that raises lots of barley may supply much of their crop to alcohol manufacturing, which in turn is served in the foodservice sector of the H & T industry. Another example would be a M.D. that specializes in orthopedic surgery and lives in a town where many injuries are due to recreational activities.
  - Ultimately, any town with a hotel, restaurant, or recreational activity is affected by and employs people in the hospitality industry.
  - The ability to serve people food, give them a place to sleep, and provide them with entertainment is the back bone of many economies the globe over.

Body of Lesson 25 *minutes*

Today's lesson will focus on guided reading for the transfer of information from teacher to student.

- Pass out *Introduction to Hospitality and Tourism* information sheet
- Give students 20 minutes to read information sheet in class and create a mindmap of the information read. A sample mindmap and an answer key with key points that should be covered on the mindmap is provided.

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| Conclusion |
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Economic Impact of Hospitality and Tourism Homework

- Review with students what was learned by having a few students share something they learned today
- Discuss (2-3 minutes) the question: Why is the hospitality industry important to economies?
- Pass out *Economic Impact of Hospitality and Tourism* Homework

When Homework is collected, put a couple of the Economic Impact flow charts on the bulletin board, or put up the example one at the end of this lesson plan.

Additional activity: This activity is designed to address the logic/math minded students.

- Have students visit the World Travel and Tourism Council web site <http://www.wttc.org>
- Have students search out one statistic related to Hospitality and Tourism and write one paragraph on how that statistic affects the economy that the statistic is taken from.

## Materials

Brainstorm lists and question  
*Introduction to Hospitality and Tourism* information sheets  
*Economic Impact of Hospitality and Tourism* Homework

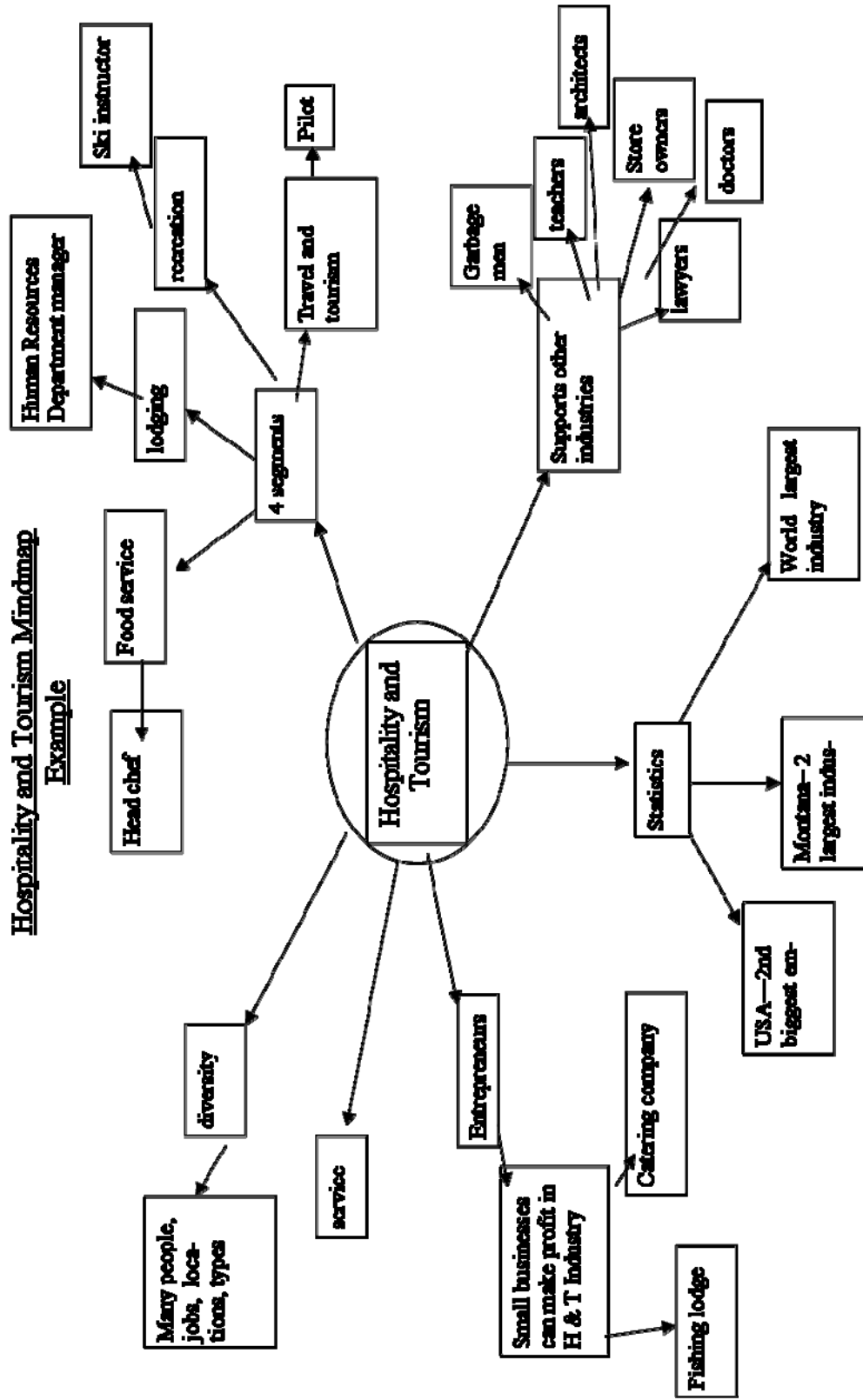
## Web Resources

- **Vocational Information Center**- links to many jobs associated with H & T  
<http://www.khake.com/page61.html>
- **World Travel and Tourism Council** – Council dedicated to research and education for the world's largest industry <http://www.wttc.org>
- **Montana Career and Resource Center** – Find all sorts of career related information on this cite.  
[www.ourfactsyourfuture.org](http://www.ourfactsyourfuture.org)
- **Montana Career Guide** – Book published by Montana Governor's Office. Has information on many career clusters and jobs in those clusters as well as top skills to have in a competitive job market, personality test to determine what fields would be best for you, and general information on professional skills.
  - [www.ourfactsyourfuture.org](http://www.ourfactsyourfuture.org)
  - Click on Career Resources
  - Click on Students
  - Click on Montana Career Guide
  - Direct link:  
[http://www.ourfactsyourfuture.org/admin/uploadedPublications/1656\\_Career\\_Guide\\_2006\\_72dpi.pdf](http://www.ourfactsyourfuture.org/admin/uploadedPublications/1656_Career_Guide_2006_72dpi.pdf)
- **Montana Kids** – site designed specifically for kids but great for all ages. The site covers topics from industry statistics, to history of Montana, to where to have a conference. Has links to all chamber offices across states and much more hospitality industry information. [www.montanakids.com](http://www.montanakids.com)
- Links to businesses mentioned in *What is H & T All About* article in info sheet:
  - McDonalds: [www.mcdonalds.com](http://www.mcdonalds.com)
  - Marriott: [www.marriott.com](http://www.marriott.com)
  - Holiday Inn: [www.holidayinn.com](http://www.holidayinn.com)
  - Southwest Airlines: [www.southwest.com](http://www.southwest.com)
  - Albertsons: [www.albertsons.com](http://www.albertsons.com)
  - MacKenzie River: <http://mackenzieriverpizza.com>
  - Flying Pig: [www.flyingpigrafting.com](http://www.flyingpigrafting.com)
  - Tillman's Bed & Breakfast: <http://www.tillmansofmontana.com>
  - Broken Arrow Lodge & Outfitters: <http://brokenarrowlodge.com>
  - Magic Carpet Travel: <http://russell.visitmt.com/listings/6833.htm>
  - Glacier Meadow RV Park: <http://www.glaciermeadowrvpark.com>
- Additional Tourism Sites
- World Tourism Organization, Madrid Spain [www.world-tourism.org/](http://www.world-tourism.org/)
- Travel Industry Association of America, Washington, D.C. Tracks travel industry trends, legal issues, and research. <http://www.tia.org>
- The Real America, Cheyenne, Wyoming <http://www.rmi-realamerica.com> International tourism marketing program for Wyoming, South Dakota, Montana, Idaho and Gateway cities of Chicago, Denver, Minneapolis/St. Paul, and Salt Lake City.
- Travel Montana Web Sites,
  - <http://visitmt.com> Montana travel information for the general public.
  - <http://travelmontana.state.mt.us> News and info for people in Montana's Travel Industry, Travel
    - Montana's Marketing Plan, Info about Film, Group Travel, Travel Writers, et.
  - <http://wintermt.com> Winter recreation information for general public.
  - <http://lewisandclark.state.mt.us> Historical and contemporary information about
    - Lewis and Clark's Montana journey.
  - <http://montanafilm.com> Montana Film Office's internet site for the film, TV and
    - commercial production industry looking for information about where to locate their next project.
  - <http://montanagroups.com> Site for the group tourism industry.
  - <http://montanameetings.com> Site for meeting and convention planners.
  - Institute for Tourism and Recreation Research, Missoula, Montana

- <http://www.forestry.umt.edu/itr> Funded by the bed tax, this organization does ongoing research on tourism's economic and social impacts.
- Glacier Country Tourism Region, Bigfork, Montana <http://glacier.visitmt.com>
- Northwest Montana tourism promotion.
  - Russell Country Tourism Region, Great Falls, MT <http://russell.visitmt.com>
- North central Montana tourism promotion
  - Flathead Visitor and Convention Bureau [www.fcvb.org](http://www.fcvb.org)
  - Glacier National Park [www.nps.gov/glac](http://www.nps.gov/glac)

**Works Cited**

Reynolds, J.S. *Hospitality Services*. (2004). The Goodheart-Willcox Company, Inc.



## Grading Rubric for Hospitality and Tourism Mindmap

Name:

The following topics must be represented in your mindmap. You may add more detail if you like.

| Topics to be represented   | Points Possible | Points Earned |
|--|-----------------|---------------|
| Food Service   | .5              |               |
| Lodging  | .5              |               |
| Recreation   | .5              |               |
| Travel and Tourism   | .5              |               |
| At least one example of a job in each sector of H & T                | 4               |               |
| At least one statistic   | 1               |               |
| Diversity  | .5              |               |
| Service oriented   | .5              |               |
| Entrepreneurs  | .5              |               |
| At least one example of an entrepreneur in H & T                     | 1               |               |
| Support to other industries  | .5              |               |
| At least three examples of jobs in other industries created by H & T | 3               |               |
| Legible  | 1               |               |
| Total Points Earned  |                 |               |
| Total Points Possible  |                 | 14            |
| Total Score:   |                 | /14           |

Name \_\_\_\_\_

Date \_\_\_\_\_

Class \_\_\_\_\_

## Economic Impact of Hospitality Homework

Directions: Study the following picture. Choose a traveler in the figure and create a flow chart that describes his/her trip and shows how the money the traveler spends flows through the entire economy. You can use words, pictures, drawings, etc to enhance your flow chart; you can do your flow chart on the computer or by hand. Attach flow chart to this page.



Travel Industry Association of America

1-3 The money that tourists spend is important to the economy.