

# Hospitality & Tourism Management Career and Technical Education Program

## A COMPREHENSIVE EDUCATIONAL CURRICULUM PROVIDED TO UTAH HIGH SCHOOLS IN PARTNERSHIP WITH THE UTAH STATE BOARD OF EDUCATION



### 15 LESSONS COVERING:

Basics of the Industry and Travel Promoters • Marketing Tourism • Impacts of Tourism • Internet as a Travel Product Distribution Channel • Customer Service • Accommodations & Operations • Hotel Management • Destination Marketing • Transportation • Restaurants • The Story is Utah

#### Careers in Tourism & Hospitality

Could a Career in Tourism be in Your Future?

LODGING	FOOD	SERVICES	TRANSPORTATION & ENTERTAINMENT
<ul style="list-style-type: none"> <li>Hotel General Manager</li> <li>Housekeeping</li> <li>Hotel Sales / Marketing</li> <li>Event Management</li> </ul>	<ul style="list-style-type: none"> <li>Restaurant Staff</li> <li>Chef</li> <li>Baristas</li> <li>Room Service</li> <li>Sommelier</li> </ul>	<ul style="list-style-type: none"> <li>DMO/Civil Servant</li> <li>Chamber of Commerce</li> <li>Tour Companies / Travel Agencies</li> <li>Tourism Information Centers</li> <li>Tourist Guide Services</li> </ul>	<ul style="list-style-type: none"> <li>Bus Drivers</li> <li>Recreation And Trail Drivers</li> <li>Active Past And Staff</li> <li>Cargo And Freight Agents</li> <li>Cruise Ship Staff</li> <li>Shuttle Drivers</li> <li>Amusement Park Staff</li> <li>Casino Operations</li> <li>Sports and Events Venue Staff</li> <li>Zoo, Museum and Other Attraction Staff</li> </ul>

#### The Psychocentric-Allocentric Model

This widely used model developed by Stanley Plog uses personality characteristics to understand tourists' behavior patterns further. In this Plog model, allocentrics (venturer / innovator) are situated on one end of the spectrum with psychocentrics (dependables) with all tourists occupying a location on the scale. What kind of traveler are you?

Psychocentrics / Dependables	Allocentric / Venturers
<ul style="list-style-type: none"> <li>Prefer familiar travel destinations</li> <li>Often opt for fun in the sun travel locations</li> <li>Low activity levels</li> <li>Prefer to drive to their destination</li> <li>Keep to tourist heavy locations, hotels, souvenir shops, etc.</li> <li>More like to purchase complete tour packages</li> </ul>	<ul style="list-style-type: none"> <li>Prefer non-"touristy" destinations</li> <li>Like to be first of people they know to visit a destination</li> <li>Like high activity levels</li> <li>Prefer to fly to destinations</li> <li>Enjoy experiencing new cultures</li> <li>Prefer to book vacation elements a la carte to increase flexibility</li> </ul>

#### Lesson 4 Quiz

Host Community Impacts

Indicate required questions

Email:

1. Research a host community that has seen a great positive impact from increased tourism to their destination. What were those impacts and what were the lasting benefits the destination saw as a result?

Your answer:

2. Now research a host community that saw a largely negative impact from an increase in tourism to their destination. What were those impacts and what is being done to correct the damage, if anything?

Your answer:

Submit

#### The Economic Impacts of Tourism

##### The Ripple Effect: Direct, Indirect and Induced Benefits of Tourism

The income generated by the tourism industry both on the local and the national level have a ripple effect with direct, indirect, and induced benefits. Here are some examples of each:

<b>Direct</b>	These are the effects that come directly from the tourist's spending: the employer's wages and the quantity of jobs created at a tourist destination such as a hotel or restaurant.
<b>Indirect</b>	These result from the increase in purchases by tourism suppliers to serve tourist needs, such as the increase in food purchased from suppliers by a restaurant.
<b>Induced</b>	These are other increases in economic activity, i.e. general employment numbers, taxes, etc., generated within the area's economy at large.

**Tourism Multiplier**  
Incoming tourism spending can also be represented in a destination's tourism multiplier. As an example, Canada's tourism multiplier is approx. 2.5; therefore every new dollar injected into the Canadian economy from an international visitor results in \$2.50 of purchasing power before expenditures or import costs dissipates that money.

\$1 → \$2.50

# Inspiring Utah's next Tourism Leaders.



## RESOURCES FOR INSTRUCTORS INCLUDE:

- **Detailed lesson plan** and PowerPoint presentation for each lesson covering topic highlights
- Each lesson includes **topic-specific projects**, assignments, and quizzes
- **Customer Service certification** through the American Hotel and Lodging Association
- **Four in-person guest speakers** from different sectors of the industry
- Plus additional **videos, handouts and supplementary materials**
- Curriculum **program manager** to assist with any instructor questions



## CONTACT US

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