

**Year 2**

# **Hospitality and Tourism Management Program**



## **Student Workbook**



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**Year 2**

## **Hospitality and Tourism Management Program**

常州大学图书馆  
藏书章

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# **Student Workbook**

**Year 2**

## **Hospitality and Tourism Management Program**

# **Introduction**

## **How to use this workbook**

## ***Year 2 Introduction to the Hospitality and Tourism Management Program***

### **Welcome to the Hospitality and Tourism Management Program (HTMP)!**

This course of study will prepare you to begin the lifelong journey of career growth in the diverse and dynamic realm of hospitality and tourism. Emphasis will be placed on the skills and processes you need to use to launch, build, and succeed in your career choice.

The Hospitality and Tourism Management Program will introduce you to the four business categories typically associated with the industry. They are:

- Accommodation
- Food and Beverage
- Attractions
- Transportation

Within each category is a variety of career opportunities available to individuals willing to prepare themselves through the Hospitality and Tourism Management Program. During year two, the program will focus on the management aspects of the industry. This workbook is filled with activities that support and reinforce what you read in the Hospitality and Tourism Management Program textbook. Each activity will help you to practice industry-wide and lodging-based leadership tasks and skills in use both in school and the workplace.

### **Important Workbook Forms**

When you receive this workbook, please look for the three forms inserted in the back of this workbook. They are:

- Scantron Bubble-Sheet (for final exam use)
- Workplace Voucher
- Work Experience Evaluation Form

If still in place, remove the forms immediately and turn in to your instructor for safekeeping. These forms will be needed for use later in the school year.

EDUCATING THE NEXT GENERATION OF HOSPITALITY

Unit 1

# Introduction to Leadership and Management

## Chapter 1

### Preparing for a Leadership Career



TERMS YOU  
SHOULD KNOW

## Terms You Should Know: In Your Own Words

*In your own words, answer the following questions based on your understanding of the boldfaced terms.*

1. If a friend asked you to describe a **gastropub**, what would you say about this type of food and beverage establishment?

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2. Name a characteristic of a **laissez-fair manager**?

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3. Do you think a group of varying types of businesses can be considered part of an **industry segment**? Why or why not?

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4. How would a **bureaucratic manager** make decision?

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5. Mike describes himself as a **democratic manager** because he asks his staff to assist in the decision-making. Is Mike truly a democratic manager? Why or why not?

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6. How does an **autocratic manager** make decisions?

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## Section 1.1 Introduction

### ***Activity: Where Should I Begin?***

Hospitality and tourism offers a wide variety of career and management options. Use this form to ask yourself about the type of career you would like to seek.

Which segment of the hospitality and tourism industry would you like to work in?

*Circle one answer for each item.*

<b>Airline</b>	Very interested	Somewhat interested	Not interested
<b>Bar/Nightclub</b>	Very interested	Somewhat interested	Not interested
<b>Casino</b>	Very interested	Somewhat interested	Not interested
<b>Catering</b>	Very interested	Somewhat interested	Not interested
<b>Chef</b>	Very interested	Somewhat interested	Not interested
<b>Country Club</b>	Very interested	Somewhat interested	Not interested
<b>Conference/Convention</b>	Very interested	Somewhat interested	Not interested
<b>Cruise Ship</b>	Very interested	Somewhat interested	Not interested
<b>Entertainment/Performer</b>	Very interested	Somewhat interested	Not interested
<b>Food Service</b>	Very interested	Somewhat interested	Not interested
<b>Health Club</b>	Very interested	Somewhat interested	Not interested
<b>Hospital</b>	Very interested	Somewhat interested	Not interested
<b>Hotel/Resort</b>	Very interested	Somewhat interested	Not interested
<b>Nursing Home</b>	Very interested	Somewhat interested	Not interested
<b>Restaurant</b>	Very interested	Somewhat interested	Not interested
<b>Retirement</b>	Very interested	Somewhat interested	Not interested
<b>Sales</b>	Very interested	Somewhat interested	Not interested
<b>Spa</b>	Very interested	Somewhat interested	Not interested
<b>Theme Park</b>	Very interested	Somewhat interested	Not interested
<b>Timeshare</b>	Very interested	Somewhat interested	Not interested
<b>University</b>	Very interested	Somewhat interested	Not interested
<b>Valet Parking</b>	Very interested	Somewhat interested	Not interested

## Section 1.2 Why a Career in Hospitality and Tourism?

### Activity: The Big Picture

A career in hospitality and tourism has many benefits and drawbacks. In this activity you will explore the benefits and drawbacks that are most important to you!

*Answer the following questions using complete sentences except when asked to list items.*

1. Review the benefits of a career in hospitality and tourism listed in your text book. List these benefits by relevance and importance to you. For example, you may think flexible work hours are very important to you, in which case you would put "flexible hours" on the top of your list. Conversely, if dining at the restaurant you work at is not a benefit that is attractive to you, you would put that last on your list. Everything else will fall somewhere in between.

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2. How are these benefits likely to influence your decision to pursue a career in hospitality and tourism? Explain your reasoning.

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3. Now, review the drawbacks of a career in hospitality and tourism. As in question number 1, list each drawback by relevance and importance to you.

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