

Durham Careers In Hospitality



A DCVB and Durham Public Schools Partnership

Curriculum Ideas

Middle School:

Math:

- Ask each student to bring in their favorite recipe (e.g. macaroni and cheese, pizza from scratch, meatloaf, chocolate pie, etc.). If the recipe will serve 4, ask the students to adjust the amount of the ingredients needed to serve 2, 8, 16, 32, and 64 people.
- Use the total number of occupied rooms in a hotel (180) versus the total number of rooms in the hotel (225) and calculate the rate of occupancy. Each room is \$75 per night. Add to that amount the 6.5% NC sales tax and the 7% occupancy tax. How much did the hotel earn on the 180 occupied rooms for one night, including taxes.
- Create a budget for a pre-game party for approximately 50 people. Budget for food, paper supplies, beverages, entertainment, etc.
- Figure payroll: have each student create a timesheet for 4 friends/employees, assigning each employee a different wage. Give each employee a different number of hours worked for each day.
- Figure how many hours each employee worked for 1 week and then calculate the earnings for each employee. Deduct 7.5% of each employees earnings for Social Security tax and an additional 15% of total earnings for state and federal taxes. What amount should each employee be paid after deductions?
- Practice counting back change. (i.e. Total cost is \$14.76, customer gives you \$20.76; how much change should you give them? Total cost is \$29.28, customer gives you \$40.03; how much change should you give them?)
- The National Association of Telemarketers is coming to Durham for their annual meeting. There will be 250 members attending the conference for 3 days. If the hotel is holding 300 rooms at \$95.00 each night and the meeting space costs \$100.00 for each half-day session, the morning, noon and evening meals average \$20 each, how much will the conference cost each member?



- A graphics designer is working to create a brochure on Downtown Durham's Central Park. There will be 15,000 brochures printed in 4-color, front and back. The paper costs \$8.00 for 500 sheets, the printing costs \$0.50 for each brochure, the postage is \$0.37 each. The designer needs to be paid \$350.00 for her fee. What is the total cost of each brochure?
- You are the Executive Director at the Carolina Theatre and are making plans for an upcoming concert. The cost of the band and singer is \$10,000. You will need 25 employees to work the concert at \$15 per hour for approximately 5 hours. Include the overhead costs (electricity, water, parking, etc.) at an estimate of \$2,500. The theatre seats 1,016 people and you expect the concert to generate sales of 65% of the available seats. How much should you charge for tickets to ensure a profit margin of 50%?

English/Language Arts:

- Have students write an advertisement to sell their bedrooms, as if a guest were going to pay to stay there. Students can expect to receive \$75 per night.
- Have students write a performance evaluation for their favorite singer, rock star, or movie star.
- Have students construct a sample menu. The menu should include 4 courses: 2 appetizers, 2 soups, 5 entrees and 3 desserts, plus beverages. Name the restaurant and write a description for each menu item.
- Have students write a descriptive paragraph about their favorite hangout or thing to do in Durham in such a way that a visitor would want to go and see it for themselves. Limit paragraph to 100 words.
- Have students answer a letter of complaint from a customer who couldn't get to their business meeting on time because they received poor directions, a baseball fan who complained because the Durham Bulls lost a game, a client who is not happy with their business location at The Streets at Southpoint, etc.
- Have each student "start" a business that would help to bring visitors to Durham. They should describe their business, and why people should travel 100 miles to come to Durham to be customers. Explain things that make Durham a special place.

Science:

- When cleaning a restaurant kitchen floor, would you mix ammonia and bleach together? Why or why not? What chemical reaction can you expect?





- When making angel food cakes, what should the weather be like to give you the best result? Why?
- Why is lime used to enhance golf course grasses? What combination of weather is best for applying lime and other agents to the grass?
- Why is it important that restaurant kitchen workers have a health card? What diseases are spread easily in food preparation?
- What temperatures should a restaurant freezer and a refrigerator always hold? Can it be lower or higher and by how much?
- Why are eggs so dangerous today? What disease can one get from eggs and how? What elements in our environment are affecting the foods we eat?
- A hotel is having guests complain of headaches. What would you do to investigate this?
- You are the owner of a day spa. Explain where the pressure points are on the hands and feet.

Social Studies:

- Research the first Convention & Visitors Bureau (CVB) formed in NC. Give the date of formation, place, purpose and explain the benefits of a CVB to a community.
- Research Durham's Historical sites and create a brochure/presentation to market Durham to visitors from a historical aspect.
- Choose a country or continent that the class is studying (Brazil, Asia, Europe, etc.). Each student should create a travel brochure or travel packet to market that country to potential NC visitors.
- Show the various attractions and convince people from NC that they need to visit this particular country.
- Use the detailed Street Map of Durham to locate various features and estimate the distance from your school to these places.
- Research the History of Flight in NC. Write an essay and include how the first flight in NC has evolved and impacted Durham. (i.e. GE Aircraft Services, RDU, Carolina Barnstormers, Life Flight at Duke, etc.)

