Hospitality & Tourism

Hilton
**Standard 4:** Students will explore skills, knowledge and concepts related to CTE College and Career Pathways in Business and Marketing.

**Objective 1:** Explore the careers, education, and training related to accounting and finance, HR management, and *hospitality and travel*. 
**STANDARDS/OBJECTIVES**

**Indicators:**
- Identify and understand the importance of basic business employability skills.
- Understand the human resources aspects of business by completing the job application process, including resumes, online applications, etc.
- Understand how personal marketing can affect job outlooks.
- Understand how to perform basic cashiering functions (e.g., customer communication, problem solving, collecting money, counting change).
- Understand basic personal money management, including sales tax and payroll deductions.
- Understand economics and how it relates to the success of a business.
- Explore how financial choices impact outcomes.
- Use and apply learned knowledge through multi-day project based learning experiences.
Hospitality

- The industry of providing customer service to travelers or strangers

- Includes lodging, event planning, theme parks, transportation, cruise line, restaurant, and other fields in the tourism industry
Hospitality

- The **hospitality industry** is a **multi-billion dollar industry** that depends on the availability of leisure time and disposable income.

- A hospitality unit such as a **restaurant, hotel, or an amusement park** consists of multiple groups such as facility maintenance, direct operations (servers, housekeepers, kitchen workers, etc.)
Tourism Industry

- Travel for recreation, leisure, religious, family or business purposes, usually for a limited duration.
Tourism Industry

- **Tourist**: people traveling outside their usual environment for not more than one consecutive year for leisure, business and other purposes

- **Passport**: documentation that allows legal travel through countries
Careers in Hospitality & Tourism

- Travel Agents
- Tour guides
- Translators
- Hotel Staff
- Graphic Designers (design promotional materials)
- Transportation (pilots, sailors, conductors, etc)
- Program Directors (cruise ships/resorts)
- Entertainers

Can you name any other careers in hospitality & tourism?
Significance of Tourism

• Is an important, even vital, **source of income** for many countries.

• Brings in large amounts of **income** into a local economy.
Who Benefits from tourism

- Transportation services
  - Airlines
  - Cruise ships
  - Taxicabs

- Hospitality services
  - Hotels
  - Resorts

- Entertainment Venues
  - Amusement parks
  - Shopping malls
  - Music venues
  - Theatres

- Those who use the services
- Those who provide the services ($$$)
World’s top 10 tourism destinations

1. France
2. United States
3. Spain
4. China
5. Italy
6. Turkey
7. Germany
8. United Kingdom
9. Russia
10. Thailand
What Drives Utah’s Economy?

**Economy definition**: production & consumption of goods and services; management of available resources
Tourism – Why it Matters

- “If tourism were a stock, if people could invest in Utah tourism, people would be putting their money down.”

- "Utah is no longer a secret. “Utah is a ‘bucket list’ destination for tourists around the world.“

  ○ Deseret News
Tourism – Why it Matters

- National Park Visits – 6.3 Million
- Spending by tourists in Utah - $7.4 Billion
- 129,000 people employed by tourism industry
- Utah ski visits – 4.2 Million
- Total state & local taxes generated by traveler spending was $960.6 Million
  - State Government - $571 Million
  - Local Government - $389 Million

Utah's Best Destinations

Arches National Park
Bryce Canyon National Park
Canyonlands National Park
Capitol Reef National Park
Castle Country
Cedar City
Central Utah
Davis - Antelope Island
Flaming Gorge
Grand Staircase-Escalante
Heber Area
Kanab - Grand Canyon
Lake Powell
Logan - Bear Lake
Moab
Monument Valley - Four Corners
Ogden
Park City
Salt Lake City
San Rafael Country
St. George - Zion
Utah Valley
Vernal - Dinosaurland
Wendover
Zion National Park
Utah’s Top 10 Attractions

- 1. Bryce Canyon
- 2. Arches National Park
- 3. Zion National Park
- 4. Canyonlands National Park
- 5. Salt Lake City
- 6. Park City
- 7. Temple Square
- 8. Dinosaur National Monument
- 9. Wasatch Mountain State Park
- 10. Lake Powell

http://www.attractionsofamerica.com/attractions/utah.php#.VIfd4THF-S0
Careers that go with the top 10 attractions

**Seasonal Positions Available**
For all other positions, previous experience is preferred or required. Career positions are listed below.

**Accounting Department**
- Accounting Clerk
- Night Auditor

**Food & Beverage Department**
- Kitchen Utility
- Cook
- Pantry
- Food & Beverage Server
- Busser
- Hostess/Host
- Bartender
- Storekeeper

**Lodging Department**
- Guest Room Attendant
- Laundry Utility
- Front Desk Clerk

**Maintenance Department**
Note: Submit detailed resume with related work experience and copies of licenses and certification with application. Applicants must be at least 19 years of age and have a valid driver license. Minimum skill level for trade positions should be of journeyman or commercial grade.

**Operations Department**
- Night Security
- Dorm Proctor

**Transportation Department**
- Tour Guide
Management Positions

Working in one of our National Parks can offer you a great opportunity to further your career in the hospitality industry. However, please note that the majority of our management team started their careers in entry level positions and were then promoted from within. Xanterra Parks & Resorts is continually searching for qualified people, and we encourage the professional and personal growth of all of our employees.

The following supervisory positions require extensive experience. Please include detailed resume with your application.

Food & Beverage Department

- Kitchen Manager
- Dining Room Manager
- Assistant Dining Room Manager

Retail Department

- Gift Shop Manager

Rooms Department

- Front Desk Manager
- Housekeeping Manager
Tourism is a major industry in Utah, and is well known for its year-round outdoor recreational activities.

With five national parks (Arches, Bryce Canyon, Canyonlands, Capitol Reef, & Zion), Utah has the third most national parks of any state after Alaska and California.

In addition, Utah features seven national monuments, two national recreation areas, six national forests, and numerous state parks and monuments.
TOURISM IN UTAH

- Utah is well known for its **winter activities** and has seen an increase in tourism since the 2002 Winter Olympics.

- **Park City is home to the US Ski Team.** Utah's ski resorts are primarily located in northern Utah. In 2008, Deer Valley, in Park City, was ranked the top ski resort in North America.

- **Northern Utah's ski resorts** are well liked among tourists for their convenience and proximity to a large city and International Airport, as well as the close proximity to other ski resorts, allowing skiers the ability to ski at multiple locations in one day.
TOURISM IN UTAH

- Utah features many **cultural attractions** such as Temple Square in Salt Lake, the Sundance Film Festival in Park City, and the Utah Shakespearean Festival in Cedar City.

- Other **destination attractions** include Monument Valley, the Great Salt Lake, the Bonneville Salt Flats, and Lake Powell.
Fun Facts about Utah

- 45th state admitted to the Union on January 4, 1896
- 13th largest state
- 33rd most populated
- 2nd fastest-growing state in the US
- Overall best state to live in – Gallup survey 2012
- #1 Best State for Business – Forbes 2014
Fun Facts about Utah

- **Capital:** Salt Lake City
- **Governor:** Gary Herbert
- **Colleges & Universities:** University of Utah, Utah State University, Brigham Young University, Weber State University, Utah Valley University, Salt Lake Community College, Southern Utah University, Dixie State University, Snow College, etc.
Fun Facts about Utah

- Senators: Orrin Hatch, Mike Lee

Senators

Each state elects two senators for staggered 6-year terms. Senators represent the entire state.

Senior Senator
Orrin Hatch
Took Office: Jan 4, 1977
Next Election: 2018
Party: Republican

Junior Senator
Mike Lee
Took Office: Jan 5, 2011
Next Election: 2016
Party: Republican
Fun Facts about Utah

- Representatives: Rob Bishop, Chris Stewart, Jason Chaffetz, Jim Matheson

[Images of representatives with district information]
Fun Facts about Utah

- Representatives: Rob Bishop, Chris Stewart, Jason Chaffetz, Mia Love
Fun Facts about Utah

- Origin of name: Ute Indians
- Nickname: Beehive State
- Motto: Industry
- Emblem: Beehive
- Slogan: Life Elevated
- Bird: California Seagull
- Animal: Rocky Mountain Elk
- Fish: Bonneville Cutthroat Trout
- Insect: Honeybee
- Tree: Blue Spruce
- Fruit: Cherry
Top 50 Companies to work for in Utah

Click on the picture for the link

Or copy and paste: http://www.deseretnews.com/top/2714/0/Top-50-companies-to-work-for-in-Utah.html

Using the career site Glassdoor.com, Deseret News has compiled the top 50 companies in Utah to work for. The list includes the top 50 non-governmental companies on Glassdoor.com with at least 25 reviews and a Utah location. After using Glassdoor’s “overall company ranking,” the companies are ordered using employee responses on Glassdoor.com about company culture, work-life balance, benefits, opportunities and management.

All stats are taken from employee feedback on Glassdoor.com, including the “most common salary,” which is the average pay for the most common position listed on Glassdoor. Almost half of the companies are headquartered in Utah.
Travel Itinerary

- You just got hired on as a travel agent. **Congratulations!**

- Your **first customer** contacted you today and wants to do a **5 day tour of Utah** for her, her husband and two junior high kids. This customer is coming in from Texas and has never visited Utah before but has heard plenty about the state and seems very impressed. After visiting Utah, they are going on to California but all they ask is that you help plan a wonderful stay for the 5 days they are visiting the state.

- They have already taken care of the flight from Texas to Utah – SLC International Airport - and from Utah to California. They have also already rented a car to get around. **Your worry will be hotel stay, restaurants, and attractions/activities.** Also, they ask that you don’t go too extravagant but yet not too cheap either. **They like the outdoors and would love to go hiking, visit the parks or amusement sights, or go skiing if it is in season.** They have scheduled their trip one month from today. To get started, visit the following website: [http://www.visitutah.com/](http://www.visitutah.com/)

- You will create a **5 day itinerary** (a planned route or journey) for the family. Fill in the chart in your packet with their travel itinerary.
## Travel Itinerary

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Morning — 7 am to noon-ish</th>
<th>Afternoon — 1 pm to 5 pm-ish</th>
<th>Evening 7 pm — midnight</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>They arrive around noon so don’t worry about this morning</td>
<td>Hotel location: Lunch location: Activities:</td>
<td>Supper location: Activities:</td>
</tr>
<tr>
<td>Day 2</td>
<td>Breakfast location: Activities:</td>
<td>Hotel location: Lunch location: Activities:</td>
<td>Supper location: Activities:</td>
</tr>
<tr>
<td>Day 3</td>
<td>Breakfast location: Activities:</td>
<td>Hotel location: Lunch location: Activities:</td>
<td>Supper location: Activities:</td>
</tr>
<tr>
<td>Day 4</td>
<td>Breakfast location: Activities:</td>
<td>Hotel location: Lunch location: Activities:</td>
<td>Supper location: Activities:</td>
</tr>
<tr>
<td>Day 5</td>
<td>Breakfast location: Activities:</td>
<td>Hotel location: Lunch location: Activities:</td>
<td>They must catch their flight from the SLC International Airport at 9 pm</td>
</tr>
</tbody>
</table>