

<b>Agreement Name</b>	<b>Hospitality and Tourism Management</b>
<b>Agreement Reviewed/Revised</b>	<b>2024-25</b>

College	College Course	College Program	ACC
Normandale Community College	BUS 1157 Introduction to Hospitality and Tourism Management	<ul style="list-style-type: none"> <li>• Business, Marketing &amp; Management (A.A.S. – 60 cr.)</li> </ul>	3 of 3 credits
	HSMA 1103 Introduction to Hospitality and Tourism Management	<ul style="list-style-type: none"> <li>• Hospitality Management (A.A.S. – 60 cr.)</li> <li>• Food &amp; Beverage Mgt. (Certificate – 20 cr.)</li> <li>• Hotel Marketing &amp; Sales (Certificate. – 20 cr.)</li> <li>• Hotel Operations (Certificate – 20 cr.)</li> <li>• Casino Operations &amp; Mgt. (20 cr.)</li> <li>• Tourism Operations &amp; Mgt. (Cert. – 20 cr.)</li> </ul>	4 of 4 credits

Please go to college online bookstores for current textbooks. [www.normandale.edu](http://www.normandale.edu)

## Content Goals

100% of the content goals will be taught by qualified CTE high school instructor(s).

- Historical development of the hospitality and tourism industry.
- Creating an experience-based business.
- Managing vs. leading in the hospitality and tourism industry
- Sustainability in the hospitality and tourism industry
- Characteristics of the hospitality and tourism industry
- Challenges in managing and leading hospitality and tourism businesses
- Sectors of the tourism industry to include transportation, attractions, food and beverage, accommodations, assembly and events, and the future of the hospitality and tourism industry.

## Course Learning Outcomes

Upon successful completion of the course, the student will be able to:

- Explain the size and scope of the hospitality and tourism industry.
- Describe the forces for growth and change in the hospitality and tourism industry.
- Explain the sectors of tourism and the importance of the interrelationship between businesses.
- Discuss the competencies needed to be an effective hospitality and tourism leader.
- Explain the challenges in managing hospitality and tourism businesses.
- Identify potential career paths in the hospitality and tourism industry.
- Develop an understanding of sustainability and the tourism industry.

## Assessments

- Individual teachers may determine appropriate assessment strategies to meet the outcomes of this agreement through exams, quizzes, project-based learning, case studies, or other methods.
- Students must achieve 80% in the course to receive Articulated College Credit
- Credit is available to students in grades 10-12
- If a student has taken this course in 9<sup>th</sup> grade they can test for college credit in grades 10, 11, or 12.
- Class participation, attendance, and tardiness should be assessed in the grading process consistent with industry standards and college partners.

### **Recommended Industry-Recognized Certification And Comprehensive Assessments – College & High School**

<b>Certification/Assessment</b>	<b>Vendor</b>	<b>Other Information</b>
Culinary Management (347)	You Science	<a href="http://www.YouScience.com">www.YouScience.com</a>
Culinary Arts Level 1 – Cook (#4436)	NOCTI	<a href="http://www.nocti.org">www.nocti.org</a>