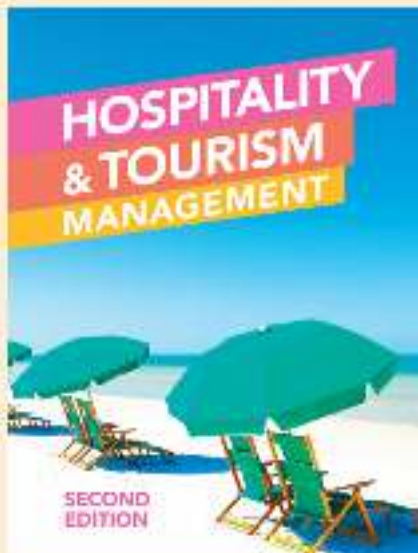


Hospitality & Tourism Management Summer Training

Hospitality Course and Curriculum
Discussion for Florida Teachers



- **Introductions**
- **Course Feedback and Best Practices**
- **Hospitality K-12**
- **Program Overview**
- **Student and Teacher Components**
- **Content Features and Details**
- **Teacher Resources**
- **Q&A / Sharing**

Jill Arnett

Channel Vice President, Academic Markets

National Restaurant Association

Who Are We?

More than just an academic publisher or developer...



- Industry expertise and deep connections as a trade association
- Industry-based certifications (such as ServSafe) and curricula (such as ProStart and HTM)
- Industry and academic expertise and authorship
- Partner with American Hotel & Lodging Association and **Florida Restaurant & Lodging Association**

HOSPITALITY & TOURISM MANAGEMENT

SECOND
EDITION

Hospitality Courses...Let's Talk

- What do you want to take away from this session?
- Who is using HTM 2/e? Anyone still using HTMP only? Both? Print? eBooks? Student Activity Guide?
- Four-year programs – what are you using each year?
- What did you like best about the HTM curriculum?
- What, if anything, would you change about the materials?
- What teacher resources did you find most helpful?
- What teacher resources could be improved? Is there anything that's missing?
- What did students find most engaging? How did you leverage this?
- Where were students bored or struggling? How did you address this?



HOSPITALITY & TOURISM MANAGEMENT

SECOND
EDITION



Let's Talk Some More....

- What other approaches did you find helpful?
- Local involvement from hospitality businesses – speakers, field trips?
- Use of technology?
- Student recruitment – challenges and victories
- How do you think your students view the industry and its opportunities?
- What about parents' views?
- Effective recruitment ideas--sharing
- Leveraging the Florida Restaurant & Lodging Association and resources from industry
- Use of additional resources or supplemental material?



Additional Resources:

- Florida Restaurant & Lodging Association
- American Hotel & Lodging Association
 - <https://www.thehotelindustry.com/>
- National Restaurant Association

www.hcareers.com

Hospitality career site for employers and professionals

Employer Profiles

Examples of Recent Career Advice and News

<https://www.hcareers.com/article/career-advice/4-highest-paying-hospitality-jobs>

<https://www.hcareers.com/article/advice-from-employers/what-jobs-can-you-get-after-a-hospitality-degree>

<https://www.hcareers.com/article/advice-from-employers/the-top-3-hard-and-soft-skills-that-hospitality-employers-want>



K-12 Hospitality Offerings



Curriculum

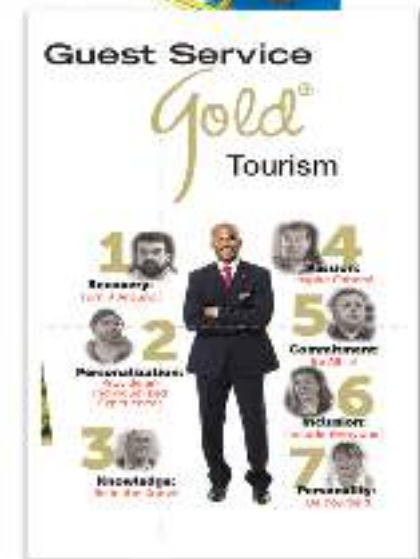
Hospitality and Tourism Management, 2/e

Certification

- **NEW** - *Hospitality and Tourism Specialist (HTS)* – will be submitted to replace Certified Front Desk Representative on CAPE List
- **MOST POPULAR: Certified Guest Service Professional®**
- **START (Skills, Tasks, and Results Training) Line Level Courses and Certifications**

Certificates of Completion

- *Understanding Unconscious Bias for Hospitality Employees*
- *Sexual Harassment Prevention for Hospitality Employees*



HOSPITALITY & TOURISM MANAGEMENT

SECOND
EDITION

The newest curriculum available for high school hospitality

Program Highlights

- Developed by industry professionals and hospitality educators
- Successful 1st edition adopted throughout the US and internationally
- Endorsed by AHLA and leading hospitality brands
- Industry-based credentials available

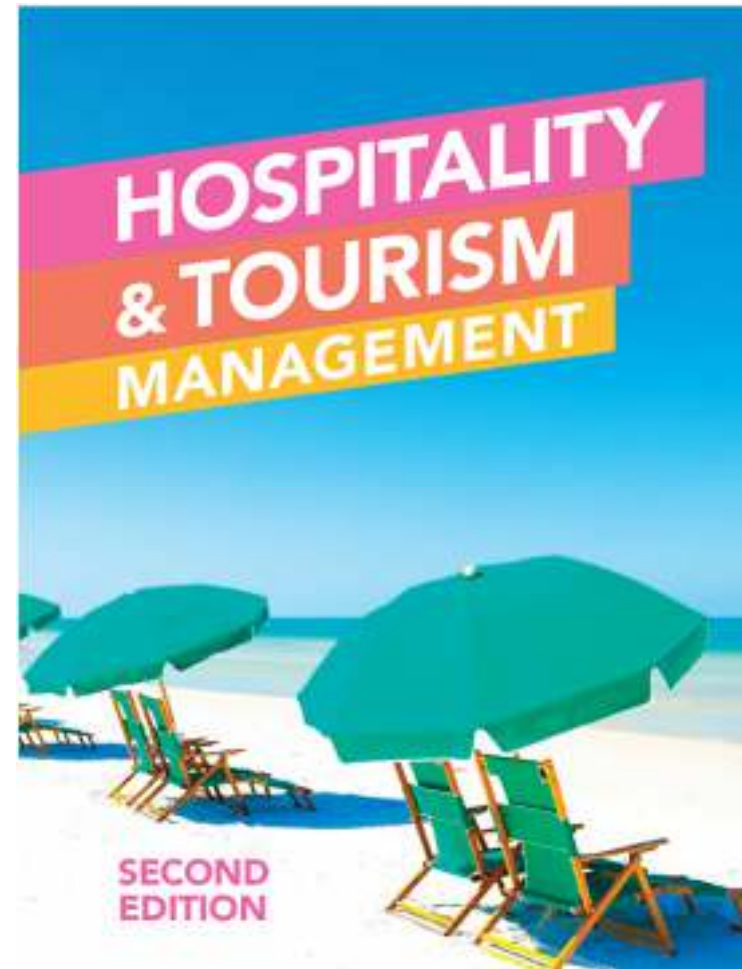
HTM 2/e Components for Students and Teachers



Component	Description
Student Textbook - Print	The textbook is the core component of the program and can be used in one- or two-year programs . Hardcover, 24 chapters, 550 pages.
Student eBook and Teacher eBook	A digital interactive version of the text with embedded videos offered through the VitalSource eReader platform. 365-day access for students, six-year access for teachers. Teacher version is not annotated.
Student Activity Guide	Workbook with five to seven application-based activities for each chapter of the book. Helps students put their learning into practice, retain new knowledge and sharpen skills.
Online Teacher Resources	Digital: Teacher's Companion with differentiated instruction notes, Lesson Plans, Chapter Tests and Quizzes, Video Library, Online activities plus a Pacing Guide.

HTM 2/e Benefits

- Engaging content for students to learn AND get them excited about the industry and its opportunities
- Teaches both operational and management topics
- Comprehensive teacher resource package – easy to implement
- Prepares students for career growth by entering the workforce and/or pursuing post-secondary education



HTM Curriculum Features - *Activity*

Integrates **career readiness and soft (essential) skills** throughout the text

Emphasizes that hospitality is a business with great opportunity and the importance of **entrepreneurial spirit**

Focus on **key skills** and **day to day activities** to help students familiarize themselves with the jobs in hospitality

Gives students the opportunity to think critically, **problem solve, use their essential skills** to apply new knowledge in authentic scenarios

Focus on **career opportunities** in each segment

Features on **innovation and insights** into today's industry

Dynamic **professional profiles** and **advice to students**

Leverage your own state association and local hospitality professionals

Fosters **diversity, global awareness** and **cultural appreciation and respect**





HTM 2/e Pedagogy and Support – What was most valuable to you?

-
- Unit Case Studies
 - Knowledge Checks
 - *Math Principles*
 - End of chapter content
 - Review questions and case study follow-up
 - Cross curricular activities (STEM, language)
 - Critical Thinking and Career Readiness
 - Project-Based Learning

Student Activity Guide

Graphic Organizers (in each chapter and SAG)



Online Teacher Resources

- 100% Digital
- For purchase item – seven-year teacher license
- Access through teacher account on ahlei.org
 - Create a user account on www.ahlei.org
 - Log in, choose “My Learning & Exams”
 - Under “**My Courses**” you will see “HTM Educator Resource Package” if your school purchased it for you

HTM Educator Resource Package

CLOSE

- ▼ Landing Page
- > Unit 01: World of Hospitality
- > Unit 02: Lodging Operations
- > Unit 03: Food & Beverage Operations
- > Unit 04: Event Management
- > Unit 05: Travel, Tourism & Recreation
- > Unit 06: Hospitality Business & Leadership Skills
- > Additional Resources

Course launched in Admin mode



Welcome to the Online Teacher Resource portal for *Hospitality and Tourism Management*, Second Edition. Here you will find resources including:

PowerPoints (PPT): Customizable slides covering the objectives and topics within the book. The PPT aligns with the Teacher's Companion and the "Notes" section may contain additional instruction and/or discussion questions to help you present the content to your class. *(Downloadable only)*

Test Bank (DOC): The HTM Test Bank questions includes between 30 and 40 multiple choice and short answer questions for each chapter. Each question is tagged by Learning Objectives, Section Number and the correct answer. *(Downloadable only)*

Teacher's Companion (DOC): The Teacher's Companion is your go to resource for preparing for the teaching your class. The Teacher's Companion provides additional activities, series, discussion topics and cases suitable for each section as well as the answer key for knowledge checks and end of chapter questions. In addition to accompanying the text, the Teacher's Companion also aligns with the PPTs and Activity Cards.

Activities & Study Guide (DOC): The *Hospitality Activity Guide* includes an answer key and additional activities series for the exercises in the *Student Activity Guide* (sold separately).

Chapter Videos (MP4): Each chapter has one or two short, animated videos to introduce and emphasize content from the text. These videos can be accessed directly from the portal. Students and teachers can also find these videos in the *Hospitality and Tourism Management, Second Edition* eBook which is available separately. *(Videos are not downloadable.)*

Chapter Lesson Plans (DOC): The lesson plan is a template for you to get to organize your course. *(Downloadable only)*

State Correlations (PDF): See how the HTM curriculum aligns with course standards in your state.

HTM in Employment (PDF): Additional information on the CAREER 10 programs and its impact on the industry.

Printing Guide (PDF): Examples to help you plan for what to cover each session and how many assignments days it will require.

Single Document (PDF): Request or find additional, the single document is a copy of the content from the end where you can find that content in the second edition. Please note that the second edition has been greatly expanded and updated.

Career Opportunities For Advancement

The misconception:

Line-level roles in hospitality are
“dead-end jobs”

The reality:

These roles are a gateway to amazing
careers and rapid opportunities for
advancement



**Recruiting to start or build your program?
What has worked for you?**

Hospitality Program Recruitment and Retention

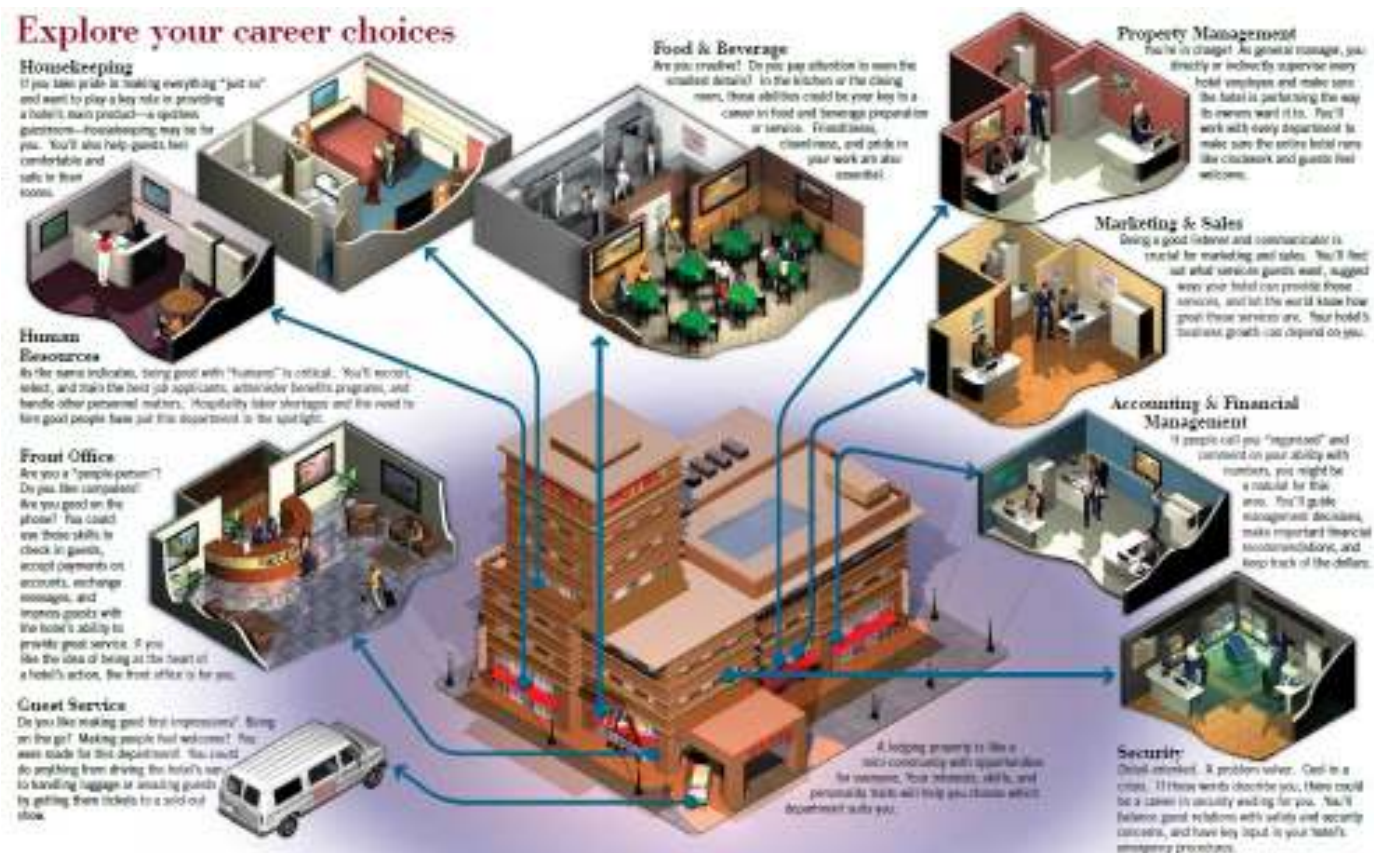
- Recruitment Support
 - World of Possibilities Brochure (PDF available upon request)
- Industry Opportunities, Support, Statistics and Trends
 - Local and National Associations
- Career and College Information
 - Scholarships, Dual Credit options with local colleges
- Offer Industry-Recognized, Portable, Stackable Credentials

hospitality careers

a world of
possibilities



A Variety of Lodging Roles and Departments



Hospitality Career Ladder



Source: WageWatch, Inc. 2018 Full-Service Data

*Salaries reflected are median average rate/each position has potential to earn higher salary

Hospitality Jobs Teach Essential, Transferable Skills

Teamwork

Communication

Responsibility

Prioritization

Customer Focus

Problem
Solving

Time
Management

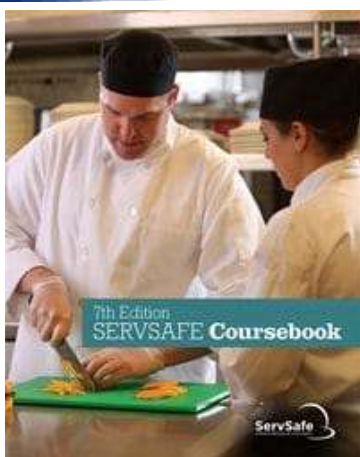
Flexibility

Student Credentials: Hospitality & Tourism Specialist Credential

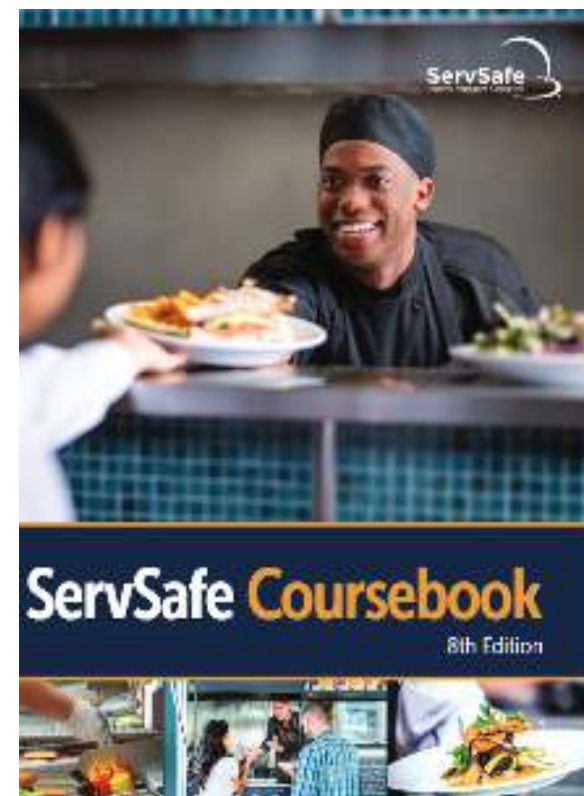
- HTS: New credential for entry-level professionals in the hospitality industry
- Will submit for CAPE inclusion, targeting Fall 2022
- Stand alone credential
- Exam domains online
- 100 work hours – broad experience base accepted
- Single exam but available in split formats, print or online
- Submission of student candidates and their work hours through AHLEI.org website



ServSafe Manager Instruction for Schools ServSafe Coursebook



New 8/e Available Now



- Designed specifically for academic classrooms
- Does not assume industry experience – biggest update
- Prepares for **ServSafe Manager** exam
- Print or interactive eBook versions
- New 8th Edition published April ©2022
- Evaluation samples available
- New online instructor resources
- New adaptive learning online test prep “SmartStudy” Modules

NEW: ServSafe SmartStudy Modules

- Online adaptive learning based on learning science
- Proven to increase comprehension and retention of content, including certification exams
- LMS-compatible
- Webinars and more information Fall 2022
- High School pilots available – sign up for more information





Thank You!

Best wishes for a great 2022-2023 school year!

Jill Arnett

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