

**Program: Hospitality and Tourism Management****CIP # 520904**

**Program Description:** Are you looking for that dream job with global career opportunities? The Hospitality and Lodging Management I & II program will introduce high school sophomores, juniors and seniors to careers in management focusing on the hospitality industry. Through a partnership with the Red Jacket Mountain View Resort, students will enter the premier Hospitality & Lodging Management Program where they will be exposed to on-the-job training, projects, job shadowing, internships and employment opportunities through on-site instruction at the resort. This, coupled with a comprehensive and dynamic curriculum created by the Educational Institute of the American Hotel and Lodging Association, creates an experience that builds business and management skills. These skills are applicable and transferable to other industries. Students can earn national certification as a Certified Hospitality & Tourism Management Professional (CHTMP) and a Certified Guest Service Professional (CGSP) from the American Hotel & Lodging Association upon successful completion of the program and certification process. The program will also provide opportunities for articulation with state colleges and universities. Upon completion of the two year program, students will have the necessary foundations to begin a career within the hospitality industry or to continue their education at the post-secondary level.

**Big Ideas:**

***As a result of completing the Hospitality and Tourism Management program students will:***

- Students will have knowledge of industry enterprises in Hospitality and Tourism Management.
- Understand the function and roles of different departments and how roles within a hospitality industry enterprise are interrelated.
- Know how marketing procedures can improve operating performance and maximize guest experience.
- Understand the importance of safety and security in order to protect guests and staff and to minimize potential risks to both.

### ***Competency Statements***

- Hospitality Industry: Understand the organization and structure of the hospitality industry
- Customer Service: Understand and apply the concepts, procedures, and techniques of hospitality soft skills
- Operations: Understand the operational areas in the hospitality and tourism industry
- Sales and Marketing: Understand the concepts, procedures, and functions of sales and marketing
- Safety and Security: Understand the importance of safety and security in the hospitality and tourism industry
- Organizational Leadership: Understand the role of management, leadership, and Corporate Culture in order to successfully manage and guide business decisions.
- Professional Development: Understand the importance of personal growth, career readiness and employability skills in order to achieve success in today's workplace