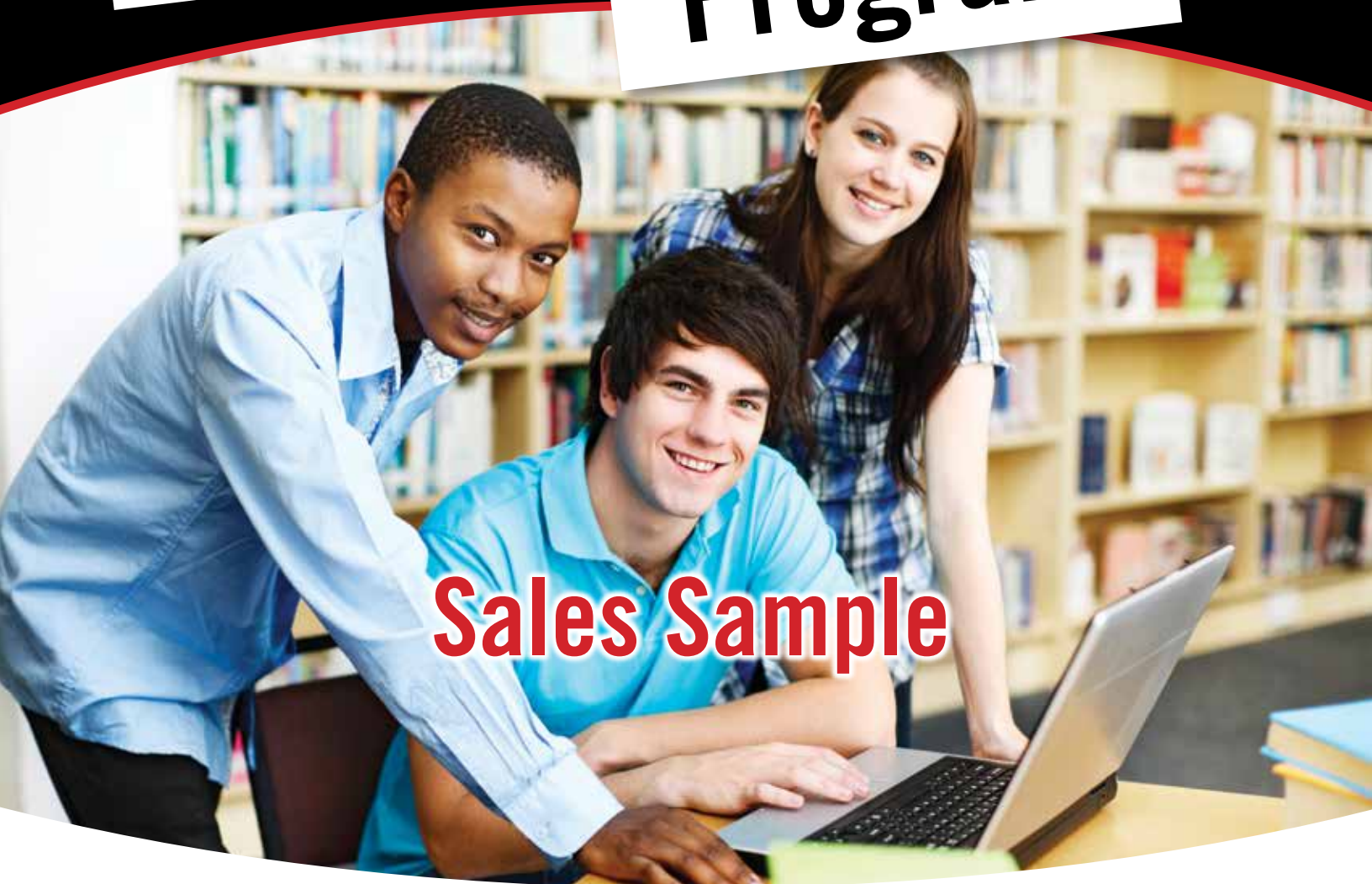


Year 1

Hospitality and Tourism Management Program



Sales Sample



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Year 1

Hospitality and Tourism Management Program





Unit 1

Introduction to Hospitality and Tourism Program

- ▶ **Chapter 1**
Hospitality and Tourism
- ▶ **Chapter 2**
Careers in Hospitality



UNIT OVERVIEW

Over the past 100 years, the hospitality and tourism industry has experienced monumental changes due to improvements in transportation, accommodations, and new technologies. This has resulted in hospitality and tourism becoming one of the largest industries on the globe and impacting those changes was a shift in the world's population; the traveling public's desire to explore new places and cultures, and changing global business needs.

The Internet has had a major influence on travelers by opening up the world of hospitality and tourism as a global marketplace where someone can experience new people, places, and things. Travelers can quickly measure the cost of each travel choice against the value that the item will deliver; giving technology the ability to impact decisions about travel spending, length of stay, and type of accommodation required.

The types of businesses making up the industry, such as airlines, rental cars, hotels, restaurants, and attractions, have created a vast network of companies looking for talented people who wish to build a career in hospitality and tourism.

The hospitality and tourism industry grew so quickly in the early 20th century that it was necessary for companies engaged in the same type of business to find a way to connect with one another. This resulted in the birth of professional organizations such as the American Hotel & Lodging Association (AH&LA) and the National Restaurant Association (NRA). The purpose of industry associations is to protect, educate, and promote the needs of the people and businesses belonging to the associations. Known as member services, some examples of what associations provide to members are communicating new business trends, updating changes in laws and government requirements, and lobbying on behalf of the membership in the halls of Congress.

This unit will take a look at the history, size, and elements that, over time, have fused together hospitality and tourism into one industry. Also, this section will explore the types of careers and the cycles involved for those wishing to pursue a career in hospitality.

Chapter 1

Hospitality and Tourism

- ▶ **Section 1.1**
Introduction
- ▶ **Section 1.2**
History of Hospitality and Tourism
- ▶ **Section 1.3**
Global View of Hospitality and Tourism
- ▶ **Section 1.4**
Scope of the Industry
- ▶ **Section 1.5**
The R.A.V.E. Principle: Respect and Value Everyone
- ▶ **Section 1.6**
Guest Service on a Global Scale
- ▶ **Section 1.7**
Types and Organization of Accommodations

COMPETENCIES

1. Describe the changes hospitality and tourism have experienced in modern times.
2. Explain how hospitality and tourism depend on one another for success.
3. Describe the social impact of global travel and business on hospitality and tourism.
4. Describe the scope of industry services available for today's traveler.
5. Explain the need for respect and value for all guests by the hospitality and tourism industry.
6. Explain the purpose of quality guest service in the hospitality and tourism industry.
7. Identify the types of hotels available to hospitality and tourism guests.

Hospitality Profile



**Joseph A. McNerney, CHA
Former President & CEO
American Hotel & Lodging
Association**

Joseph A. McNerney, CHA, served as president and chief executive officer of American Hotel & Lodging Association (AH&LA) from 2001 to 2013. As the head executive of the largest trade association representing the U.S. lodging industry, Mr. McNerney implemented and directed AH&LA's services, as well as provided leadership to association members. He also worked directly with the volunteer officers, board of directors, and partner state associations in determining the direction of the industry.

Mr. McNerney reorganized the association to streamline efficiency and strengthen its core operations, including consolidating its two affiliates to form the American Hotel & Lodging Educational Foundation. The AHLEF is the only educational dollar-dispensing, not-for-profit premier organization for scholarships, professional certification, instructional material, and funding for key industry research. Additionally, Mr. McNerney spearheaded the changing of the membership structure from a federation to a dual-membership format, streamlined the board of directors, and clarified the organization's mission.

Your Task: Use the information contained in the textbook's profile about this industry professional to complete the Professional Profile Activity in the student workbook. You may need to conduct additional research of your own about the profile topic covered in the workbook as well.

Section

1.1

Introduction

TERMS YOU SHOULD KNOW

Hospitality—the reception and entertainment of guests, visitors, or strangers at resorts; membership clubs, conventions, attractions, special events; and other services for travelers and tourists.

Tourism—tourist travel and the services connected with it, regarded as an industry combined with hospitality.

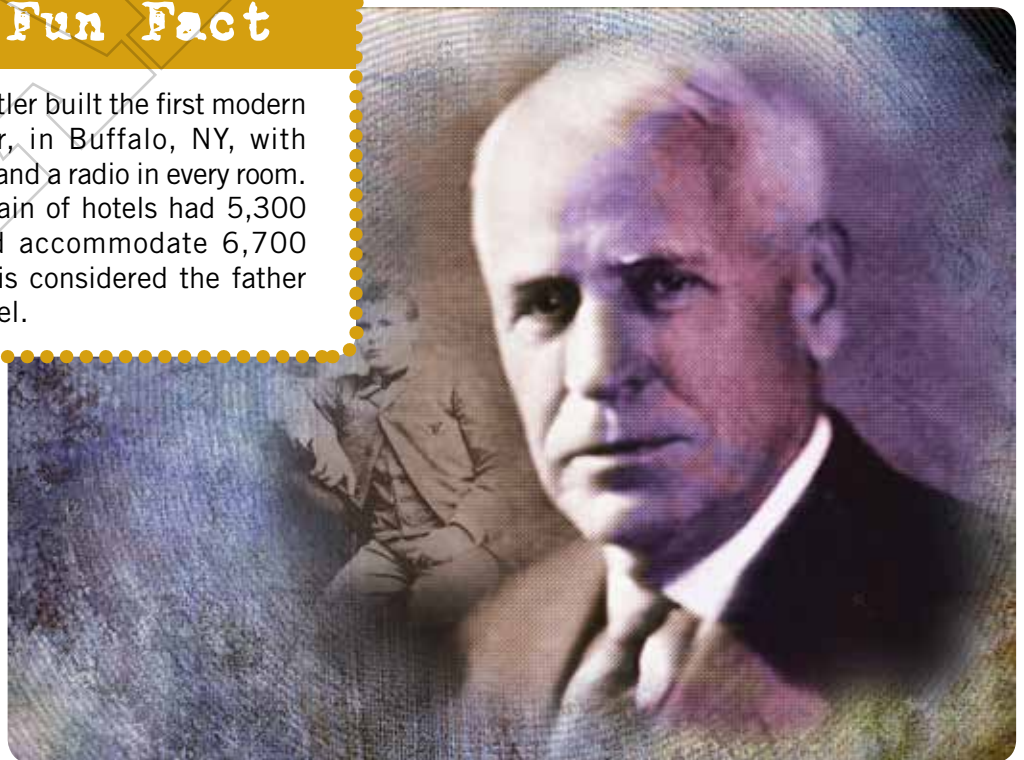
The pace of change seemed to explode following 1945 and the end of World War II, and the impact of those changes altered the face of **hospitality** and **tourism** forever. No longer was travel reserved for only the very wealthy. In the 1950s and 1960s, all forms of transportation became more accessible and affordable. This resulted in business travel becoming a common practice, and the birth of the family vacation.

In the following decades, more and more people began to travel, not just to visit family and friends, but for the pure pleasure of seeing the world. The result was tourism as we know it today. Hospitality and tourism have grown into a large industry, so much so that many countries, such as the United States, Japan, Great Britain, and China, consider it to be a key business driver within their economies.

Pineapple Fun Fact



In 1907, E.M. Statler built the first modern hotel, the Statler, in Buffalo, NY, with private bathrooms and a radio in every room. Eventually, his chain of hotels had 5,300 rooms that could accommodate 6,700 guests a day. He is considered the father of the modern hotel.



The Traveling Public

The hospitality and tourism industry exists to meet the needs of the traveling public. The reasons for traveling are varied, with each person having personal criteria for making any journey. However, the reasons why most people travel can usually be placed into one of five categories:

Recreation

a wish for rest, relaxation, sports, and entertainment.

Visits to family and friends

a wish or need to spend time with loved ones.

Business

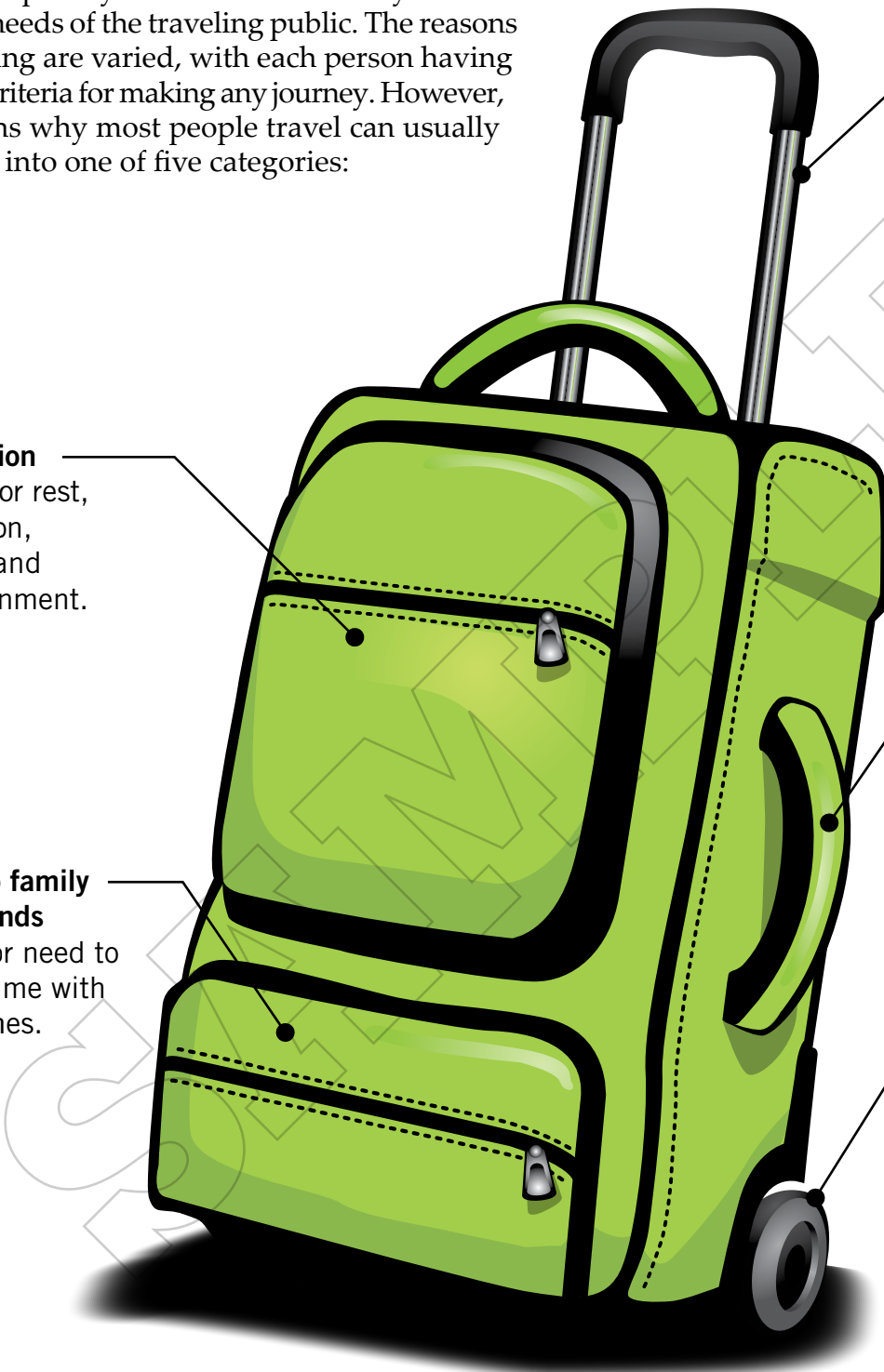
a need to conduct business, attend a conference, convention, or meeting.

Culture

a desire to learn about different places and things of interest.

Health issues

a need for diagnosis or treatment from a non-local medical facility.



The Internet also has a huge impact on hospitality and tourism. Not just because it is easier to find and book travel online, but because online information about the people, places, and things found around the globe has created a greater interest in visiting those destinations.

Section

1.2

History of Hospitality and Tourism

TERMS YOU SHOULD KNOW

Lodging—to temporarily have a room in a hotel, motel, inn, bed & breakfast, or hostel.

The modern history of hospitality and tourism really began in 1910 when 60 hotel operators formed the American Hotel Protective Association. Today, this association operates as the American Hotel & Lodging Association (AH&LA) which acts as a moving force in ensuring that the hospitality and tourism industry continues to thrive and meet the needs of its global audience.

Throughout history, travel has always contained the aspects of exploration, discovery, and financial gain at its very core. It is no different today; people want to visit places they've never been to learn about the heritage, culture, and natural wonders found at those locales. Business travelers seek to buy and sell in a global economy while technology makes even the most remote places more accessible to the traveling public. Today's traveler wants to explore the Amazon rainforest, conduct business in Dubai, walk the Great Wall of China, ride a gondola in Venice, watch kangaroos in the Australian outback, gaze across the Grand Canyon, and be amazed by the engineering of Stonehenge. Along with this desire is the guest's expectation that the hospitality and tourism industry be ready and able to not only meet, but be capable of exceeding, his or her travel needs.



1910 – The American Hotel Protective Association is founded in Chicago and today is known as the American Hotel & Lodging Association (AH&LA).



1910 – Grand Old Hotel



1926 – Route 66 is completed, linking Los Angeles and Chicago.



1943 – Travel by train becomes popular and hotels benefit from the increased guest traffic.

1939 – The first flight is made by a jet airplane opening up a new option in travel.

1947 – The Roosevelt Hotel is the first to install TVs in all guestrooms.

1910

1920

1930

1940

1950



1953 – The American Hotel Institute is launched; today it operates as the American Hotel & Lodging Educational Institute (AHLEI).



1981 – The boutique hotel concept is born.



2001 – Following the attacks of 9/11, hotels implement new anti-terrorism and security measures.

1957 – Hilton Hotels offer a direct-dial telephone service in guestrooms.



1972 – Hotels begin accepting credit cards to “guarantee” guestroom reservations.



1990 – The Americans with Disabilities Act (ADA) becomes law and hotels begin offering accessible guestrooms and amenities.

1969 – Chain hotels begin offering swimming pools as a way to increase profits.

2007 – Smartphones and “apps” are embraced by the hospitality industry, with both guests and employees utilizing the variety of services these phones provide.

2008 – Flat-screen TVs become the new standard for guestrooms. The future of innovation and change will continue to globally drive the hospitality and tourism industry.



American Hotel & Lodging Association
CELEBRATING 100 YEARS OF HOSPITALITY
CONTINUING THE LEGACY

1960 1970 1980 1990 2000 2010 2020
Decade (10-year increments)

Section

1.3

Global View of Hospitality and Tourism

TERMS YOU SHOULD KNOW

Infrastructure—the basic, underlying framework or features of a system or organization.

Hospitality has to meet the needs of modern tourism by providing a “menu” of travel choices for finding, reaching, and staying at any destination. This means the travel-based industries must depend on one another for success. For example, a business traveler has to make a sales call in a major city. It will take an airline, car-rental company, hotel, restaurants, and other local services to ensure that one person is able to reach, sleep, eat, enjoy, and conduct business during their trip. If you multiply that same total of travel needs by the number of people wishing to travel to this one city for just one day, you begin to get the idea of how large the hospitality and tourism industry in one major city might be. Now, think about the number of people globally who choose to travel each day, and the type of **infrastructure** the hospitality and tourism industry must have in place, so the needs of such a diverse group of people can be met.



Scope of the Industry

The scope of hospitality-related businesses required to meet the needs of a destination's guests will typically fall into one of the following groups:

Accommodations

- Hotels
- Resorts
- Motels
- Hostels
- Vacation rentals
- Vacation ownership
- Bed & Breakfast properties
- Recreational vehicles and camping

Transportation

- Airlines
- Cruise lines
- Rail
- Car rentals
- Tour/coach operators
- Bus lines
- Taxis

Food and Beverage

- Restaurants
- Full-service
- Fine dining
- Quick service
- Bars and lounges

Attractions

- Theme parks
- Zoos
- National, state, and local parks
- Natural wonders
- Heritage sites

The R.A.V.E. Principle: Respect and Value Everyone

TERMS YOU SHOULD KNOW

Diversity—the human quality of being different or varied.

Inclusive—not excluding any particular groups of people.

Diversity

Every living creature requires food, water, shelter, and space to survive. Those needs are provided to the traveling public by the hospitality and tourism industry, along with comfort, safety, and understanding for the diversity of a global audience.

Diversity is a complex concept and can be very challenging to learn. Typically, **diversity** requires hospitality and tourism employees to be sensitive to differences such as race, gender, age, physical abilities, religion, and sexual orientation, but it is really much more than just those few items. Diversity really means each person you meet will be unique and must be appreciated as a one-of-a-kind individual. This is not a tough concept to understand but is a hard one to actually use at work each day.

To make it a little easier to understand, let's break diversity down into a very basic idea. Diversity means learning to Respect and Value Everyone (R.A.V.E.) for where they come from, the personal beliefs and life experiences they may have, and the expectations they will have, both at home and when traveling.

For anyone working in hospitality and tourism, this means that an **inclusive** environment must be in place to show both guests and co-workers that they are valued and respected simply for being themselves. Anyone able to accept this simple rule of respecting and valuing everyone (R.A.V.E.) can find success in the hospitality and tourism industry. How? By knowing when to ask questions to find out what is needed in order to deliver personalized services.



Guest Service on a Global Scale



Guests arrive at every destination with a set of expectations and requirements that need to be met by the people operating that property, attraction, or restaurant. The delivery of the services guests want and need is known as guest service. This sounds simple, but really, guest service is one of the most difficult skills anyone working in hospitality and tourism can master. However, those who do master the skills will find working with guests to be exciting and rewarding.

So, if you had to define guest service, what might you say? A simple definition would be that *guest service is meeting the needs of guests the way they want and expect them to be met*. It is important to remember that guest expectations are not limited to one culture or country, but are universal and desired by every person who travels. Consequently, guest service is considered to be a key component on which both hospitality and tourism stand. This also means anyone working in the industry will be expected to know, deliver, and meet guest expectations all day, every day, and to the very best of his or her ability.

What are the basic skills of guest service? If you asked guests, they would say guest service must always include:

1. Safety—Make me feel safe.
2. Courtesy—Treat me as an individual by showing me I am valued and respected.
3. Show—Provide me with the best guest experience your property has to offer.
4. Efficiency—Meet my needs quickly and to the very best level you and your property can provide.

These guest service skills can take the form of a **tangible service** such as providing extra towels or pillows when requested, or **intangible service** such as seeing to the safety, comfort, and enjoyment guests experience during their stay.

TERMS YOU SHOULD KNOW

Tangible Services—

services that provide for guest expectations using the physical assets of the property.

Intangible Services—items of value to guests such as comfort, safety, and enjoyable experiences that meet their emotional needs and expectations.

Destination Marketing

Destination marketing organizations (DMOs) specialize in attracting guests to a specific destination where hospitality and tourism are big business. Locations such as Orlando, Las Vegas, and New York City depend on the local DMO to help market and bring in visitors. Based on location, many destination marketing organizations may operate under a different name such as:

In the United States

- Convention & Visitors Bureau
- Convention & Visitors Association

Internationally

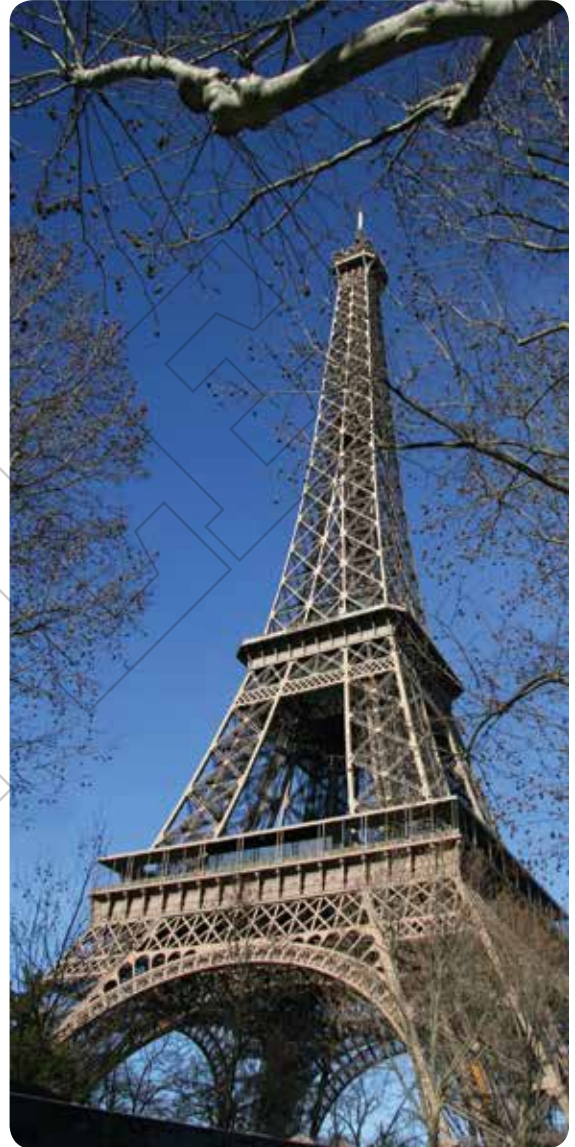
- Tourist Authority
- National Tourist Office or Organization
- Tourist Bureau
- Tourism Commission

Regardless of the organization's name, the purpose is basically the same for all. The key role of all DMOs is to develop local economic growth, attract visitors and conventions to the local area, and globally market the availability of attractions, hotels, restaurants, and other services.

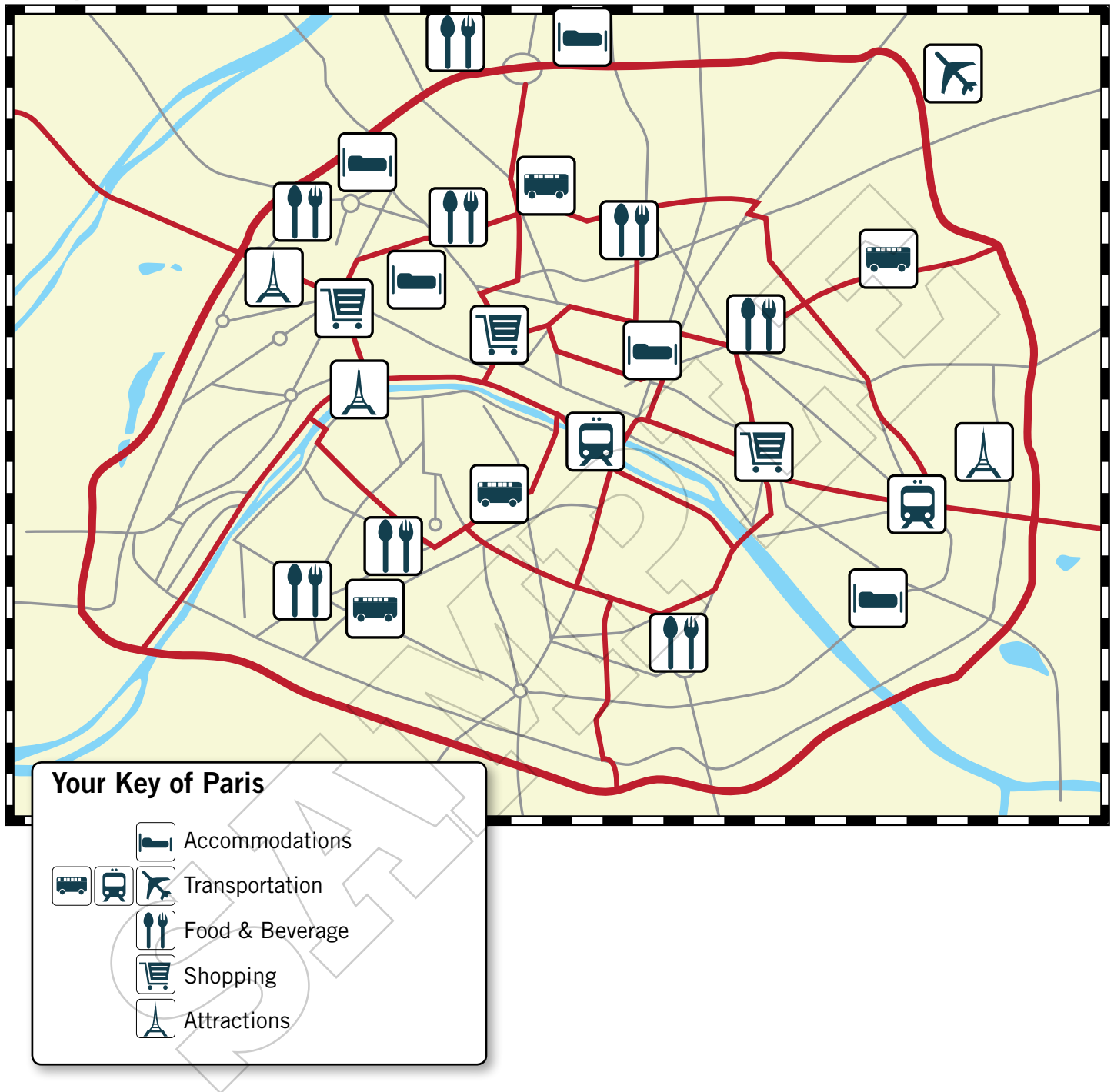
For guests, DMOs are an important resource for information about where to stay, eat, and play while visiting that destination. DMOs also serve as the official point of contact for convention and meeting planners and tour operators, which are often a major source of income for local businesses. They benefit guests, meeting planners, and tour operators by:

- Offering unbiased information about all types of services and facilities available to guests
- Providing "one-stop" information service about all local tourism sites and attractions
- Assisting in the creation of marketing materials, also known as collateral materials, to help in the sales of group tours, meetings, or conventions
- Assisting with on-site logistic and registration services
- Assisting in the coordination of local transportation, special tours, and special events

Most service are provided by DMOs at little to no cost, which is one of the greatest benefits offered by a destination marketing organization.



Visitor's Map of Paris



Section

1.7

Types and Organization of Accommodations

When traveling, people will carefully decide what type of accommodations to book for their temporary home away from home. Aided by the Internet, recommendations from family and friends, and past experiences, guests will begin to narrow down the decision, using the process of elimination.

The first decision will be to choose the type of hotel that best suits the reason for travel. A person traveling for business will have a very different set of needs than a family of four going on vacation. Because of the vast assortment of reasons people travel, the hospitality and tourism industry has developed a variety of hotel types to better meet guests' travel needs. The types of hotels include:

Commercial Hotels—Located in downtown business districts, this type of hotel caters to business travelers, tour groups, small conferences, and the occasional tourist.

Airport Hotels—Air travel created the need for hotels located inside or near airports. Both business travelers and tourists benefit, not only from the convenient location, but also from the services offered, such as courtesy vans to and from the airport. Most offer meeting/conference room space and banquet services as a convenience to groups wishing to stay near an airport while conducting business.

All-Suite Hotels—Feature suites containing living rooms, kitchenettes, and bedrooms for guests with longer hotel stays or a wish for a more “homelike” stay. Frequent business travelers, family vacation groups, and those needing temporary living quarters all find this type of hotel very appealing.

Extended-Stay Hotels—This type of hotel is similar to all-suite hotels but usually offers full kitchens and guest laundromat. These amenities appeal to travelers staying longer than five days and who prefer less hotel- and more apartment-like services.

Residential Hotels—Residential hotels offer permanent or very long-term occupancy to guests who prefer hotel living because of the amenities such as daily housekeeping service, concierge, and uniformed services. The guest accommodations can range from a typical guestroom to a suite or condominium. This type of hotel is often known as a condo hotel.



Resort Hotels—Typically resort hotels are found in destination locations where vacationers and business groups can enjoy the property’s recreation, sports, and spa facilities along with the local area’s natural wonders and entertainment venues.



Vacation Ownership Properties—Many people prefer to vacation at the same time and same place every year, and it was this preference that led to the development of the vacation ownership property. A guest will purchase a specific number of weeks or points that are then applied to the type of accommodations the guest wishes to use. The guest then “owns” that guest unit for the same time period every year for however long the ownership is contracted to last.



Casino Hotels—Casino hotels attract guests who enjoy gaming, live entertainment, and other recreational activities such as golf, tennis, or spa facilities. They used to appeal only to vacation and leisure travelers, but today, convention and conference visitors account for a large portion of casino hotel business.



Conference and Convention Centers—This type of hotel can be as small or as large as the number of guest attendees the property wishes to attract. Guests attending an event in this type of hotel will likely spend the majority of their time at the property. Event organizers will expect the property to provide “one-stop” planning for everything. Attendees will expect the hotel to provide a range of items from guestrooms to convention space, to breakout meeting rooms, to audiovisual equipment, to meals and banquets, to live entertainment.



Bed and Breakfast Hotels—Better known as a B&B, this hotel is usually a private home that has been converted into a hotel business for overnight guests. The owner acts as the host or hostess and will welcome each guest as a temporary member of the family. Breakfast is always included in the room rate and guests expect the entire stay to feel both warm and welcoming.



Other Travel Accommodations—Hotels are not the only place travelers can stay overnight. Many people choose to go camping or travel in a recreation vehicle (RV), or stay in hostels, while others like to travel by water in yachts and sailboats.



Cruise Ships—Large, floating hotels that travel from destination to destination. Today’s ships provide the same type of accommodations, recreation, live entertainment, and amenities as land-based hotels and casinos. Cruises appeal to guests who prefer to unpack once, have their meals provided, have a choice of recreational/entertainment options and daily destinations to visit.



Apply Your Learning

Section 1.1

1. In what time period did travel become more affordable for the average person?
2. What did affordable travel give birth to?
3. What is E.M. Statler considered the father of?
4. What do people choose to do if they travel?

Section 1.2

1. How many years are in a decade?
2. What was the American Hotel & Lodging Association's original name in 1910?
3. What do guests expect from the hospitality and tourism industry when they travel?
4. What year was the Americans with Disabilities Act (ADA) passed into law?
5. What year was Chicago linked by road to Los Angeles and what was the name of the road linking the two cities?

Section 1.3

A family from Lima, Ohio, plans to take a vacation to San Francisco, California. What types of businesses need to form the infrastructure for the family's visit? List businesses they will use during the trip.

Section 1.4

What hospitality-related industries are included under:

1. Accommodations – What do all these businesses have in common?
2. Transportation – What do all these businesses have in common?
3. Food and Beverage – What do all these businesses have in common?
4. Attractions – What do all these businesses have in common?

Section 1.5

1. What should an inclusive environment show guests and employees?
2. What four things does every living creature need to survive?
3. What does the term diversity mean?
4. Why is valuing people for their diverse background important?

Section 1.6

Guest Service

1. What is the definition of guest service?
2. What two things do all guests arrive at a destination with?
3. What are the four basic skills associated with guest service?

Destination Marketing

1. What does the acronym DMO stand for?
2. What is the purpose of a DMO?

Section 1.7

Match the guest to the type of accommodation best suited to their travel needs.

1. A guest needs to travel for business to Dallas, Texas. He will need to stay for at least six weeks to complete the job he has been hired to do. He hates staying so long in a typical hotel. What type of accommodations would be the best choices for his needs?
2. Two sisters are planning a trip together. They both want to visit a variety of different cities or countries on the trip but hate the thought of having to pack and unpack at each destination. What type of accommodations would be the best choice for the sisters' needs?
3. A couple are planning their honeymoon trip. They would prefer a place that is quiet and romantic with a lot of character. They also want it to be small, warm, and welcoming. What type of accommodations would be the best choice for the honeymooners' needs?
4. A family of four likes to take a vacation every year, during the same week of July. They always go to the same place and wish they owned a home at that destination. What type of accommodations would be the best choice for the family's needs?

SAMPLE

Chapter 1 - Workbook Sample

(Optional Purchase)

SAMPLE

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Unit 1

Introduction to Hospitality and Tourism

Chapter 1 Hospitality and Tourism



PROFILE Activity


Profile Research: Do you know Joe?

Joseph A. McNerney, CHA
President & CEO
American Hotel & Lodging Association



Carefully read these directions.

1. Conduct an Internet search on Mr. McNerney.
2. Use the new information found online and the profile material in your textbook to complete Mr. McNerney's résumé.
3. Information you will need to search for includes:
 - Companies Mr. McNerney worked for
 - Positions Mr. McNerney held at each company
 - Where he went to college and the degrees he received
 - What special skills or areas of expertise Mr. McNerney is noted for having
 - What awards and recognition Mr. McNerney has received during his career
4. Write a short paragraph about his work experience, education, special skills and abilities.

 **Hint:** Google “Joe McNerney and AH&LA” to find what you need.

Joe McInerney's Résumé

Educational Background

Work Experience

Current Position

Job Title	Company	Years in Position

Previous Positions

Job Title	Company	Years in Position

Special Skills and Abilities

Awards and Recognition

Mr. McInerney's Success as a Hospitality Leader (paragraph)

TERMS YOU SHOULD KNOW

Terms You Should Know: Match Up! (Part I)

Match each word to its definition.

Tourism

A resort, hotel, motel, bed & breakfast, or inn.

Lodging

A type of social inclusiveness that values variety in ethnic, socioeconomic status, gender type, and other factors within in a group, society, or company.

Infrastructure

The business or industry of providing information, accommodations, transportation, and other services to tourists.

Hospitality

The basic, underlying framework or features of a system or organization.

Diversity

Not excluding any particular group of people; allowing everyone access or involvement in the activity, decision, or facility at all times.

Inclusive

The service industry that includes lodging, restaurants, event planning, theme parks, transportation providers, and cruise lines.

Terms You Should Know: Vocabulary Practice (Part II)

Write a complete sentence using each vocabulary word listed that shows how the word is used in the hospitality and tourism industry.

Tourism

Lodging

Infrastructure

Hospitality

Diversity

Inclusive

PINEAPPLE fun facts



Pineapple Fun Fact: Workbook Activity

Pineapple Fun Fact Questionnaire

Why is E.M. Statler considered the father of the modern hotel?

Research the history of his life and career to find the answers to these questions.

1. What date and place was E.M. Statler born?

2. How old was he when he started working in a hotel?

3. What was his first business venture?

4. What helped Statler to make his first restaurant a success?

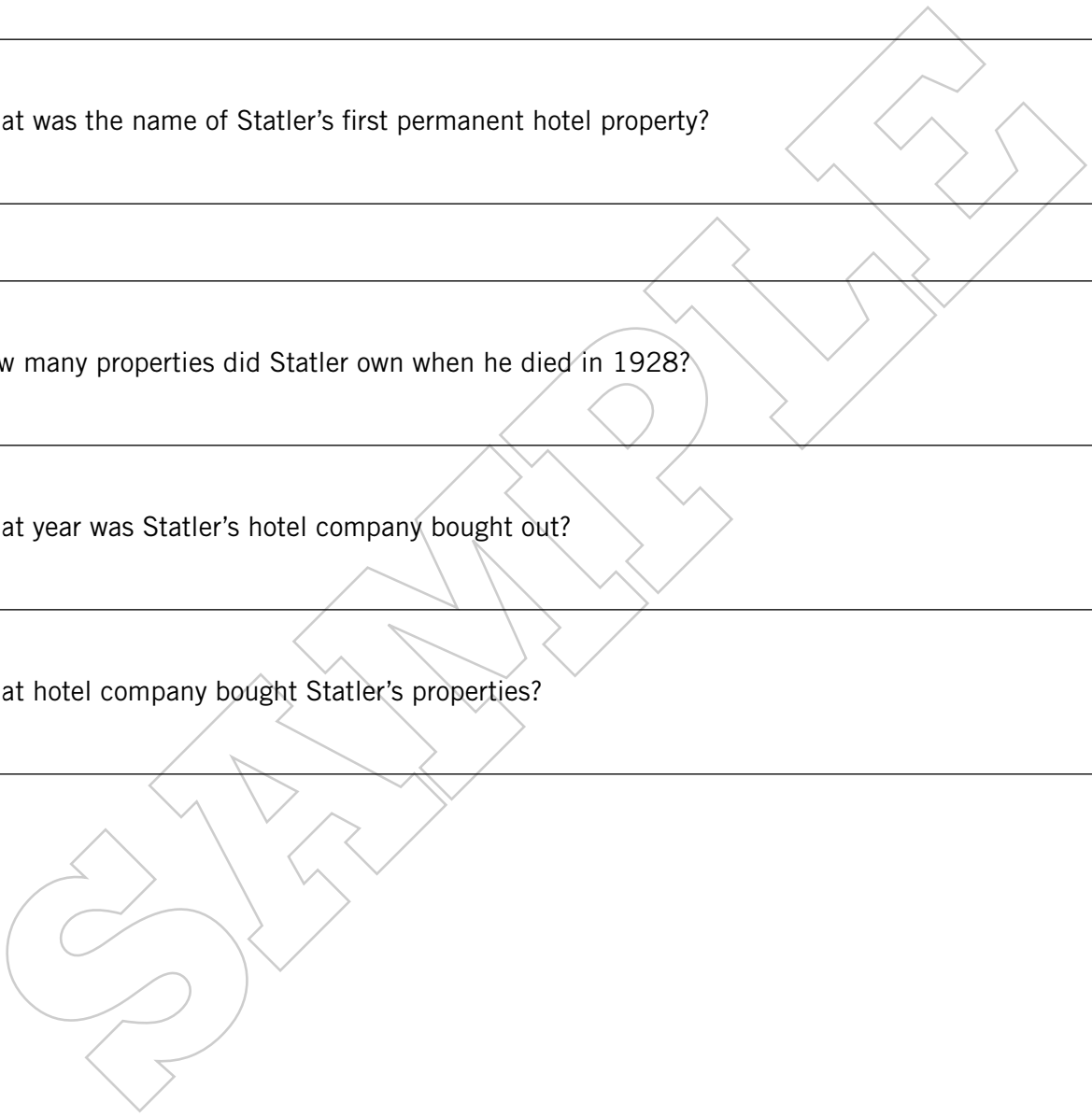
5. What did Statler do in 1901 that contributed to his career growth?

6. What was the name of Statler's first permanent hotel property?

7. How many properties did Statler own when he died in 1928?

8. What year was Statler's hotel company bought out?

9. What hotel company bought Statler's properties?



Section 1.1 Introduction

Activity: The Family Vacation

Starting in the 1950s, Americans began to go on family vacations. Soon, it was an annual event for many families who wanted to explore all the places they had read about in books, seen in the movies, or viewed on TV.

1. *Using a search engine, conduct a search for the top ten places to vacation. Select a website to find out where people like to vacation.*

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

2. List the top ten places you would like to go on vacation.

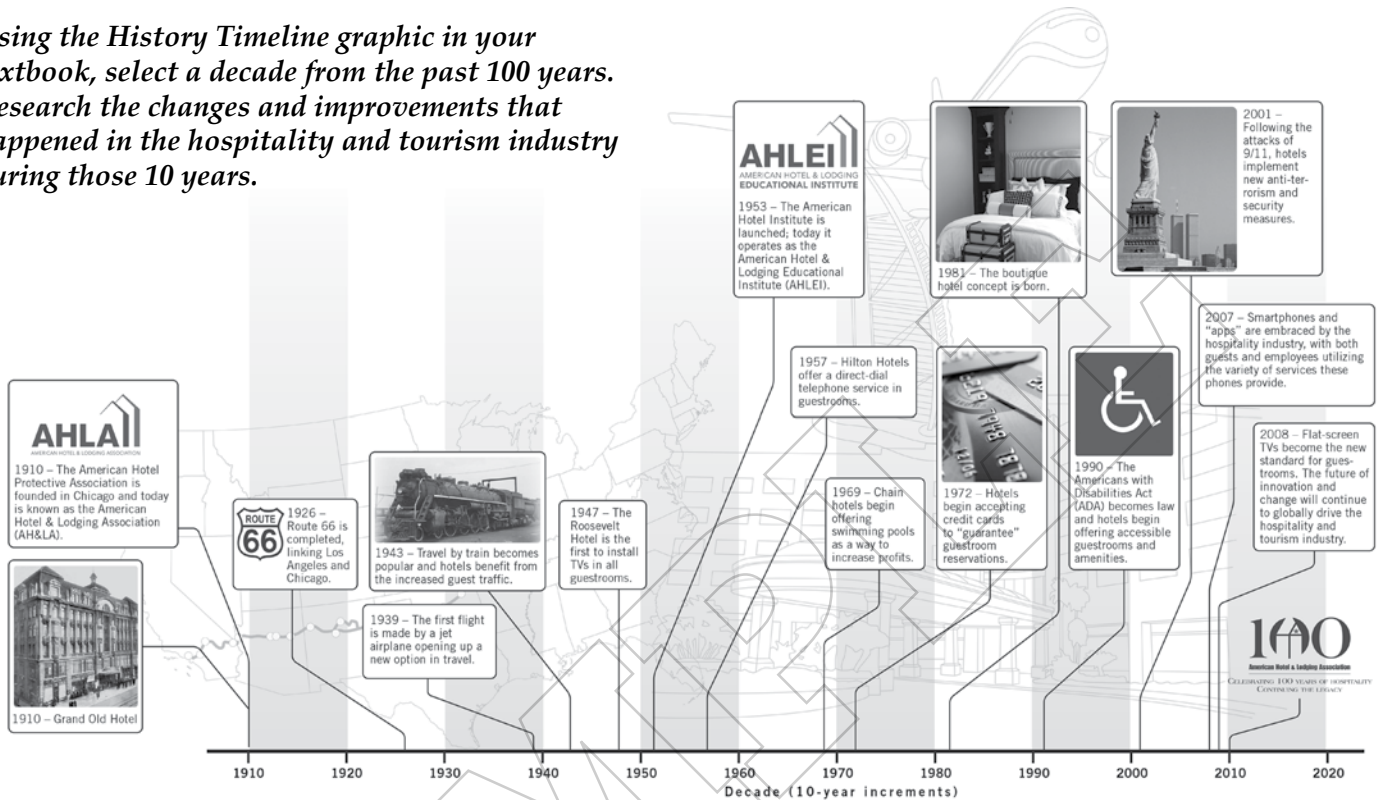
1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

3. Explain why they appeal to you.

Section 1.2 History of Hospitality and Tourism Activity

Activity: The Past

Using the History Timeline graphic in your textbook, select a decade from the past 100 years. Research the changes and improvements that happened in the hospitality and tourism industry during those 10 years.



Use the research questions on this worksheet to help you complete the assignment.

The decade I chose to research was _____

- What was the impact of new technologies or inventions on the hospitality and tourism industry during your chosen decade?

- Who were the industry leaders during this decade (individuals and companies)?

- What new hospitality and tourism companies or chains were founded during this decade?

- How did new types of transportation, technology, or travel options change how people were able to travel?

- During this decade, was there a lot of job growth or decline in the hospitality and tourism industry?

- What impact did major world events during this decade have on the hospitality and tourism industry?

Section 1.3 Global View of Hospitality and Tourism

Activity: Map It Out

You will be assigned a country on the map shown to the right. Give one reason why a person from the United States would choose to travel to that location.

You will need to:

Ask your instructor for the Traveler Arrival Information Form. This form will tell you the number of foreign travelers who arrive each day from all over the world, expecting to find hotels, restaurants, and attractions that provide the type of guest service they are used to receiving.

Answer each question to help complete this assignment.

- What is the name of the major airport in this city?

- How many people arrive by plane at this airport each day?

- Figuring two people per room, how many hotel guestrooms must this city have available each day to house guests?

- If each hotel has 250 guestrooms available each day, how many hotels does the city need to have?

- If each restaurant can seat 150 people per hour, how many restaurants will be needed to serve dinner, from 6 p.m. to 9 p.m., each day?

- A local attraction can handle 20,000 visitors per day. How many attractions are needed to entertain the city's guests each day?



Section 1.4 Scope of the Industry

Activity: Going International

International guests bring a different set of cultural expectations with them. These special need means a hotel needs to research and provide custom services in order to make the guests feel they have a home away from home.

Scenario

Your hotel is hosting a group of oil sheiks at your property. You are part of the concierge team assigned to greet them and make certain their guestrooms and meal arrangements meet their expectations. They are flying in by private jet tomorrow. Before they arrive, you need to research their dietary preferences and speak with the executive chef to make certain their stay is as perfect as possible.

Research a recipe for a typical middle eastern dish or meal item. Provide the name of the dish and the ingredients the chef will need to have on hand to prepare it.

RECIPE:

Section 1.5 The R.A.V.E. Principle: Respect and Value Everyone

Activity: R.A.V.E. About It

Name of Assigned Scenario: _____

Read the scenario card. Based on that situation, write a list of questions your group can use to help determine guest needs while still showing you respect and value the scenario's guests.



Group Names:

1. _____

2. _____

3. _____

4. _____

5. _____

Section 1.6 Guest Service on a Global Scale

Activity: Write a Guest Welcome Note

Full service properties such as resorts and spas specialize in personalized service that makes each guest feel welcome, valued, and important to the property and its employees.

You are the general manager of the Golden Sands Inn, a luxury 200-room spa hotel in an exclusive island resort area. Mr. and Mrs. Winsor schedule a trip to the property every year to celebrate their anniversary. As the general manager, write a personal note welcoming them back to the hotel.

GOLDEN SANDS INN

RESORT & SPA

104 ISLE STREET | CEDAR REEF ISLAND | 555-555-1234

SAMPLE

Section 1.7 Types and Structure of Hotels

Activity: Typecasting Hotels

Match each type of hotel in this list to the description that fits it the best. Write the number of the hotel type in the box next to the correct description.

Hotel Types	Description
1. Airport hotel	<input type="checkbox"/> A property in an exotic or recreational location.
2. Alternative lodging property	<input type="checkbox"/> A small property with limited food service that offers intimate, personal service.
3. Bed and breakfast hotel	<input type="checkbox"/> A large property with many guestrooms and a large amount of exhibit hall space, ballrooms, and meeting rooms.
4. Casino hotel	<input type="checkbox"/> A property that features a living room or parlor area and a separate bedroom.
5. Commercial hotel	<input type="checkbox"/> A property in a downtown business area that caters primarily to business travelers.
6. Conference center hotel	<input type="checkbox"/> A property where the guests stay for a long period, sometimes permanently.
7. Convention center hotel	<input type="checkbox"/> A property that is connected to gambling facilities.
8. Extended-stay hotel	<input type="checkbox"/> A property designed for travelers who plan to stay five days or longer.
9. Residential hotel	<input type="checkbox"/> A property that is near an airport.
10. Resort hotel	<input type="checkbox"/> A property that has a lot of meeting spaces.
11. Suite hotel	<input type="checkbox"/> A property containing several units that each have several owners who occupy them for a specific time each year.
12. Vacation ownership hotel	<input type="checkbox"/> A recreational vehicle park.

SAMPLE

Chapter 1 - Teacher Wraparound Sample

(Includes instruction and resource data)

SAMPLE

Year 1

Hospitality and Tourism Management Program



Chapter 1 – Hospitality and Tourism

1

The graphic features a large red shape on the left and a photograph of a hotel lobby on the right. The photograph shows a wooden floor, a patterned carpet, and a blurred background of a hotel interior. Overlaid on the red shape are several white and black text boxes containing the unit and chapter titles.

Unit 1

Introduction to Hospitality and Tourism Program

- ▶ **Chapter 1**
Hospitality and Tourism
- ▶ **Chapter 2**
Careers in Hospitality

2



UNIT OVERVIEW

Over the past 100 years, the hospitality and tourism industry has experienced monumental changes due to improvements in transportation, accommodations, and new technologies. This has resulted in hospitality and tourism becoming one of the largest industries on the globe and impacting those changes was a shift in the world's population; the traveling public's desire to explore new places and cultures, and changing global business needs.

The Internet has had a major influence on travelers by opening up the world of hospitality and tourism as a global marketplace where someone can experience new people, places, and things. Travelers can quickly measure the cost of each travel choice against the value that the item will deliver; giving technology the ability to impact decisions about travel spending, length of stay, and type of accommodation required.

The types of businesses making up the industry, such as airlines, rental cars, hotels, restaurants, and attractions, have created a vast network of companies looking for talented people who wish to build a career in hospitality and tourism.

The hospitality and tourism industry grew so quickly in the early 20th century that it was necessary for companies engaged in the same type of business to find a way to connect with one another. This resulted in the birth of professional organizations such as the American Hotel & Lodging Association (AH&LA) and the National Restaurant Association (NRA). The purpose of industry associations is to protect, educate, and promote the needs of the people and businesses belonging to the associations. Known as member services, some examples of what associations provide to members are communicating new business trends, updating changes in laws and government requirements, and lobbying on behalf of the membership in the halls of Congress.

This unit will take a look at the history, size, and elements that, over time, have fused together hospitality and tourism into one industry. Also, this section will explore the types of careers and the cycles involved for those wishing to pursue a career in hospitality.

3

Unit 1 Overview

Unit 1 introduces students to the hospitality and tourism industry. This is accomplished by illustrating the dynamic nature of the industry over the past 100 years. Included in the unit content, is an overview of the global scope of the industry, along with the basic concepts behind it:

- Diversity (R.A.V.E. Model)
- Hospitality and tourism's interconnectivity
- Types of hotel properties
- Destination marketing
- Career paths
- Career goals

Unit 1 also introduces the concept of guest service and the expectations of the hospitality and tourism industry placed on it by the traveling public.

Chapter 1: Hospitality and Tourism

Chapter 1 Overview

Chapter 1 traces the history of hospitality and tourism over the past 100 years, and the impact technology, social change, and guest preferences have had on the type of available services.

Students will be introduced to hospitality and tourism from a global perspective to ensure they see the “big picture” of the industry early on in their studies.

This chapter will also provide the foundation learning about the four key areas of hospitality and tourism, and illustrate the connections linking the two together.

Students will be shown the purpose and role of diversity on a global scale as well as the role of guest service in both divisions of the industry. These two soft skills are significant to learners since both are key skill areas requiring mastery by anyone seeking a career in the industry.

Also included, is content about the types of hotels available to support hospitality and tourism as well as an introduction to destination marketing used by visitor and convention bureaus.

Resources and Activities



PowerPoint:
Chapter 1, Slide 1

Chapter 1

Hospitality and Tourism

- ▶ **Section 1.1**
Introduction
- ▶ **Section 1.2**
History of Hospitality and Tourism
- ▶ **Section 1.3**
Global View of Hospitality and Tourism
- ▶ **Section 1.4**
Scope of the Industry
- ▶ **Section 1.5**
The R.A.V.E. Principle: Respect and Value Everyone
- ▶ **Section 1.6**
Guest Service on a Global Scale
- ▶ **Section 1.7**
Types and Organization of Accommodations

COMPETENCIES

1. Describe the changes hospitality and tourism have experienced in modern times.
2. Explain how hospitality and tourism depend on one another for success.
3. Describe the social impact of global travel and business on hospitality and tourism.
4. Describe the scope of industry services available for today's traveler.
5. Explain the need for respect and value for all guests by the hospitality and tourism industry.
6. Explain the purpose of quality guest service in the hospitality and tourism industry.
7. Identify the types of hotels available to hospitality and tourism guests.

4

Chapter 1 Competencies

Students will develop knowledge and skills set forth by Chapter 1 competencies.

1. Describe the changes hospitality and tourism have experienced in modern times.
2. Explain how hospitality and tourism depend on one another for success.
3. Describe the social impact of global travel and business on hospitality and tourism.
4. Describe the scope of industry services available for today's traveler.
5. Explain the need for respect and value for all guests by the hospitality and tourism industry.
6. Explain the purpose of quality guest service in the hospitality and tourism industry.
7. Identify the types of hotels available to hospitality and tourism guests.

Hospitality Profile



Joseph A. McNerney, CHA
Former President & CEO
American Hotel & Lodging
Association

Joseph A. McNerney, CHA, served as president and chief executive officer of American Hotel & Lodging Association (AH&LA) from 2001 to 2013. As the head executive of the largest trade association representing the U.S. lodging industry, Mr. McNerney implemented and directed AH&LA's services, as well as provided leadership to association members. He also worked directly with the volunteer officers, board of directors, and partner state associations in determining the direction of the industry.

Mr. McNerney reorganized the association to streamline efficiency and strengthen its core operations, including consolidating its two affiliates to form the American Hotel & Lodging Educational Foundation. The AHLEF is the only educational dollar-dispensing, not-for-profit premier organization for scholarships, professional certification, instructional material, and funding for key industry research. Additionally, Mr. McNerney spearheaded the changing of the membership structure from a federation to a dual-membership format, streamlined the board of directors, and clarified the organization's mission.

Your Task: Use the information contained in the textbook's profile about this industry professional to complete the Professional Profile Activity in the student workbook. You may need to conduct additional research of your own about the profile topic covered in the workbook as well.

5

Classroom Activity: Goal Setting

Read

"Nothing is really work unless you would rather be doing something else." James M. Barrie

Discuss

The positive effects of personal goal setting.

Ask

Students for suggestions on the type of decisions Mr. McNerney had to make as a young man so he could build a successful career in hospitality; in particular, the personal goals Mr. McNerney set for himself.

List and Discuss: Using a white board

- Ask students for suggestions of strategies and methods they believe Mr. McNerney used to create his success.
- Write those suggestions on the whiteboard.
- Discuss the positive effect each suggestion would provide to anyone building a career.

Hold a Brainstorming Session

- Divide class into groups.
- Ask each group to select three of the strategies and methods they think are "doable."
- Tell each group to build a plan for using those strategies and methods for building their own careers.
- Discuss why they think each chosen strategy would work.

Lesson Plan: 1.O.1 Introduction to Résumé Writing

Students will begin drafting their own résumé as part of the learning process about résumé use and development.

Teacher Resources USB Materials to Use:

- Blank Résumé Template
- Résumé Writing Guideline Handout
- Rules of Résumé Writing

Standards

CCSS RI.11-12.4 Determine the meaning of words and phrases as they are used in a text, including figurative, connotative, and technical meanings; analyze how an author uses and refines the meaning of a key term or terms over the course of a text (e.g., how Madison defines faction in Federalist No. 10).

Resources and Activities



Student Workbook:
TYSK: Match UP!



Portfolio:
Building process



PowerPoint:
Chapter 1, Slide 2

Classroom Group Activity: Introducing Brainstorming

Purpose

Brainstorming and critical thinking are key skills used in problem-solving by the hospitality and tourism industry. They are developed over time through practice and experience. This exercise will help develop student skills in this area.

Tell

Each group to brainstorm ways to use the strategies and methods they previously selected in the Introduction section's Brainstorming Activity for use in their own career development.

Explain

The plan should include how they would plan to implement each strategy and why they believe it will work as part of their career path.

Present

Ask each group to present one idea to the class so other groups may provide suggestions and ideas of additional ways to make a strategy help in career development.

Resources and Activities



Book Resource:
A Century of Hospitality
1910-2010



Video:
AH&LA Century
of Hospitality



PowerPoint:
Chapter 1, Slide 3

Section

1.1

Introduction

TERMS YOU SHOULD KNOW

Hospitality—the reception and entertainment of guests, visitors, or strangers at resorts; membership clubs, conventions, attractions, special events; and other services for travelers and tourists.

Tourism—tourist travel and the services connected with it, regarded as an industry combined with hospitality.

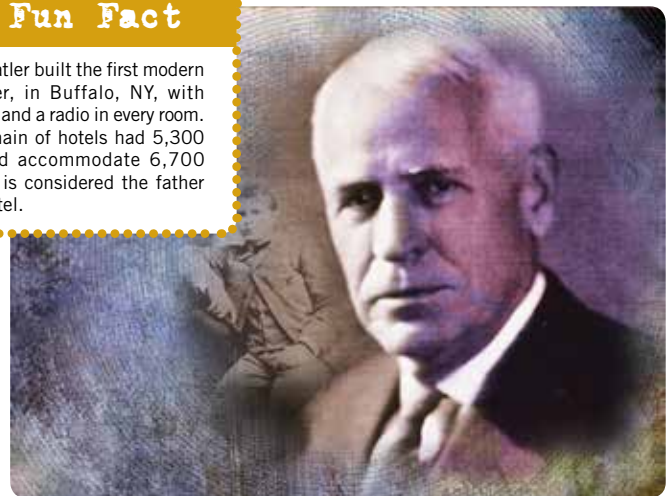
The pace of change seemed to explode following 1945 and the end of World War II, and the impact of those changes altered the face of **hospitality** and **tourism** forever. No longer was travel reserved for only the very wealthy. In the 1950s and 1960s, all forms of transportation became more accessible and affordable. This resulted in business travel becoming a common practice, and the birth of the family vacation.

In the following decades, more and more people began to travel, not just to visit family and friends, but for the pure pleasure of seeing the world. The result was tourism as we know it today. Hospitality and tourism have grown into a large industry, so much so that many countries, such as the United States, Japan, Great Britain, and China, consider it to be a key business driver within their economies.

Pineapple Fun Fact



In 1907, E.M. Statler built the first modern hotel, the Statler, in Buffalo, NY, with private bathrooms and a radio in every room. Eventually, his chain of hotels had 5,300 rooms that could accommodate 6,700 guests a day. He is considered the father of the modern hotel.



6

Chapter 1 – Hospitality and Tourism

Standards

CCSS RI.11-12.2 Determine two or more central ideas of a text and analyze their development over the course of the text, including how they interact and build on one another to provide a complex analysis; provide an objective summary of the text.

CCTC HT 1.2 Identify effects of the economy on the hospitality and tourism industry to effectively plan products and services.

CCTC HT 2.2 Trace the development of the hospitality and tourism industry to understand the overall structure.

The Traveling Public

The hospitality and tourism industry exists to meet the needs of the traveling public. The reasons for traveling are varied, with each person having personal criteria for making any journey. However, the reasons why most people travel can usually be placed into one of five categories:

Recreation

a wish for rest, relaxation, sports, and entertainment.

Visits to family and friends

a wish or need to spend time with loved ones.

Business

a need to conduct business, attend a conference, convention, or meeting.

Culture

a desire to learn about different places and things of interest.

Health issues

a need for diagnosis or treatment from a non-local medical facility.

The Internet also has a huge impact on hospitality and tourism. Not just because it is easier to find and book travel online, but because online information about the people, places, and things found around the globe has created a greater interest in visiting those destinations.

Classroom Activity: The Traveling Public

Part 1

Ask

Starting in the 1950s, people began to travel more often; what were the five key reasons for their travel?

Discuss

The top five reasons people travel are:

Recreation—Changes in labor laws led to paid time off from work which allowed Americans to take advantage of the new road network being built.

Culture—The idea of taking “road trips” became an established part of American culture due to easy travel by car.

Business—The new highway network allowed American businesses to expand their client base to more distant towns and cities.

Visits to family and friends—Traveling as a family was easy with new destinations available to explore.

Health issues—The average American could now economically travel by car in order to seek out medical treatment from the best doctors in the country.

Part 2

Ask

How did the building of the Interstate Highway System across the U.S. affect the hospitality and tourism industries?

Use

A brief history of America’s Interstate Highway System (Teacher Resource USB)

Lesson Plan: 1.1.1 Modern Changes to Hospitality and Tourism

Students will become familiar with:

1. The five key reasons why people travel:
 - a. Recreation
 - b. Business
 - c. Culture
 - d. Health issues
 - e. Visit with family and friends
2. The five key changes over the past 100 years to the hospitality and tourism industry by becoming more:
 - a. Organized
 - b. Affordable
 - c. Available
 - d. Accessible
 - e. Focused on meeting guest needs

Resources and Activities



Student Workbook:
The Family Vacation



Apply Your Learning:
Section 1.1



Quiz: Section 1.1

Lesson Plan: 1.2.1 Modern Changes to Hospitality and Tourism

Students will select and conduct research on a hotel chain to:

1. Discover facts about the chain's history.
2. Find out the impact an expanding interstate system had on that company.
3. Find out how affordable cars make travel possible for the middle class.
4. Learn why hotels felt moving out of the city and nearer to highways would benefit the business.
5. Learn what two elements lead to the development of mid-range and economy hotel properties.

Themed Class Presentation

Students will create themed visual aids to use during a class presentation about the selected hotel chain.

Brainstorm ways to build a theme for the chain:

- Use colors in use by that hotel chain.
- Show images of the style of architecture in use.
- Show the types and styles of uniforms/clothing in use.
- Include some popular "buzz" words or phrases used to describe the chain.
- Show photographs of hotel locations and attractions cited by the chain to encourage guests to stay.

Resources and Technology

Encourage students to use available resources and technology to assist in building an interesting and engaging class presentation.

Section 1.2

History of Hospitality and Tourism

TERMS YOU SHOULD KNOW

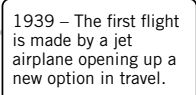
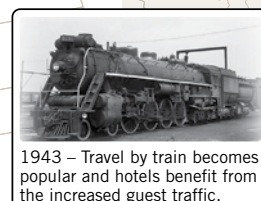
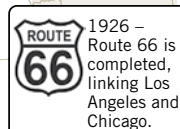
Lodging—to temporarily have a room in a hotel, motel, inn, bed & breakfast, or hostel.

The modern history of hospitality and tourism really began in 1910 when 60 hotel operators formed the American Hotel Protective Association. Today, this association operates as the American Hotel & Lodging Association (AH&LA) which acts as a moving force in ensuring that the hospitality and tourism industry continues to thrive and meet the needs of its global audience.

Throughout history, travel has always contained the aspects of exploration, discovery, and financial gain at its very core. It is no different today; people want to visit places they've never been to learn about the heritage, culture, and natural wonders found at those locales. Business travelers seek to buy and sell in a global economy while technology makes even the most remote places more accessible to the traveling public. Today's traveler wants to explore the Amazon rainforest, conduct business in Dubai, walk the Great Wall of China, ride a gondola in Venice, watch kangaroos in the Australian outback, gaze across the Grand Canyon, and be amazed by the engineering of Stonehenge. Along with this desire is the guest's expectation that the hospitality and tourism industry be ready and able to not only meet, but be capable of exceeding, his or her travel needs.



1910 - Grand Old Hotel



1910 1920 1930 1940 1950

8

Chapter 1 - Hospitality and Tourism

Standards

CCSS RH.11-12.3 Evaluate various explanations for actions or events and determine which explanation best accords with textual evidence, acknowledging where the text leaves matters uncertain.

CCTC HT 2.2 Trace the development of the hospitality and tourism industry to understand the overall structure.

Resources and Activities



Student Workbook:
The Past



Book Resource:
A Century of Hospitality
1910-2010



PowerPoint:
Chapter 1, Slide 4



Apply Your Learning:
Section 1.2



Quiz: Section 1.2



Classroom Group Activity: A Global View

Discuss

How hospitality has met the needs of modern tourism by providing a “menu” of travel choices for finding, reaching, and staying at any destination; that means travel-based industries must depend on one another for success.

Example

A business traveler has to make a sales call in a major city. It will take an airline, car-rental company, hotel, restaurants, and other local services to ensure that one person is able to reach, sleep, eat, enjoy, and conduct business during his or her trip.

Consider

If you multiply that same amount of travel needs by the total number of people wishing to travel to this one city for just one day, you begin to get the idea of how large the hospitality and tourism industry might be in one major city. Let's take that one step further. Think about the number of people globally who choose to travel each day, and the type of infrastructure the hospitality industry must have in place, so the needs of such a diverse group of people can be met.

Resources and Activities



Student Workbook:
Map It Out



PowerPoint:
Chapter 1, Slide 5



Apply Your Learning:
Section 1.3



Quiz: Section 1.3

Section 1.3

Global View of Hospitality and Tourism

TERMS YOU SHOULD KNOW

Infrastructure—the basic, underlying framework or features of a system or organization.

Hospitality has to meet the needs of modern tourism by providing a “menu” of travel choices for finding, reaching, and staying at any destination. This means the travel-based industries must depend on one another for success. For example, a business traveler has to make a sales call in a major city. It will take an airline, car-rental company, hotel, restaurants, and other local services to ensure that one person is able to reach, sleep, eat, enjoy, and conduct business during their trip. If you multiply that same total of travel needs by the number of people wishing to travel to this one city for just one day, you begin to get the idea of how large the hospitality and tourism industry in one major city might be. Now, think about the number of people globally who choose to travel each day, and the type of **infrastructure** the hospitality and tourism industry must have in place, so the needs of such a diverse group of people can be met.



10

Chapter 1 – Hospitality and Tourism

Lesson Plan: 1.3.1 Building Infrastructures for Hospitality and Tourism

Ask students to list the type of infrastructure any city would need to have in place in order for guests to be able to:

1. Find a destination
2. Reach a destination
3. Stay at a destination

Standards

CCSS WHST.11-12.6 Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback, including new arguments or information.

Section

1.4

Scope of the Industry

The scope of hospitality-related businesses required to meet the needs of a destination's guests will typically fall into one of the following groups:

Accommodations

- Hotels
- Resorts
- Motels
- Hostels
- Vacation rentals
- Vacation ownership
- Bed & Breakfast properties
- Recreational vehicles and camping

Transportation

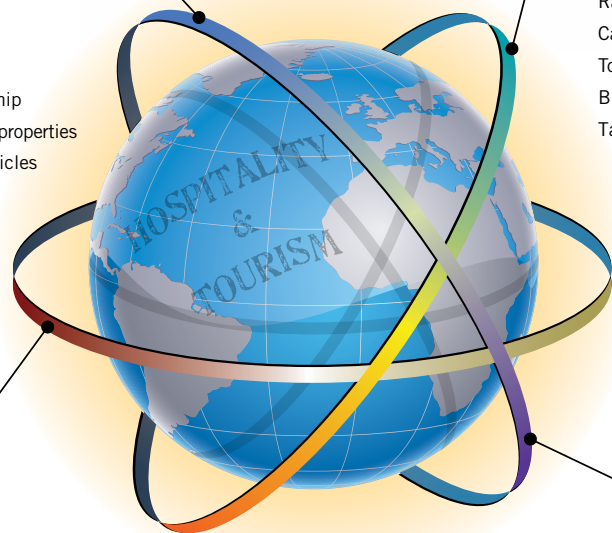
- Airlines
- Cruise lines
- Rail
- Car rentals
- Tour/coach operators
- Bus lines
- Taxis

Food and Beverage

- Restaurants
- Full-service
- Fine dining
- Quick service
- Bars and lounges

Attractions

- Theme parks
- Zoos
- National, state, and local parks
- Natural wonders
- Heritage sites



Lesson Plan: 1.4.1 Scope of the Industry

List the type of services each of the four main categories of the hospitality and tourism industry offer to guests. Discuss each category and the businesses found in that group to determine what services they all offer to guests.

Classroom Discussion: Four Categories

Discuss

Accommodations—The choice of places to stay while traveling ranges from simple camping, to quaint bed & breakfasts, to luxury hotels, to fabulous cruise ships. The appeal of each is based on why the person is traveling—for exploration, adventure, romance, education, business, family, health, or relaxation.

Food and Beverage—Just as with accommodations, people will choose a specific dining venue will depending on the location and the reasons for eating out.

Transportation—Travel depends first on transportation for getting the traveling public to their destinations. Over the past 100 years, the methods of transportation have improved, allowing people the ability to visit the most remote places on earth with relative ease.

Attractions—Once people arrive at any destination, they will need something to do. For many, it is to conduct prearranged business. But for leisure travelers, it means visiting, doing, and seeing something that is only available at that location.

Standards

CCSS SL11-12.1a Come to discussions prepared, having read and researched material under study; explicitly draw on that preparation by referring to evidence from texts and other research on the topic or issue to stimulate a thoughtful, well-reasoned exchange of ideas.

CCSS SL.11-12.1c Propel conversations by posing and responding to questions that probe reasoning and evidence; ensure a hearing for a full range of positions on a topic or issue; clarify, verify, or challenge ideas and conclusions; and promote divergent and creative perspectives.

CCTC HT-REC 1.1 Research various operating units in the pathway to distinguish the particular characteristics of each venue.

CCTC HT-TT 7.1 Compare and contrast diverse transportation options to increase customer choices.

CCTC HT-TT 7.2 Compare and contrast diverse lodging options to increase customer choice.

Resources and Activities



Student Workbook:
Going International



PowerPoint:
Chapter 1, Slide 6



Apply Your Learning:
Section 1.4



Quiz: Section 1.4

Standards

CCSS SL.11-12.4 Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks.

Resources and Activities



Student Workbook:
R.A.V.E. About It



PowerPoint:
Chapter 1, Slide 7



Apply Your Learning:
Section 1.5



Quiz: Section 1.5

Section

1.5

The R.A.V.E. Principle: Respect and Value Everyone

TERMS YOU SHOULD KNOW

Diversity—the human quality of being different or varied.

Inclusive—not excluding any particular groups of people.

Diversity

Every living creature requires food, water, shelter, and space to survive. Those needs are provided to the traveling public by the hospitality and tourism industry, along with comfort, safety, and understanding for the diversity of a global audience.

Diversity is a complex concept and can be very challenging to learn. Typically, **diversity** requires hospitality and tourism employees to be sensitive to differences such as race, gender, age, physical abilities, religion, and sexual orientation, but it is really much more than just those few items. Diversity really means each person you meet will be unique and must be appreciated as a one-of-a-kind individual. This is not a tough concept to understand but is a hard one to actually use at work each day.

To make it a little easier to understand, let's break diversity down into a very basic idea. Diversity means learning to Respect and Value Everyone (R.A.V.E.) for where they come from, the personal beliefs and life experiences they may have, and the expectations they will have, both at home and when traveling.

For anyone working in hospitality and tourism, this means that an **inclusive** environment must be in place to show both guests and co-workers that they are valued and respected simply for being themselves. Anyone able to accept this simple rule of respecting and valuing everyone (R.A.V.E.) can find success in the hospitality and tourism industry. How? By knowing when to ask questions to find out what is needed in order to deliver personalized services.



Lesson Plan: 1.5.1 Respecting and Valuing One Another

1. Working in groups of 2-4 people, students will explore each individual's knowledge, skills, and achievements in a group discussion format.
2. Using the A R.A.V.E. Review template (Resource USB), each group will create a "news release" highlighting the combined skills and abilities they bring to the workplace.

Section

1.6

Guest Service on a Global Scale



Guests arrive at every destination with a set of expectations and requirements that need to be met by the people operating that property, attraction, or restaurant. The delivery of the services guests want and need is known as guest service. This sounds simple, but really, guest service is one of the most difficult skills anyone working in hospitality and tourism can master. However, those who do master the skills will find working with guests to be exciting and rewarding.

So, if you had to define guest service, what might you say? A simple definition would be that *guest service is meeting the needs of guests the way they want and expect them to be met*. It is important to remember that guest expectations are not limited to one culture or country, but are universal and desired by every person who travels. Consequently, guest service is considered to be a key component on which both hospitality and tourism stand. This also means anyone working in the industry will be expected to know, deliver, and meet guest expectations all day, every day, and to the very best of his or her ability.

What are the basic skills of guest service? If you asked guests, they would say guest service must always include:

1. Safety—Make me feel safe.
2. Courtesy—Treat me as an individual by showing me I am valued and respected.
3. Show—Provide me with the best guest experience your property has to offer.
4. Efficiency—Meet my needs quickly and to the very best level you and your property can provide.

These guest service skills can take the form of a **tangible service** such as providing extra towels or pillows when requested, or **intangible service** such as seeing to the safety, comfort, and enjoyment guests experience during their stay.

TERMS YOU SHOULD KNOW

Tangible Services—services that provide for guest expectations using the physical assets of the property.

Intangible Services—items of value to guests such as comfort, safety, and enjoyable experiences that meet their emotional needs and expectations.

Standards

CCSS SL.11-12.2 Integrate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, orally) in order to make informed decisions and solve problems, evaluating the credibility and accuracy of each source and noting any discrepancies among the data.

CCTC HT-LOD 6.3 Explain the lodging product.

CCTC HT-TT 1.3 Gather information from a variety of domestic and international sources using tools such as the Internet and maps.

Resources and Activities



Student Workbook:
Write a Guest
Welcome Note

Destination Marketing

Destination marketing organizations (DMOs) specialize in attracting guests to a specific destination where hospitality and tourism are big business. Locations such as Orlando, Las Vegas, and New York City depend on the local DMO to help market and bring in visitors. Based on location, many destination marketing organizations may operate under a different name such as:

In the United States

- Convention & Visitors Bureau
- Convention & Visitors Association

Internationally

- Tourist Authority
- National Tourist Office or Organization
- Tourist Bureau
- Tourism Commission

Regardless of the organization's name, the purpose is basically the same for all. The key role of all DMOs is to develop local economic growth, attract visitors and conventions to the local area, and globally market the availability of attractions, hotels, restaurants, and other services.

For guests, DMOs are an important resource for information about where to stay, eat, and play while visiting that destination. DMOs also serve as the official point of contact for convention and meeting planners and tour operators, which are often a major source of income for local businesses. They benefit guests, meeting planners, and tour operators by:

- Offering unbiased information about all types of services and facilities available to guests
- Providing "one-stop" information service about all local tourism sites and attractions
- Assisting in the creation of marketing materials, also known as collateral materials, to help in the sales of group tours, meetings, or conventions
- Assisting with on-site logistic and registration services
- Assisting in the coordination of local transportation, special tours, and special events

Most service are provided by DMOs at little to no cost, which is one of the greatest benefits offered by a destination marketing organization.



Visitor's Map of Paris



Lesson Plan: 1.6.1 Destination Marketing Organizations

Worksheet: Visit My City

Read

The scenario in the resource USB along with the group requirements listed for students to research.

Discuss

What a conference group planning a visit to specific destination would need to find.

The key items the group would want to prearrange would be:

- A place to stay
- A variety of places or menus for dining
- A variety of things to do for conference attendees and their family members or guests
- An efficient way of getting from place to place (transportation choices must be capable of moving a large group quickly)

Require

Students to complete worksheet (Resource USB): Visit My City

Resources and Activities



PowerPoint:
Chapter 1, Slide 8



Apply Your Learning:
Section 1.6



Quiz: Section 1.6

Standards

CCSS RI.11-12.1 Cite strong and thorough textual evidence to support analysis of what the text says explicitly as well as inferences drawn from the text, including determining where the text leaves matters uncertain.

CCTC HT-LOD 5.1 Examine an independently owned lodging facility to distinguish it from other types of lodging.

CCTC HT-LOD 5.2 Examine a chain-affiliated lodging facility to distinguish it from other types of lodging.

CCTC HT-LOD 6.2 Analyze the organization and structure of different types of lodging.

CCTC HT-LOD 6.3 Explain the lodging product.

CCTC HT-TT 7.2 Compare and contrast diverse lodging options to increase customer choice.

Section

1.7

CCSS RI.11-12.1

CCTC

HT-LOD 5.1, 5.2,
6.2, 6.3; HT-TT
7.2

Types and Organization of Accommodations

When traveling, people will carefully decide what type of accommodations to book for their temporary home away from home. Aided by the Internet, recommendations from family and friends, and past experiences, guests will begin to narrow down the decision, using the process of elimination.

The first decision will be to choose the type of hotel that best suits the reason for travel. A person traveling for business will have a very different set of needs than a family of four going on vacation. Because of the vast assortment of reasons people travel, the hospitality and tourism industry has developed a variety of hotel types to better meet guests' travel needs. The types of hotels include:

Commercial Hotels—Located in downtown business districts, this type of hotel caters to business travelers, tour groups, small conferences, and the occasional tourist.

Airport Hotels—Air travel created the need for hotels located inside or near airports. Both business travelers and tourists benefit, not only from the convenient location, but also from the services offered, such as courtesy vans to and from the airport. Most offer meeting/conference room space and banquet services as a convenience to groups wishing to stay near an airport while conducting business.

All-Suite Hotels—Feature suites containing living rooms, kitchenettes, and bedrooms for guests with longer hotel stays or a wish for a more “homelike” stay. Frequent business travelers, family vacation groups, and those needing temporary living quarters all find this type of hotel very appealing.

Extended-Stay Hotels—This type of hotel is similar to all-suite hotels but usually offers full kitchens and guest laundromat. These amenities appeal to travelers staying longer than five days and who prefer less hotel- and more apartment-like services.

Residential Hotels—Residential hotels offer permanent or very long-term occupancy to guests who prefer hotel living because of the amenities such as daily housekeeping service, concierge, and uniformed services. The guest accommodations can range from a typical guestroom to a suite or condominium. This type of hotel is often known as a condo hotel.



Lesson Plan: 1.7.1 Accommodation Choices

Review and discuss the various types of accommodations and the reasons behind the guest choice when selecting a place to stay.

1. List the types of hotels according to the markets they attempt to attract and serve.
2. Ask students to define each type of hotel and what type of guests they target.
3. Discuss other types of accommodations and guest preferences behind why they choose each one.

Resort Hotels—Typically resort hotels are found in destination locations where vacationers and business groups can enjoy the property’s recreation, sports, and spa facilities along with the local area’s natural wonders and entertainment venues.



Vacation Ownership Properties—Many people prefer to vacation at the same time and same place every year, and it was this preference that led to the development of the vacation ownership property. A guest will purchase a specific number of weeks or points that are then applied to the type of accommodations the guest wishes to use. The guest then “owns” that guest unit for the same time period every year for however long the ownership is contracted to last.



Casino Hotels—Casino hotels attract guests who enjoy gaming, live entertainment, and other recreational activities such as golf, tennis, or spa facilities. They used to appeal only to vacation and leisure travelers, but today, convention and conference visitors account for a large portion of casino hotel business.



Conference and Convention Centers—This type of hotel can be as small or as large as the number of guest attendees the property wishes to attract. Guests attending an event in this type of hotel will likely spend the majority of their time at the property. Event organizers will expect the property to provide “one-stop” planning for everything. Attendees will expect the hotel to provide a range of items from guestrooms to convention space, to breakout meeting rooms, to audiovisual equipment, to meals and banquets, to live entertainment.



Bed and Breakfast Hotels—Better known as a B&B, this hotel is usually a private home that has been converted into a hotel business for overnight guests. The owner acts as the host or hostess and will welcome each guest as a temporary member of the family. Breakfast is always included in the room rate and guests expect the entire stay to feel both warm and welcoming.



Other Travel Accommodations—Hotels are not the only place travelers can stay overnight. Many people choose to go camping or travel in a recreation vehicle (RV), or stay in hostels, while others like to travel by water in yachts and sailboats.



Cruise Ships—Large, floating hotels that travel from destination to destination. Today’s ships provide the same type of accommodations, recreation, live entertainment, and amenities as land-based hotels and casinos. Cruises appeal to guests who prefer to unpack once, have their meals provided, have a choice of recreational/entertainment options and daily destinations to visit.



Classroom Discussion: Accommodations

Typically, the next thing a guest will do after making transportation arrangements for travel is find a place to stay. The choices are many in order to meet the needs of the very diverse traveling public. As discussed earlier in this chapter, people typically travel for one of five main reasons. Consequently, the hotel and lodging industry has responded by creating a wide variety of types of hotels that are structured to meet the specific needs of the target audience.

Discuss

Which categories the types of hotels and lodging options listed in Section 1.7 would target.

The categories are:

- Recreation
- Family
- Religion
- Education
- Business
- Health

Point out

That each type of hotel and lodging property may not limit their target audience to only one category and may pull and combine features from other types of properties in order to expand their sales base.

Resources and Activities



Student Workbook:
Typecasting Hotels



PowerPoint:
Chapter 1, Slide 9



Apply Your Learning:
Section 1.7



Quiz: Section 1.7



Test: Chapter 1

Section 1.1

1. In the 1950s and 1960s
2. Business travel and family vacations
3. The modern hotel
4. They can conduct business, engage in recreation, visit family and friends, learn the culture of the place they are visiting, or attend to health issues.

Section 1.2

1. 10 years
2. American Hotel Protective Association
3. To learn the heritage, culture, and natural wonders in different locations
4. 1990
5. 1926; Route 66

Section 1.3

Answers will vary but may include: An airline, car rental company, hotel, restaurant, trolley company, attractions, and tour companies.

Section 1.4

1. Hotels, resorts, motels, hostels, vacation rentals, vacation ownership, bed & Breakfast properties, recreational vehicles, and camping. They all provide a place to lodge for the night.
2. Airlines, cruise lines, rail, car rentals, tour/coach operators, taxis, and bus lines. They all provide shared, public transportation.
3. Full-service, fine dining or quick service restaurants, and bars and lounges. They provide different types of meal service to guests.
4. Theme parks, zoos, national, state and local parks, natural wonders, and heritage sites. They all provide entertainment to travelers.

Section 1.5

5. It should show guests and employees that they are valued and respected simply for being themselves.
6. Food, water, shelter, and space to survive.
7. It means the quality of being different or varied. It also means that each person is unique and must be appreciated as a one-of-a-kind individual.
8. Answers will vary but may include: It prevents exclusion of certain people or groups. It leads to success in the hospitality and tourism industry.

Apply Your Learning

Section 1.1

1. In what time period did travel become more affordable for the average person?
2. What did affordable travel give birth to?
3. What is E.M. Statler considered the father of?
4. What do people choose to do if they travel?

Section 1.2

1. How many years are in a decade?
2. What was the American Hotel & Lodging Association's original name in 1910?
3. What do guests expect from the hospitality and tourism industry when they travel?
4. What year was the Americans with Disabilities Act (ADA) passed into law?
5. What year was Chicago linked by road to Los Angeles and what was the name of the road linking the two cities?

Section 1.3

A family from Lima, Ohio, plans to take a vacation to San Francisco, California. What types of businesses need to form the infrastructure for the family's visit? List businesses they will use during the trip.

Section 1.4

What hospitality-related industries are included under:

1. Accommodations – What do all these businesses have in common?
2. Transportation – What do all these businesses have in common?
3. Food and Beverage – What do all these businesses have in common?
4. Attractions – What do all these businesses have in common?

Section 1.5

1. What should an inclusive environment show guests and employees?
2. What four things does every living creature need to survive?
3. What does the term diversity mean?
4. Why is valuing people for their diverse background important?

Section 1.6

Guest Service

1. What is the definition of guest service?
2. What two things do all guests arrive at a destination with?
3. What are the four basic skills associated with guest service?

Destination Marketing

1. What does the acronym DMO stand for?
2. What is the purpose of a DMO?

Section 1.7

Match the guest to the type of accommodation best suited to their travel needs.

1. A guest needs to travel for business to Dallas, Texas. He will need to stay for at least six weeks to complete the job he has been hired to do. He hates staying so long in a typical hotel. What type of accommodations would be the best choices for his needs?
2. Two sisters are planning a trip together. They both want to visit a variety of different cities or countries on the trip but hate the thought of having to pack and unpack at each destination. What type of accommodations would be the best choice for the sisters' needs?
3. A couple are planning their honeymoon trip. They would prefer a place that is quiet and romantic with a lot of character. They also want it to be small, warm, and welcoming. What type of accommodations would be the best choice for the honeymooners' needs?
4. A family of four likes to take a vacation every year, during the same week of July. They always go to the same place and wish they owned a home at that destination. What type of accommodations would be the best choice for the family's needs?

Section 1.6

Guest Service

1. Guest service is meeting the needs of guests the way they want and expect them to be met.
2. A set of expectations and requirements.
3. Safety, courtesy, show, and efficiency.

Destination Marketing

1. Destination marketing organizations.
2. The purpose of a DMO is to develop local economic growth, attract visitors and conventions to a specific location, and globally market the availability of hospitality and tourism services.

Section 1.7

1. Answers will vary but may include: An all-suite or residential hotel.
2. Answers will vary but may include: A cruise or RV camper.
3. Answers will vary but may include: A resort hotel or bed and breakfast hotel.
4. Answers will vary but may include: A vacation ownership property or residential hotel.

SAMPLE

Competency and Common Core Standards

Competency and Common Core Standards Matrix

Chapter	Section	Objective/Competency	CCSS
Chapter 1			
1	1.1	Describe the changes hospitality and tourism have experienced in modern times.	RI.11-12.2
1	1.2	Explain how hospitality and tourism depend on one another for success.	RH.11-12.3
1	1.3	Describe the social impact of global travel and business on hospitality and tourism.	WHST.11-12.6
1	1.4	Describe the scope of industry services available for today's traveler.	SL.11-12.S1a, c
1	1.5	Explain the need for respect and value for all guests by the hospitality and tourism industry.	SL.11-12.4
1	1.6	Explain the purpose of quality guest service in the hospitality and tourism industry.	SL.11-12.2
1	1.7	Identify the types of hotels available to hospitality and tourism guests.	RI.11-12.1
Chapter 2			
2	2.1	Identify the career options available to a person seeking to build a career in hospitality and tourism.	RI.11-12.4
2	2.2	Identify the type of person found working in the hospitality and tourism industry.	RI.11-12.2
2	2.3	Identify the importance of expertise building through on-the-job experience.	L.11-12.6
2	2.4	Identify the type of potential careers available in the hospitality and tourism industry. Explain the various career paths available in the hospitality and tourism industry.	RST.11-12.5
2	2.5	Explain the role of the hospitality professional.	RH.11-12.3
2	2.6	Explain the skills and responsibilities of a guest service professional.	RST.11-12.5
2	2.7	Understand how to build a successful resume or portfolio.	WHST.11-12.1c, d
2	2.8	Identify the steps required during the interview process.	RH.11-12.3
2	2.9	Explain the importance of ethics in the workplace.	RI.11-12.3
2	2.10	Identify the ways to build positive self-esteem.	RI.11-12.7
Chapter 3			
3	3.1	Identify the tasks performed during pre-arrival, arrival, occupancy, and departure stages of the guest cycle.	RI.11-12.7
3	3.2	Identify how a seamless guest experience is managed by employees and the property.	SL.11-12.2
3	3.3	Identify how the emotional engagement of guests is influenced by each stage of the guest cycle.	SL.11-12.4
3	3.4	Explain how to determine guests' wants and needs in order to meet and exceed expectations with the global traveling public.	RH.11-12.3
Chapter 4			
4	4.1	Identify the reason for encouraging repeat guest business.	RI.11-12.2

Chapter	Section	Objective/Competency	CCSS
4	4.2	Identify the stages of the guest experience cycle and the activities associated with each stage.	RI.11-12.3
4	4.3	Identify the purpose for providing seamless guest experiences.	RI.11-12.3
4	4.4	Identify the components used in above-and-beyond guest service.	RI.11-12.7
4	4.5	Explain the role of guest recovery during the handling of guest complaints, issues, or problems.	SL.11-12.1a, b, c, d
4	4.6	Explain how and why guest satisfaction measurements help a business to run smoothly and profitably.	
Chapter 5			
5	5.1	Identify the need for protecting the guest's right to privacy. Identify the need for protect guests against identity theft and fraud.	RI.11-12.2
5	5.2	Explain the financial transactions that occur during the guest cycle.	RST.11-12.5
5	5.3	Identify the type of sensitive guest information at risk during a financial transaction.	RI.11-12.6
5	5.4	Identify the financial processes used to protect guest privacy. Explain the financial purpose of an employee code of conduct.	RST.11-12.6
5	5.5	Identify the financial opportunities for employees to influence guest spending during the guest cycle.	RI.11-12.3
Chapter 6			
6	6.1	Identify the purpose of implementing effective communication systems. Explain the role of tact and diplomacy in effective communication.	RST.11-12.4
6	6.2	Identify the various forms of communication.	L.11-12.2
6	6.3	Explain the reasons for communicating clearly and effectively with guests.	L.11-12.3
6	6.4	Explain the effect of verbal and nonverbal communication on guests and co-workers. Explain the importance of office etiquette to the hospitality and tourism industry.	RI.11-12.1
6	6.5	Identify the rules of written and electronic communication skills.	WHST.11-12.4
6	6.6	Identify the seven barriers to effective communication.	RST.11-12.1
6	6.7	Identify the purpose of interdepartmental communication methods. Identify the purpose of a Comm Center in hospitality and tourism operations.	RI.11-12.1
Chapter 7			
7	7.1	Identify the responsibilities of the front office and the front desk along with the role each plays with guests.	RI.11-12.3

Chapter	Section	Objective/Competency	CCSS
7	7.2	Explain the structure of the rooms division and the two departments assigned to the division.	RI.11-12.1
7	7.3	Identify the categories under which the front office manager's responsibilities fall.	RST.11-12.3
7	7.4	Identify the job positions that report through the front office.	RST.11-12.2
7	7.5	Identify the additional areas of responsibility typically performed by the front desk or front office employees.	RI.11-12.4
7	7.6	Describe the key functions of the front desk operation and the nine steps of the registration cycle.	RI.11-12.3
7	7.7	Identify the financial processes, and when each should occur, during the financial reporting cycle.	RI.11-12.7
7	7.8	Explain the need for performance standards for front desk and front office employees.	RST.11-12.3
7	7.9	Identify the types of room rate systems used by hotels.	RST.11-12.4
Chapter 8			
8	8.1	Identify the scope of responsibilities handled by the housekeeping department.	SL.11-12.4
8	8.2	Identify the functions and responsibilities of the executive housekeeper along with how to apply productivity and performance standards to housekeeping positions.	SL.11-12.2
8	8.3	Identify the correct process for guestroom cleaning, room inspections, and reporting of maintenance issues.	RST.11-12.5
8	8.4	Identify job positions reporting to the executive housekeeper.	RI.11-12.7
8	8.5	Describe how to calculate, track, order, and issue recycled and non-recyclable inventory items to maintain par numbers.	HSN.Q.A.1
8	8.6	Identify the formulas used to manage housekeeping inventories and the purpose of each.	HSA.REI.A.1
8	8.7	Identify par levels and the role of the laundry cycle in storing, issuing, and tracking for the linen inventory.	HSF.IF.A.2
8	8.8	Identify common green practices used by the housekeeping department.	W.11-12.2d
Chapter 9			
9	9.1	Identify the role of the facilities management department at a hotel. Identify the responsibilities of the facilities management department.	RI.11-12.3
9	9.2	Identify the primary responsibilities of the chief engineer in overseeing the operation of the facilities management department	RI.11-12.4
9	9.3	Explain the importance of a well-maintained property for both the interior and exterior spaces.	SL.11-12.2
9	9.4	Explain the purpose of facilities management regularly scheduling and performing preventive maintenance, routine inspections, and manufacturer-recommended maintenance on systems, equipment, and other high-cost items. Identify the process for reporting, completing, and tracking repairs by the facilities management department	RST.11-12.3

Chapter	Section	Objective/Competency	CCSS
9	9.5	Identify the role of year-round routine maintenance for grounds, landscaping, high-traffic guest areas, and snow clearing.	RST.11-12.8
9	9.6	Discuss the four key planning areas for an emergency preparedness plan along with the role of maintaining emergency backup systems at a hotel.	RI.11-12.3
9	9.7	Identify the three E's of green initiatives and most common green practices that fall under the facilities management department.	SL.11-12.2
Chapter 10			
10	10.1	Identify the restaurant industry's position as a major source of jobs in the U.S.	HSN.Q.A.2
10	10.2	Identify the purpose for type of service, menu options, and cost in each of the five main categories of food service outlets.	RI.11-12.3
10	10.3	Explain the guest and employee segments of the food and beverage guest cycle.	RI.11-12.1
10	10.4	Explain the need for implementing, and consistently using, financial controls for labor costs, food costs, menu pricing, and cash control in a food and beverage operation.	HSA.REI.A.1
10	10.5	Identify the ADA requirements that typically affect a food and beverage operation.	SL.11-12.2
10	10.6	Identify the purpose of safety and sanitation in food service operations and the need for a written Sanitation Risk Management (SRM) program such as HACCP.	RST.11-12.4
10	10.7	Identify the four main styles of table service and the purpose of each.	RST.11-12.2
10	10.8	Explain the goal of providing excellent food to food service operations.	RST.11-12.8
10	10.9	Identify the need for responsible beverage operations, the role of a dram law, and liabilities, legalities, and responsibilities servers, bartenders, restaurants, bars, lounges, and other beverage service providers face when serving alcohol.	RST.11-12.6
10	10.10	Explain the role of banquets, catering, and special events in food and beverage operations.	WHST.11-12.6
10	10.11	Identify the ten most common green practices used by food and beverage facilities.	SL.11-12.4
Chapter 11			
11	11.1	Identify the purpose of resorts, cruise lines, recreational vehicles, and tent camping in the hospitality and tourism industry.	RI.11-12.1
11	11.2	Identify the types of resorts and the target guest markets attracted to each type.	RI.11-12.1
11	11.3	Identify the role of cruise ships in the hospitality and tourism industry, the types of ships, and the target guest market for each type.	RI.11-12.1
11	11.4	Identify the role of recreational vehicles (RVs) and tent camping in the hospitality and tourism industry, the type of RVs available, and the target guest market for both RVs and tent camping travel.	RI.11-12.7

Chapter	Section	Objective/Competency	CCSS
11	11.5	Explain the purpose of using internal resources for sources of guest experiences and the purpose of building strong partnerships with outside businesses, agencies, and other sources for guest activities.	RI.11-12.1
Chapter 12			
12	12.1	Identify the financial goal of a hotel or lodging property.	RI.11-12.3
12	12.2	Identify the key difference between a revenue center and a cost center along with the areas belonging to each.	RI.11-12.6
12	12.3	Identify the steps required to complete a night audit and the role of the night auditor in the process.	RI.11-12.5, HSN.VM.C.8
12	12.4	Identify the purpose of the occupancy percentage (OP), average daily rate (ADR), and revenue per available room (RevPAR) as key night audit calculations.	HSA.Q.A.1
12	12.5	Explain the purpose of calculating the yield statistic each day and the reason for comparing it to the occupancy percentage.	HSA.Q.A.1
12	12.6	Identify green practices which will reduce a hotel's carbon footprint and also reduce operating costs.	RI.11-12.3
Chapter 13			
13	13.1	Identify the marketing activities used in the hospitality and tourism industry; know the difference between marketing and advertising.	RST.11-12.5
13	13.2	Identify the role of marketing in the hospitality and tourism industry and the purpose of measuring return on investment (ROI) for all marketing efforts.	RST.11-12.7
13	13.3	Identify the four Ps of marketing and the role of each in the development of a marketing plan.	RST.11-12.9
13	13.4	Identify the purpose of analyzing market segments when deciding which target market to focus on when build a marketing plan, strategy, and message.	RI.11-12.1
13	13.5	Explain the use of demographics and psychographics in researching and positioning products for specific market segments or target markets.	RST.11-12.7
13	13.6	Identify the purpose of communicating marketing messages to guests.	RST.11-12.7
13	13.7	Explain the role of ethics and ethical practices in hospitality and tourism marketing.	RST.11-12.2
13	13.8	Explain the purpose of implementing green practices as part of the marketing plan, strategy, or message.	RST.11-12.5
Chapter 14			
14	14.1	Identify the role of sales in the hospitality and tourism industry.	RI.11-12.3
14	14.2	Identify the key objectives and various tasks of a hospitality and tourism sales department.	RST.11-12.1
14	14.3	Identify the structure and positions found in a hospitality and tourism sales department. Explain the responsibilities of a hospitality and tourism sales professional.	RST.11-12.5

Chapter	Section	Objective/Competency	CCSS
14	14.4	Identify the purpose of prospecting and the role of the Internet, networking, relationship building, strategic alliances, and referrals in hospitality and tourism sales.	SL.11-12.4
14	14.5	Identify the types of sales, the purpose of upgrading sales, and the role of specialty sales in hospitality and tourism.	RI.11-12.1
Chapter 15			
15	15.1	Identify the purpose of maintaining a safe, healthy environment for guests and employees.	RI.11-12.3
15	15.2	Identify the role of occupational safety and the purpose of a job safety analysis report in providing safe work conditions to employees.	SL.11-12.3
15	15.3	Explain the risk management process and the use of the 14 elements of a health and safety program in the workplace.	RST.11-12.5
15	15.4	Identify the role of the Occupational Safety and Health Administration (OSHA) in ensuring a safe and healthy work environment for all American workers by overseeing Hazardous Materials Communication (HazCom) Standards.	RST.11-12.4
15	15.5	Identify the safety policies and procedures regarding operational safety for slips, trip, and falls along with fire safety and safe lifting.	RST.11-12.5
Chapter 16			
16	16.1	Explain the role of security in protecting people and property during criminal, severe weather, and emergency situations.	RI.11-12.4
16	16.2	Identify the security functions of providing reasonable care under the innkeepers laws requiring hotels to provide travelers with a safe haven at night.	SL.11-12.2
16	16.3	Identify the roles of a hotel's security officers and managers in protecting people and property.	RST.11-12.3
16	16.4	Describe the role of security in maintaining control over both metal and electronic key systems for a property.	RST.11-12.9
16	16.5	Identify the types of emergencies common during daily operations that are handled by the security team.	RST.11-12.3
16	16.6	Identify the role of emergency preparedness to guarantee an emergency response plan is in place for a variety of potentially life-threatening emergency situations.	RST.11-12.5
16	16.6	Identify the role of emergency preparedness to guarantee an emergency response plan is in place for a variety of potentially life-threatening emergency situations.	RST.11-12.S5

CCTC Hospitality & Tourism Career Cluster Standards

CCTC Hospitality & Tourism Career Cluster

* A "W" after the section number indicates that the standard is covered in the Student Workbook

Number	Standard	Year 1 Section	Year 2 Section
HT1	Describe the key components of marketing and promoting hospitality and tourism products and services.		
1.1	<p>Demonstrate knowledge of marketing techniques commonly used in the hospitality and tourism industry to sell a product or service.</p> <ul style="list-style-type: none"> • Identify the elements of marketing. • Compare/contrast different marketing packets. • Develop strategies for making a sale. 	13.3, 13.4, 13.5, 14.4	13.2, 13.3, 13.4, 13.6, 14.4, 14.5, 14.6
1.2	<p>Identify effects of the economy on the hospitality and tourism industry to effectively plan products and services.</p> <ul style="list-style-type: none"> • Describe how economics applies to the hospitality and tourism industry. • Discuss the importance of the hospitality and tourism industry to the U.S. economy. • Explain the effects that supply and demand have on the hospitality and tourism industry. 	1.1, 3.4	1.1, 2.2, 2.6, 2.7, 9.1, 13.4
HT2	Evaluate the nature and scope of the Hospitality & Tourism Career Cluster™ and the role of hospitality and tourism in society and the economy.		
2.1	<p>Identify management styles within a variety of organizational structures.</p> <ul style="list-style-type: none"> • Define industry management terms including yield, yield management, no-show, discount inventory control, overbooking, and spoilage. • Compare/contrast management of different organizational structures including independently owned, chain-affiliated, and corporations in the industry. 		1.4, 1.6, 1.7, 2.2, 2.4, 6.2, 9.7, 12.4
2.2	<p>Trace the development of the hospitality and tourism industry to understand the overall structure.</p> <ul style="list-style-type: none"> • Discuss the current trends in society and how they affect hospitality and tourism. 	1.1, 1.2	2.6, 3.2, 9.1, 11.5, 13.6, 14.6
HT3	Demonstrate hospitality and tourism customer service skills that meet customers' needs.		
3.1	<p>Use customer comments to guide customer satisfaction policies.</p> <ul style="list-style-type: none"> • Assess the importance of customer satisfaction. • Devise strategies for maximizing customer satisfaction. • Role-play customer dissatisfaction scenarios. 	4.5, 4.6	3.2, 3.3, 4.4, 4.5

Number	Standard	Year 1 Section	Year 2 Section
3.2	Integrate the principles of customer service to positively impact organizational performance. <ul style="list-style-type: none"> • Describe how customer service affects a company's bottom line. 	5.4	3.2, 4.3, 4.5
3.3	Identify and compare services and products from related industries to understand how they affect hospitality and tourism products and services.	5.5W	2.6, 5.7, 6.7, 8.6, 9.8, 13.6
HT4	Describe employee rights and responsibilities and employers' obligations concerning occupational health and safety in the hospitality and tourism workplace.		
4.1	State the rationale for rules and laws designed to promote safety and health in the workplace. <ul style="list-style-type: none"> • Identify key rights of employees related to occupational safety and health. • Identify the responsibilities of employers related to occupational safety and health. • Explain the role of government agencies in providing a safe workplace. • Illustrate compliance with OSHA safety regulations and practices. 	10.6, 15.1, 15.2, 15.3, 15.4	9.5, 9.6, 15.1, 15.2, 15.3, 15.4
4.2	Assess workplace conditions with regard to safety and health. <ul style="list-style-type: none"> • Follow industry standards to comply with safety regulations and practices. • Review safety and sanitation procedures applicable to the workplace. 	15.4, 15.5	9.6, 15.2, 15.4
4.3	Demonstrate application of legal policies to comply with laws regarding hiring, harassment, and safety issues.	16.2	6.5, 8.5, 11.2, 11.3, 16.3

Number	Standard	Year 1 Section	Year 2 Section
HT5	Identify potential, real and perceived hazards and emergency situations and determine the appropriate safety and security measures in the hospitality and tourism workplace.		
5.1	<p>Outline safety and security issues for individuals and groups to minimize risks.</p> <ul style="list-style-type: none"> • Create a solution to guest/customer exposure to a health hazard. • Identify ways to manage guests/customers facing a threat. • Identify ways to prevent common safety hazards. • Develop and role play mock emergency situations. • NEW: Create a plan of action to manage guests with special needs (disabilities, handicap accessibility, etc.). 	15.1W, 15.2W, 15.3W, 16.5W, 16.6W	6.2, 8.5, 9.5, 9.6, 9.8, 15.1
5.2	<p>Identify resources to utilize in various emergency situations for self, co-workers, and guests/customers.</p> <ul style="list-style-type: none"> • Detail steps to use in medical emergencies. • List resources for assistance with environmental issues. • Name the resources for assistance in crimes or accidents. • Detail how to access help in a terrorist situation. 	16.5, 16.6	16.4, 16.4W
5.3	Create response plans to cope with hazards and emergency situations applicable to the hospitality and tourism industries.	16.5W, 16.6, 16.6W	15.3, 16.4

Number	Standard	Year 1 Section	Year 2 Section
HT6	Describe career opportunities and means to attain those opportunities in each of the Hospitality & Tourism Career Pathways.		
6.1	<p>Research career opportunities based upon their fit with personal career goals in the hospitality and tourism industries.</p> <ul style="list-style-type: none"> • Locate and interpret career information for at least one career cluster. • Identify job requirements for career pathways. • Identify educational and credentialing requirements for career cluster and pathways. 	2.2, 2.3, 2.4, 2.5, 2.6, 4.4	1.2, 1.3, 1.4
6.2	<p>Match personal interests and aptitudes to careers in the hospitality and tourism industry when researching opportunities within the pathways.</p> <ul style="list-style-type: none"> • Identify personal interests and aptitudes. • Identify job requirements and characteristics of selected careers. • Compare personal interests and aptitudes with job requirements and characteristics of career selected. • Modify career goals based on results of personal interests and aptitudes with career requirements and characteristics. 	2.5, 2.6	1.3, 1.3W, 1.4, 1.5
6.3	Examine entry-level, skilled level, and supervisory positions and the qualifications and skills needed for different levels of hospitality and tourism employment.	2.4, 2.4W, 7.2W, 7.4W	1.3, 1.4
6.4	Develop a career plan for advancement in hospitality and tourism careers.	2.3W	2.3
6.5	Identify ethical issues and concerns in the hospitality and tourism career field.	2.9, 2.9W, 5.3, 10.9	11.3, 11.5, 15.1

CCTC Career Pathways Standards

CCTC Lodging Career Pathway

* A "W" after the section number indicates that the standard is covered in the Student Workbook.

Number	Standard	Year 1 Section	Year 2 Section
HT-LOD 1	Use various communication technologies to accomplish work tasks in lodging facilities.		
1.1	<p>Demonstrate the proper use of telecommunications equipment to manage calls.</p> <ul style="list-style-type: none"> Describe the functions of a call accounting system. Describe the functions of automatic call dispensing and automatic call detection features. 	6.4	5.7
1.2	<p>Utilize telephone and facsimile resources to optimize guest service.</p> <ul style="list-style-type: none"> Detail the types of incoming calls. Outline procedures for processing messages for guests. Outline how faxes for guests are handled by lodging staff. Describe how wake-up calls are delivered through the telecommunication system. 	6.4	5.7
1.3	<p>Evaluate current and emerging technological services to improve guest service.</p> <ul style="list-style-type: none"> Explain how voice mail systems meet guest needs. Explain how internet services meet guest needs. Explain how TDD systems meet the needs of disabled guests. Explain how emerging technology for telecommunications services enhances the guest experience. 		4.2, 5.7
HT-LOD 2	Explain the role and importance of housekeeping operations to lodging facility.		
2.1	<p>Describe how the housekeeping department in hotel operations is organized and divides responsibilities.</p> <ul style="list-style-type: none"> Discuss the responsibilities of room cleaning, public areas, laundry, and other areas of the housekeeping department. 	8.1, 8.2, 8.3, 8.4	7.1, 7.2
2.2	<p>Create standards and procedures for effective housekeeping operations.</p> <ul style="list-style-type: none"> Summarize how housekeeping standards are to be used to guide the daily tasks of housekeeping personnel. Identify the standards to be followed for guestroom cleaning and the public areas of the lodging facility. 	8.2, 8.3	7.5, 7.6

Number	Standard	Year 1 Section	Year 2 Section
2.3	Identify the cleaning responsibilities of housekeeping for guestrooms, public areas, back-of-house, and other facilities. <ul style="list-style-type: none"> • Demonstrate the cleaning process in each area. 	8.1, 8.2, 8.3	7.1, 7.2
2.4	Explain the use of productivity standards to guide cleaning personnel in time-based housekeeping tasks. <ul style="list-style-type: none"> • Estimate time for cleaning each area of the lodging facility. 	8.2	12.5
2.5	Explain the use of frequency schedules to maintain cleaning standards. Describe how frequency schedules are determined for guestroom cleaning and for cleaning all other areas of the lodging facility.		7.2
2.6	Describe the use of the room status report in the housekeeping department. <ul style="list-style-type: none"> • Describe the criteria used to assign guestrooms for cleaning. 		7.2
2.7	Conduct a physical inventory. <ul style="list-style-type: none"> • Distinguish between recycled and non-recycled inventories. • Calculate the number of linens needed for full occupancy. • Establish order points for non-recycled inventory based on minimum and maximum quantities. 	8.5, 8.7	
HT-LOD 3	Allocate staff positions to meet the needs of various lodging departments.		
3.1	Distinguish between fixed and variable staff positions. <ul style="list-style-type: none"> • Define fixed labor as it applies to housekeeping. • Define variable labor as it applies to housekeeping. 		7.4
3.2	Set staffing schedules for fixed and variable staff based on required labor hours and occupancy levels to balance labor costs and occupancy. <ul style="list-style-type: none"> • Determine labor hours required for each level of occupancy. • Determine number of employees to schedule at each level of occupancy. • Calculate estimated labor expenses at each level of occupancy. • Create work schedules for housekeeping staff. 		12.5

Number	Standard	Year 1 Section	Year 2 Section
HT-LOD 4	Describe the role and responsibilities of lodging managers.		
4.1	<p>Research the major duties and qualifications for managerial positions common to lodging back-of-the-house operations to guide career choices.</p> <ul style="list-style-type: none"> Examine the characteristics of chief engineers, food and beverage managers, controllers, and information technology managers. Describe the characteristics of lodging supervisory positions and personnel. 	8.2, 10.7	1.4, 6.2, 7.2, 8.2, 9.2
4.2	<p>Research the major duties and qualifications for lodging managerial positions common to lodging front-of-the-house operations to guide career choices.</p> <ul style="list-style-type: none"> Examine the characteristics of general, catering, human resource, marketing, sales, and resident managers to facilitate selection of career choices. Describe the major duties for each type of manager. 	14.3	1.4, 10.1, 10.3, 10.5, 11.2, 13.1, 14.3
4.3	Contrast entry-level, skilled level, and managerial positions in the lodging industry to distinguish qualifications and characteristics needed for each type of position.	2.4	
HT-LOD 5	Compare the advantages and disadvantages of independently owned and chain-affiliated lodging facilities.		
5.1	<p>Examine an independently owned lodging facility to distinguish it from other types of lodging.</p> <ul style="list-style-type: none"> List three advantages of an independently owned facility. List three disadvantages to an independently owned lodging facility. Explain the use of referrals among independently owned facilities. 	1.7	1.4, 1.4W
5.2	<p>Examine a chain-affiliated lodging facility to distinguish it from other types of lodging.</p> <ul style="list-style-type: none"> List three advantages of a chain-affiliated facility. List three disadvantages of a chain-affiliated lodging facility. Explain the relationship of owners to management companies. 	1.7	1.4, 1.4W

Number	Standard	Year 1 Section	Year 2 Section
HT-LOD 6	Analyze the departmental interrelationships of a lodging facility.		
6.1	<p>Describe how the essential departments of a lodging operation work cooperatively to meet guest service standards.</p> <p>Identify the essential departments of the lodging business, and describe the functions/responsibilities/activities of each.</p>	7.1, 7.2, 8.3	6.2, 6.3, 7.2, 10.2
6.2	<p>Analyze the organization and structure of different types of lodging.</p> <ul style="list-style-type: none"> • Identify the general classifications of the lodging businesses and describe their distinctive features (i.e., airport, resort, bed and breakfast, conference, casino, etc.) • Describe the role of hotel management contracts. 	1.7	
6.3	<p>Explain the lodging product.</p> <ul style="list-style-type: none"> • Identify the components of the lodging product. • Describe the role services play in the lodging product. • Explain the role physical facilities play in creating the lodging product. • Describe the types of room accommodations. 	1.6, 1.7, 4.4	3.1, 8.1
HT-LOD 7	Explain various check-in and check-out procedures used in the lodging industry.		
7.1	<p>Describe the necessary information during the registration process to correctly register guests.</p> <ul style="list-style-type: none"> • Check for pre-registration information. • Verify guest registration card is completed. • Identify the length of stay. • Identify the method of payment. 	3.2, 7.5	3.2
7.2	<p>Explain how room rates are established and assigned.</p> <ul style="list-style-type: none"> • Specify a standard rate. • List special room rates. • Describe rates that include meal plans, such as the American Plan, the Modified American Plan, and the European Plan. • Demonstrate an “upsell” to arriving guests. 	7.9	6.2, 6.6, 12.4

Number	Standard	Year 1 Section	Year 2 Section
7.3	<p>Explain how availability, room status, and other operating guidelines affect the assignment of guestrooms.</p> <ul style="list-style-type: none"> • Determine when a room is available for sale. • Issue keys or electronic keycards to registering guests using standard guidelines. • Use property maps to direct guests to their room locations. 	7.5, 7.5W	7.2
7.4	<p>Explain how methods of payment are established with arriving guests to clarify payment procedures.</p> <ul style="list-style-type: none"> • Describe common payment methods for arriving guests. • Demonstrate procedure for accepting payment by check. • Demonstrate procedure for accepting payment by credit card. • Describe special payment methods. 	7.5, 7.7	
7.5	<p>Explain how a property's computer system is used to create guest accounts.</p> <ul style="list-style-type: none"> • Identify different types of accounts. • Identify types of charges that can be posted to accounts. • Explain how account entries are made through front desk terminals and remote point-of-sale terminals. 	12.3	5.7, 6.3
7.6	<p>Explain the importance of check-out procedures, including verifying settlement of accounts, to ensure guest satisfaction.</p> <ul style="list-style-type: none"> • Inquire about recent charges. • Post outstanding charges to guest accounts. • Verify account information. • Check for mail, messages, and faxes. • Check for safe deposit or in-room safe keys • Secure the room key or electronic keycard. 	3.2, 7.7	

Number	Standard	Year 1 Section	Year 2 Section
7.7	<p>Explain account settlement procedures for different types of payment.</p> <ul style="list-style-type: none"> • Verify the method of payment established at registration. • Process account payments for guests using cash. • Process account payments for guests using credit cards. • Process account payments for guests using direct billing arrangements. • Present the account for payment to the guest. • Update the room's status through the property's computer system. • Inquire about guest satisfaction to create a guest history record file. 	5.3W, 5.4W, 7.3	
HT-LOD 8	Understand reservation procedures used in the lodging industry.		
8.1	<p>Identify the different types of reservations used to meet different guest needs.</p> <ul style="list-style-type: none"> • Distinguish guaranteed from non-guaranteed reservations. • Contrast reservations guaranteed by credit card with reservations guaranteed by travel agents or corporations. • Contrast advanced deposits with prepaid reservations. 	7.5	
8.2	<p>Identify common sources used to make lodging reservations.</p> <ul style="list-style-type: none"> • Distinguish a central reservation system from a global distribution system. • Identify ways guests place reservations directly with lodging properties. • Explain how guests make reservations online. 	7.5	5.7
8.3	<p>Explain how a computer system is used to process or change reservations.</p> <ul style="list-style-type: none"> • Determine availability. • Create a reservation record. • Modify or cancel a reservation. • Generate reports from reservation data. 		5.7

Number	Standard	Year 1 Section	Year 2 Section
8.4	<p>Explain how forecasting is used to maximize occupancy levels.</p> <ul style="list-style-type: none"> • Identify information needed to forecast availability. • Calculate a no-show percentage. • Calculate a walk-in percentage. • Calculate an overstay percentage. • Calculate an understay percentage. • Create a ten-day forecast. 	7.3	6.2
HT-LOD 9	Explain how room access policies and procedures ensure guest safety and minimize risks to the lodging facility.		
9.1	<p>Explain the types and functions of keys to control levels of access.</p> <ul style="list-style-type: none"> • List three types or levels of keys used for entry. • Compare/contrast the use of each. 	16.4	
9.2	<p>Explain how key control measures are used to protect guests.</p> <ul style="list-style-type: none"> • Outline how access to all areas is controlled. • Outline how locking systems protect guests. • Outline procedures for issuing electronic keys. 	16.4	
HT-LOD 10	Explain how cash control procedures are used in the lodging industry.		
10.1	<p>Describe the role of a cashier in facilitating cash control.</p> <ul style="list-style-type: none"> • Demonstrate use of cash sheets to record cash collected. • Demonstrate use of cash sheets to record cash paid out. • Explain how cash banks are issued to cashiers. • Describe how cashiers turn in cash banks and prepare cash deposits. • Explain how cash banks and cashier cash deposits are reconciled. 	5.4W	6.4

Number	Standard	Year 1 Section	Year 2 Section
HT-LOD 11	Explain how guests and property are protected to minimize losses or liabilities in the lodging facility.		
11.1	<p>Explain procedures for controlling access of safe deposit boxes to minimize losses.</p> <ul style="list-style-type: none"> • Describe how access is given to safe deposit box. • Describe how guest's identity is checked for access. • Maintain the safe deposit log. 	16.3	16.2
11.2	<p>Describe procedures for controlling lost and found items.</p> <ul style="list-style-type: none"> • Identify the department responsible for securing lost and found items. • Maintain a log of lost and found items. • Store and secure lost and found items for required length of time. • Follow property procedures for contacting guests about lost and found items. 	16.5	16.2
11.3	<p>Identify access control procedures to enhance guest safety.</p> <ul style="list-style-type: none"> • Recognize and report suspicious situations. • Identify and report unauthorized and suspicious persons. • Monitor entrances, elevators, and stairways. • Ensure limited late-night access to lobby areas. • Monitor perimeter and grounds. 	16.2, 16.3	16.2
HT-LOD 12	Explain the basic legal issues in lodging management.		
12.1	Describe the rules regarding the rights and liabilities of innkeepers under the common law system.	16.2	
12.2	Describe a property's duty to receive guests and the circumstances under which it can refuse to accommodate potential guests or evict guests.	16.2	
12.3	Explain how the American with Disabilities Act (ADA), Title III affects lodging establishments.	4.3, 7.6, 9.2, 10.5	4.2, 5.7, 6.2, 6.5, 8.3, 8.5

CCTC Recreation, Amusements & Attractions Career Pathway

* A "W" after the section number indicates that the standard is covered in the Student Workbook.

Number	Standard	Year 1 Section	Year 2 Section
HT-REC 1	Describe career opportunities in the Recreation, Amusements & Attractions Pathway.		
1.1	Research various operating units in the pathway to distinguish the particular characteristics of each venue. <ul style="list-style-type: none"> • List recreational venues. • List amusement venues. • List attraction venues. 	1.4, 11.5	
1.3	Summarize unique career opportunities in recreation, amusements, and attractions by gathering occupational information for each venue. <ul style="list-style-type: none"> • List recreation careers. • List amusement careers. • List attraction careers. 	2.4	

CCTC Restaurants & Food/Beverage Services Career Pathway

* A "W" after the section number indicates that the standard is covered in the Student Workbook.

Number	Standard	Year 1 Section	Year 2 Section
HT-RFB 1	Describe ethical and legal responsibilities in food and beverage service facilities.		
1.1	<p>Utilize comments and suggestions from the customer service area to formulate improvements and ensure guest satisfaction.</p> <ul style="list-style-type: none"> • Detail ways to achieve a high rate of positive comments. • Get regular feedback from guests and staff. 		4.4
1.2	<p>Comply with laws regarding hiring, harassment, and safety issues.</p> <ul style="list-style-type: none"> • Demonstrate understanding of legal interviewing processes. • Outline how harassment and stereotyping can create an unhealthy work environment. • Define legal and ethical responsibilities for safety procedures. • Interpret worker's compensation requirements and forms. 		9.2, 11.2, 15.1
1.3	<p>Apply ethical and legal guidelines as they relate to restaurants and food and beverage services job performance.</p> <ul style="list-style-type: none"> • Identify ethical and legal situations that occur in the workplace. • Relate appropriate response to legal/ethical infraction in the workplace. 	10.6, 10.9	9.1, 9.6, 9.8
HT-RFB 2	Demonstrate safety and sanitation procedures in food and beverage service facilities.		
2.1	<ul style="list-style-type: none"> • Identify sanitation procedures to ensure facility is in compliance with health codes. • Outline compliance requirements of sanitation and health inspections. • Show exemplary appearance and hygiene. • Illustrate correct use of knives and kitchen equipment. • Use protective gloves and clothing. • NEW: Demonstrate correct food handling and production techniques. 	10.6	9.6

Number	Standard	Year 1 Section	Year 2 Section
2.2	Identify overall safety procedures necessary to maintain a safe work area. <ul style="list-style-type: none"> • Practice appropriate safety and health procedures. • Apply hazardous material practices and procedures for the handling and disposing of chemicals. 	10.6, 15.4	9.6
HT-RFB 4	Demonstrate leadership qualities and collaboration with others.		
4.1	Model leadership and teamwork qualities to aid in employee retention. <ul style="list-style-type: none"> • Detail ways to minimize staff turnover. 		9.2
HT-RFB 5	Research costs, pricing, market demands and marketing strategies to manage profitability in food and beverage service facilities.		
5.1	Interpret calculations of food, labor, and pricing to ensure profitability. <ul style="list-style-type: none"> • Calculate food cost and determine ways to meet goals. • Calculate labor cost and determine ways to meet goals. • Determine the values of inventory or stock. • Determine menu pricing. • Define portion control. 	10.4	9.4, 9.4W, 9.7, 9.7W
5.3	Anticipate future needs using information about current trends that contribute to effectively price and market food and beverage offerings. <ul style="list-style-type: none"> • Demonstrate awareness of operational needs. • Demonstrate awareness of capabilities and limitations of the operation. 		9.1
5.4	NEW: Discuss sustainable practices and how it impacts profitability and customer demands (i.e. locally grown products, organics, recycled or recyclable products).		9.8

Number	Standard	Year 1 Section	Year 2 Section
HT-RFB 8	Implement standard operating procedure related to food and beverage production and guest service.		
8.6	Describe the role of the menu as a marketing and planning tool. <ul style="list-style-type: none"> • Explain the importance of the menu. • Detail the menu's role in communicating an image. 	10.4	9.3
HT-RFB 9	Describe career opportunities and qualifications in the restaurant and food service industry.		
9.3	Examine career opportunities available in restaurants and food service operations. <ul style="list-style-type: none"> • List the qualifications for various careers in the food service industry. • Describe major duties/tasks for each job option. • Identify careers related to family and consumer sciences in the field of culinary arts. 	10.7	1.4, 9.2
9.4	Differentiate career opportunities in restaurant and food service operations in the various industry sectors (e.g., independent vs. chain operations). <ul style="list-style-type: none"> • List various types of food service operations. • List advantages/disadvantages of different sectors. 	10.2	1.4, 9.1W

CCTC Travel & Tourism Career Pathway

* A "W" after the section number indicates that the standard is covered in the Student Workbook.

Number	Standard	Year 1 Section	Year 2 Section
HT-TT 1	Apply information about time zones, seasons and domestic and international maps to create or enhance travel.		
1.3	<p>Gather information from a variety of domestic and international sources using tools such as the Internet and maps.</p> <ul style="list-style-type: none"> • Write detailed directions for travel in a variety of domestic locations. • Write detailed directions for travel in a variety of international locations. • Explain or identify road and travel destinations marked on a map. 	1.3W, 1.6	
HT-TT 3	Analyze cultural diversity factors to enhance travel planning.		
3.2	<p>Summarize the significance of body language and personal space in different cultures.</p> <ul style="list-style-type: none"> • Identify at least three common hand gestures and body language positions unacceptable in another culture. • Show the personal space preferred during conversations by cultures such as Asians, Middle Easterners, Latin Americans, and North Americans. 		2.7
3.3	Research behaviors and dress in other areas, regions, and countries to appreciate lifestyle preferences.	1.4W	2.7, 2.7W
3.4	<p>Research cultural expectations of other areas, regions, and countries to help avoid social improprieties.</p> <ul style="list-style-type: none"> • Identify cultures where eye contact is not accepted. • Identify cultures where you should not pat a child on the head. • Identify cultures where you cannot offer food with your left hand. • Identify cultures where you should not show the bottom of your feet. 		2.7, 10.3

Number	Standard	Year 1 Section	Year 2 Section
HT-TT 4	Assess the potential (real and perceived) hazards related to multiple environments, and recommend appropriate safety, health and security measures for travelers.		
4.1	<p>Recognize potential, real, and perceived natural, social, or terrorism emergency situations in order to respond appropriately.</p> <ul style="list-style-type: none"> • Review a film, photo, or recording to identify and describe an emergency situation. • Observe guests and surroundings to identify potentially dangerous situations. 	16.6	15.1
4.2	<p>List safety, health, and security issues for individuals and groups traveling to multiple environments to minimize risks.</p> <ul style="list-style-type: none"> • Check surface area for safety. • Gauge political and social climate of a region. • Check possible natural environment hazards. • Check for possible health hazards. 		15.1
HT-TT 6	Use common travel and tourism terminology used to communicate within the industry.		
6.2	<p>Utilize travel and tourism terms appropriately to guide customizing services for guests.</p> <ul style="list-style-type: none"> • Explain differences between meal plan options. • Distinguish differences between tour guides and escorts and group leaders. • Explain differences between FIT and group travel. • Summarize room night, inside cabin, berth, vacation, itinerary, day trip, etc. in different segments (cruises, tour planning, meeting planner, and others). 	7.9, 10.7, 11.2, 11.3, 11.4, 11.5	
HT-TT 7	Customize travel with diverse transportation, lodging, cruise and food options.		
7.1	<p>Compare and contrast diverse transportation options to increase customer choices.</p> <ul style="list-style-type: none"> • Identify methods of travel. • Interpret the advantages of each type of facility. • Interpret the disadvantages of each type of facility. 	1.4, 11.5	

Number	Standard	Year 1 Section	Year 2 Section
7.2	<p>Compare and contrast diverse lodging options to increase customer choice.</p> <p>Identify five types of lodging facilities.</p> <p>Interpret the advantages of each type of facility.</p> <p>Interpret the disadvantages of each type of facility.</p>	1.4, 1.7	
7.3	<p>Examine elements of a dining experience expected to satisfy guests at varied facilities such as a boardwalk vendor, cruise ship, chain restaurant, and five-star dining facility.</p> <ul style="list-style-type: none"> • Detail characteristics of expected food service quality. • Detail characteristics of expected atmosphere. • Detail characteristics of expected cuisine. • Detail characteristics of expected speed of service. 	10.2, 10.7	
HT-TT 8	Compare and contrast services and products from related industries to understand and evaluate how they impact the delivery of travel and tourism products and services to customers.		
8.2	<p>Collaborate with related industries to provide an inclusive product to the customer.</p> <ul style="list-style-type: none"> • Cite an example of seamless service in cooperation with another industry such as agriculture, religion, or transportation to create the guest experience. • Identify and integrate the different vendors, suppliers, and properties to create the guest experience. 		2.6, 2.6W

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