

Presentation Notes

Introductory Lesson: Hotel Management

Slide 1



This lesson will provide you with a brief overview of this course.

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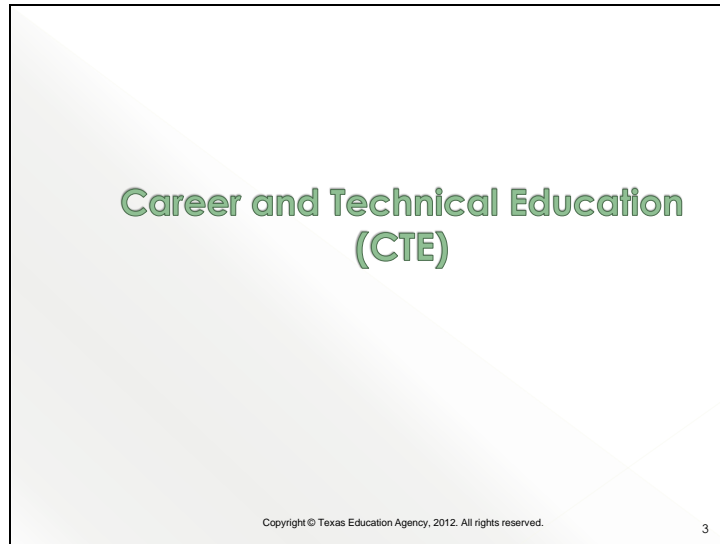
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Has anyone ever heard of Career and Technical Education?
Have students brainstorm: What do you think it is?

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Career and Technical Education (CTE)

Definition #1:
Career and Technical Education (CTE) instruction aims at developing foundational skills, core workplace competencies, and specific skill competencies in various occupational areas.

Definition #2:
Career and Technical Education (CTE) prepares young people to manage the dual roles of family member and wage earner and enable students to gain entry-level employment in a high-skill, high-wage job and/or to continue their education.

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Allow a student to read the definitions for Career and Technical Education. Provide students with an index card and have them write a definition for CTE in their own words. Share responses.

If you choose to further explore the topic of Career and Technical Education, please see **About CTE Presentation** <http://cte.unt.edu/home/about.html>

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Career and Technical Education (CTE)

Internships, practicum courses, career preparation courses, dual enrollment programs, and apprenticeships are a few venues that deliver career and technical education by providing meaningful opportunities for learners to apply their academic and technical skills.

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Allow student a few moments to read the information on the slide and on the back of their index card write down all unfamiliar terms.

Lead a brief class discussion on the contents of the slide. Define and provide examples of all unfamiliar terms. Inform students of CTE venues available in your district, your campus and your program.

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Career and Technical Education

Historical Side Notes:

In the past, Career and Technical Education (CTE) was organized by program areas, but is now organized by career clusters.

Example:

Family and Consumer Sciences (program area) courses are now located in five career clusters:

- **Architecture and Construction (Interior Design courses)**
- **Arts, AV Technology and Communication (Fashion Design courses)**
- **Education and Training**
- **Hospitality and Tourism**
- **Human Services**

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Architecture and Construction (Interior Design courses) and Arts, AV Technology and Communication (Fashion Design courses) cluster information can be found at <http://cte.unt.edu/>

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Career and Technical Education (CTE)

- You are currently enrolled in the course **Hotel Management**
- **Hotel Management** is a CTE course
- You are a CTE student
- I am a CTE instructor

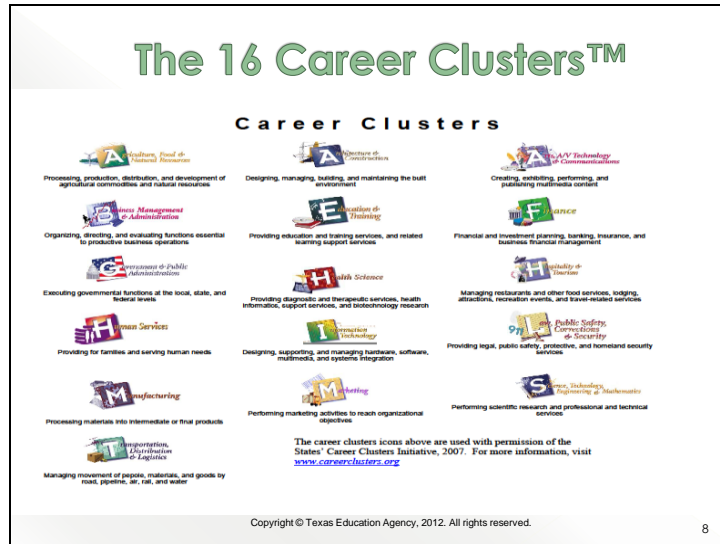
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Provide a copy of this slide to the students.

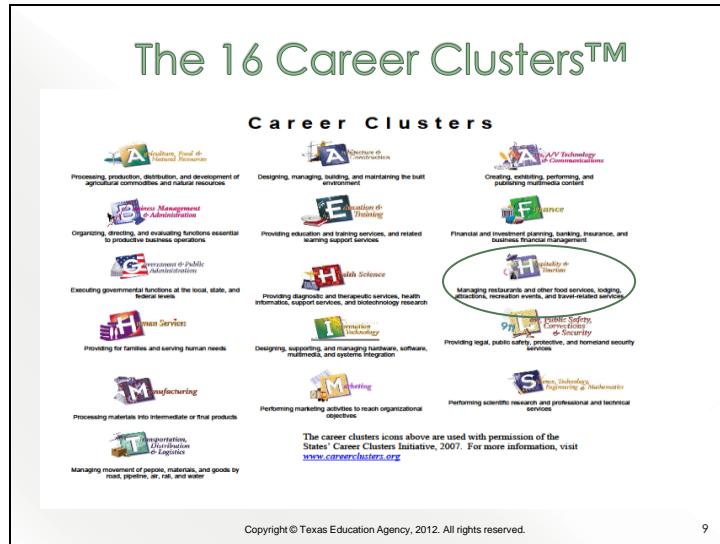
The 16 clusters identified by the U.S. Department of Education, classify workforce preparation programs that are obtained through career and technical education.

What cluster do you think **Hotel Management** falls under? Have students read the descriptors for each cluster?

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The course **Hotel Management** is in the Hospitality and Tourism Clusters.

If time permits, allow students to discuss other CTE courses available at your campus and determine their career clusters.

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Hotel Management



Encompasses the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services.

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Hotel Management is in the Hospitality and Tourism Cluster.

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The Texas Education Agency has approved 9 high school courses in Hospitality and Tourism. Not all high schools offer all courses.

What is a sequence?

The goal of CTE in high school is to progress through a sequence of courses that lead to the attainment of academic and technical skills.

Discuss the sequence for Hospitality and Tourism on your campus/district.

If applicable, discuss other courses/sequences offered at your campus and in your district.

Inform students that it is possible to incorporate courses from other sequences or clusters into their personal program of study.

Example:

Sandra wants to be a high school coach. In addition to her education and training courses, she asks her counselor to enroll her in the course DOLLARS and SENSE (Human Services cluster) so that she can learn about handling finances.

In the future, Juan would like to become an elementary school principal. In addition to his education and training courses, Juan asked his counselor to enroll him in CHILD DEVELOPMENT, (Human Services cluster) so he can learn as much as he can about children.

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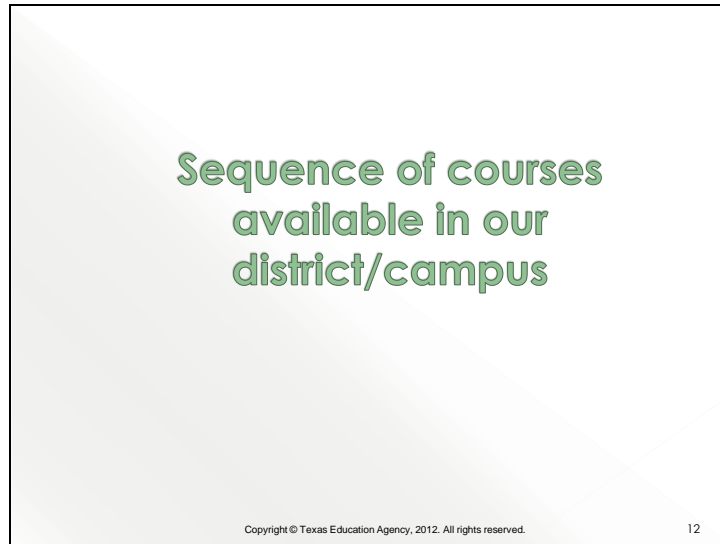
Encourage students to speak to their counselors.

Recommended sequences for all cluster courses can be found at:
<http://www.tea.state.tx.us/index2.aspx?id=5415>

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Review the sequence available for your course.

If time permits, allow students to determine the sequences available for other CTE courses on their campus/district.

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**Hospitality and Tourism
Programs of Study**

- > Restaurants and Food/Beverage Services
- > Lodging
- > Travel and Tourism
- > Recreation, Amusements, and Attractions

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Each cluster has various Programs of Study.

We have already established that **Hotel Management** is in the Hospitality and Tourism career cluster.

There are four Programs of Study in Hospitality and Tourism:

- Restaurants and Food/Beverage Services
- Lodging
- Travel and Tourism
- Recreation, Amusements, and Attractions

What Program of Study interests you?

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Career and Technical Education (CTE)

Career Cluster → Hospitality & Tourism

Course Title → Hotel Management

Programs of Study/Career Pathways →

- Restaurants and Food/Beverage Services
- Lodging
- Travel & Tourism
- Recreation, Amusements & Attractions

Description → Hospitality & Tourism encompasses the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services

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 Hospitality & Tourism encompasses the management, marketing and operations of restaurants and other foodservices, lodging, attractions, recreation events and travel related services.				
Sample Career Specialist Occupations	General Manager • Food & Beverage Manager • Kitchen Manager • Catering & Banquets Manager • Service Manager • Dining Room Supervisor • Restaurant Owner • Baker • Brewer • Caterer • Dietician • Executive Chef • Cook • Pastry & Specialty Chef • Bartender • Restaurant Server • Manager Server • Cocktail Server • Manager Set-Up Employee • Bus Person • Room Service Attendant • Kitchen Steward • Counter Server • Wine Steward • Host • Research and Development Chef • Food Beverage Wholesale • Product Demonstrator • Personal Chef	Front Office Manager • Executive Housekeeper • Director of Sales & Marketing • Chief Engineer • Director of Human Resources • Rooms Division Manager • Director of Security • Controller • Food & Beverage Director • Resident Manager • Director of Operations • General Manager • Regional Manager • Quality Assurance Manager • Corporate Management • Lodging Management • Owner-Franchisee • Uniformed Services Support • Communications Supervisor • Front Desk Supervisor • Reservations Supervisor • Laundry Supervisor • Rooms Supervisor • Bell Captain • Shift Supervisor • Sales Professional • Night Auditor • Front Desk Employee • Valet Attendant • Bell Attendant • Door Attendant • Concierge • Reservationist • Guestroom Attendant • Public Space Cleaner • House Person • Maintenance Workers • Van Driver	Executive Director • Assistant Director • Director of Tourism Development • Director of Communications • Director of Visitor Services • Director of Sales • Director of Marketing and Advertising • Director of Volunteer Services • Director of Conventions and Visitors Bureau • Market Development Manager • Group Sales Manager • Events Manager • Sales Manager • Destination Manager • Convention Services Manager • Heritage Tourism Developer • Travel Agent (Commercial & Vacation) • Events Planner • Meeting Planner • Special Events Producer • Nature Tourism Coordinator • Tour and Travel Coordinator • Tourism Marketing Specialist • Transportation Specialist • Welcome Center Supervisor • Visitor Center Coordinator • Tourism Assistant • Executive Assistant • Tour Guide • Tour Operator • Motor Coach Operator • Tour and Ticket Reservationist • Interpreter	Club Manager • Club Assistant Manager • Club Instructor • Club Equipment & Facility Maintenance • Club Scheduler • Club Event Planner • Club Membership Developer • Parks & Gardens Director • Parks & Gardens Activity Coordinator • Parks & Gardens Access Management • Parks & Gardens Safety & Security • Parks & Garden Ranger • Resort Trains • Resort Instructor • Resort Equipment Maintenance • Resort Scheduler • Gaming & Casino Manager • Gaming & Casino Supervisor and Maintenance • Gaming & Casino Slot Supervisor • Fairs Festival Event Planner • Fairs Festival Set up Supervisor • Fairs Festival Facility Manager • Fairs Festival Promotional Developer • Theme Parks/Amusement Parks Resale Department Manager • Theme Parks/Amusement Parks Area Retail Manager • Theme Parks/Amusement Parks Area Ride Operations Manager • Theme Parks/Amusement Parks Group Events Manager • Family Center Manager • Family Centers Equipment Operator • Maintenance • Historical/Cultural/Architectural/Ecological Industrial Sites Guides/Rangers • Historical/Cultural/Architectural/Ecological Industrial Sites Exhibit Developer • Museums/Zoo/Aquariums Docent • Museum/Zoo/Aquariums Animal Trainer and Handler • Museum/Zoo/Aquariums Proboscis Developer
Industry	Restaurants and Food/Beverage Services	Lodging	Travel & Tourism	Recreation, Amusements & Attractions
Cluster K&S	Cluster Knowledge and Skills • Academic Foundations • Communications • Problem Solving and Critical Thinking • Information Technology Applications • Systems • Safety, Health and Environmental • Leadership and Teamwork • Ethics and Legal Responsibilities • Employability and Career Development • Technical Skills			
	 2008-2009			

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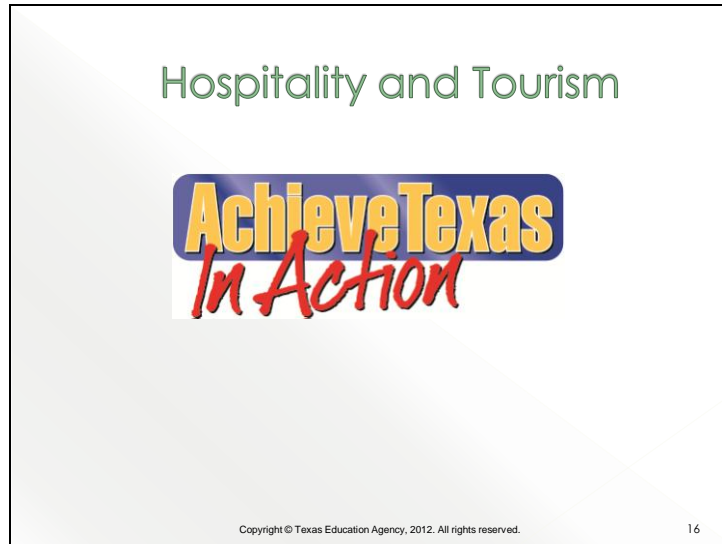
Review the contents of this chart with students, helping them make a connection between the cluster, selected program of study/pathway and possible career/occupations available to them.

This chart and frames for all career clusters can be found at:
<http://www.careertech.org/career-clusters/resources/career-frames.html>

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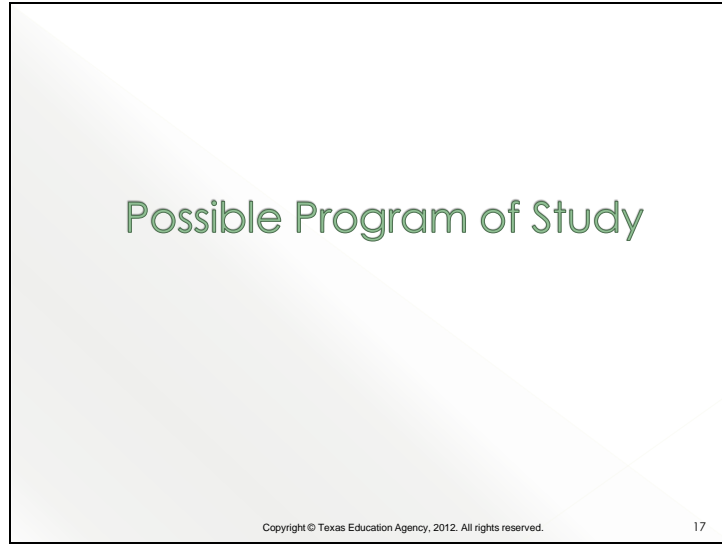


Click on logo to link to AchieveTexas Hospitality and Tourism component.

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		Lodging		Student Name:	Grade:
		SUGGESTED COURSEWORK		EXTENDED LEARNING EXPERIENCES	
High School	9	9th Course:	Introduction to Hospitality and Tourism	Service Learning	<ul style="list-style-type: none"> Community Service Volunteering Work Travel Guest Services Internship
	10	10th Course:	Hotel & Resort Management Introduction to Hotel Management	<ul style="list-style-type: none"> Service Learning Volunteering Work Travel Guest Services Internship 	<ul style="list-style-type: none"> Service Learning Volunteering Work Travel Guest Services Internship
		10th Course:	Hotel & Resort Management Introduction to Hotel Management	<ul style="list-style-type: none"> Service Learning Volunteering Work Travel Guest Services Internship 	
	11	11th Course:	Hotel & Resort Management Introduction to Hotel Management	<ul style="list-style-type: none"> Service Learning Volunteering Work Travel Guest Services Internship 	<ul style="list-style-type: none"> Service Learning Volunteering Work Travel Guest Services Internship
		11th Course:	Hotel & Resort Management Introduction to Hotel Management	<ul style="list-style-type: none"> Service Learning Volunteering Work Travel Guest Services Internship 	
12	12th Course:	Hotel & Resort Management Introduction to Hotel Management	<ul style="list-style-type: none"> Service Learning Volunteering Work Travel Guest Services Internship 	<ul style="list-style-type: none"> Service Learning Volunteering Work Travel Guest Services Internship 	
	12th Course:	Hotel & Resort Management Introduction to Hotel Management	<ul style="list-style-type: none"> Service Learning Volunteering Work Travel Guest Services Internship 		
		COLLEGE CREDIT OPPORTUNITIES - High School			
Postsecondary	13	13th Course:	Hotel & Resort Management Introduction to Hotel Management	<ul style="list-style-type: none"> Service Learning Volunteering Work Travel Guest Services Internship 	<ul style="list-style-type: none"> Service Learning Volunteering Work Travel Guest Services Internship
	14	14th Course:	Hotel & Resort Management Introduction to Hotel Management	<ul style="list-style-type: none"> Service Learning Volunteering Work Travel Guest Services Internship 	
	15	15th Course:	Hotel & Resort Management Introduction to Hotel Management	<ul style="list-style-type: none"> Service Learning Volunteering Work Travel Guest Services Internship 	
	16	16th Course:	Hotel & Resort Management Introduction to Hotel Management	<ul style="list-style-type: none"> Service Learning Volunteering Work Travel Guest Services Internship 	

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Sample Bachelor Degrees

- Hospitality Administration
- Hospitality Management
- Hotel and Restaurant Management
- Restaurant, Hotel, and Institutional Management
- Tourism Management

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Sample Graduate Degrees

- Hospitality Administration
- Hospitality Management
- Hotel and Restaurant Management
- Restaurant, Hotel, and Institutional Management
- Tourism Management

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Sample Career Options

- Bell Attendant
- Concierge
- Front Desk Clerk
- Manager Trainee
- Rooms Division Specialist
- Assistant Executive Housekeeper
- Front Office Assistant Manager
- Hotel Assistant Manager
- Convention Services Manager
- Executive Housekeeper
- Front Office Manager
- Lodging Manager
- Corporate Service Trainer
- Executive Director
- Training and Development Specialist
- Receptions Manager
- Vice President of Operations

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TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)
Hotel Management



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TEKS: Rule-Text Format

Knowledge and Skills Statement

↓

(3) The student identifies the importance of a well-written business plan. The student is expected to:

Student Expectations

→

- (A) categorize a business plan and the need for a well-orchestrated business plan;
- (B) research business plan outlines, resources, and templates using web search engines;
- (C) explain a marketing plan, including price competition, non-price competition, market analysis, competition, marketing research, market segmentation, demographics, and sales forecasting;

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TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS) Hotel Management

(1) The student gains academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within the hotel industry. The student is expected to:

- (A) organize oral and written information;
- (B) compose a variety of written documents such as agendas, thank you letters, presentations, and advertisements;
- (C) calculate correctly using numerical concepts such as percentage and reasonable estimation in practical situations; and
- (D) infer how scientific principles are used in the hotel industry.

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TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS) Hotel Management

(2) The student uses verbal and nonverbal communication skills to create, express, and interpret information for providing a positive experience for guests and employees. The student is expected to:

- (A) develop, deliver, and critique presentations;
- (B) analyze various marketing strategies for a hotel or an available service;
- (C) demonstrate proper techniques for using telecommunications equipment;
- (D) interpret verbal and nonverbal cues to enhance communication with individuals such as coworkers, customers, and clients;
- (E) locate written information used to communicate with individuals such as coworkers and customers;
- (F) apply active listening skills to obtain and clarify information; and
- (G) follow directions and procedures independently.

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TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS) Hotel Management

(3) The student solves problems using critical thinking, innovation, and creativity independently and in teams. The student is expected to:

(A) generate creative ideas to solve problems by brainstorming possible solutions;

(B) employ critical-thinking and interpersonal skills to resolve conflicts with individuals such as coworkers, employers, customers, and clients; and

(C) use principles of budgeting and forecasting to maximize profit and growth.

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TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS) Hotel Management

(4) The student demonstrates an understanding that personal success depends on personal effort. The student is expected to:

- (A) demonstrate a proactive understanding of self-responsibility and self-management;
- (B) identify and demonstrate positive work behaviors and personal qualities for employability; and
- (C) analyze the effects of health and wellness on employee performance.

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TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS) Hotel Management

(5) The student develops principles in time management, decision making, effective communication, and prioritizing. The student is expected to:

- (A) apply effective practices for managing time and energy;
- (B) implement stress-management techniques;
- (C) analyze various steps in the decision-making process; and
- (D) analyze the importance of balancing a career, family, and leisure activities.

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TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS) Hotel Management

(6) The student understands the importance of employability skills.
The student is expected to:

- (A) identify the required training or education requirements that lead to an appropriate industry certification;
- (B) comprehend and model skills related to seeking employment;
- (C) update a personal career portfolio;
- (D) demonstrate proper interview techniques in applying for employment;
- (E) complete required employment forms such as I-9, work visa, W-4, and licensures to meet employment requirements;
- (F) research the local and regional labor workforce market to determine opportunities for advancement;
- (G) investigate professional organizations and development training opportunities to keep current on relevant trends and information within the industry; and
- (H) explore entrepreneurship opportunities.

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TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS) Hotel Management

(7) The student understands roles within teams, work units, departments, organizations, and the larger environment of the hotel industry. The student is expected to:

- (A) distinguish among the duties and responsibilities within each department;
- (B) implement quality-control standards and practices;
- (C) compare and contrast full service hotels and limited service properties; and
- (D) compare and contrast chain and franchise hotels, including revenue and support centers.

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TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS) Hotel Management

(8) The student uses information technology tools specific to hotel management to access, manage, integrate, and create information. The student is expected to:

- (A) use information technology tools to manage and perform work responsibilities;
- (B) use technology tools to perform workplace tasks;
- (C) prepare complex multimedia publications;
- (D) demonstrate knowledge and use of point-of sale systems; and
- (E) evaluate Internet resources for industry information.

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TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS) Hotel Management

(9) The student uses leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives. The student is expected to:

- (A) apply team-building skills;
- (B) apply decision-making and problem-solving skills;
- (C) apply leadership and teamwork qualities in creating a pleasant working atmosphere; and
- (D) participate in community leadership and teamwork opportunities to enhance professional skills.

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TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS) Hotel Management

(10) The student understands the importance of health, safety, and environmental management systems in organizations and their importance to organizational performance and regulatory compliance. The student is expected to:

- (A) assess workplace conditions with regard to safety and health;
- (B) apply safety and sanitation standards common to the workplace;
- (C) analyze potential effects caused by common chemical and hazardous materials;
- (D) demonstrate first aid and cardiopulmonary resuscitation skills;
- (E) research sources of food-borne illness and determine ways to prevent them; and
- (F) comprehend and model professional attire and personal hygiene.

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TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS) Hotel Management

(11) The student knows and understands the importance of professional ethics and legal responsibilities within the hotel industry. The student is expected to:

- (A) demonstrate professional ethical standards; and
- (B) interpret and explain written organizational policies and procedures to help employees perform their jobs.

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TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS) Hotel Management

(12) The student understands the knowledge and skills required for careers in the hotel management industry. The student is expected to:

- (A) develop job-specific technical vocabulary;
- (B) explain procedures to meet guest needs, including guest registration, rate assignment, room assignment, and determination of payment methods;
- (C) determine the functions of meeting and event planning;
- (D) evaluate current and emerging technologies to improve guest services; and
- (E) understand the importance of check-out procedures to ensure guest satisfaction and verify settlement of account.

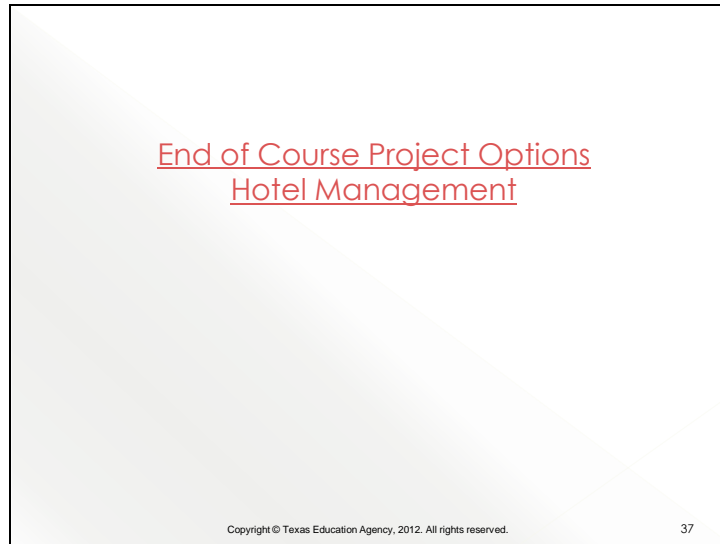
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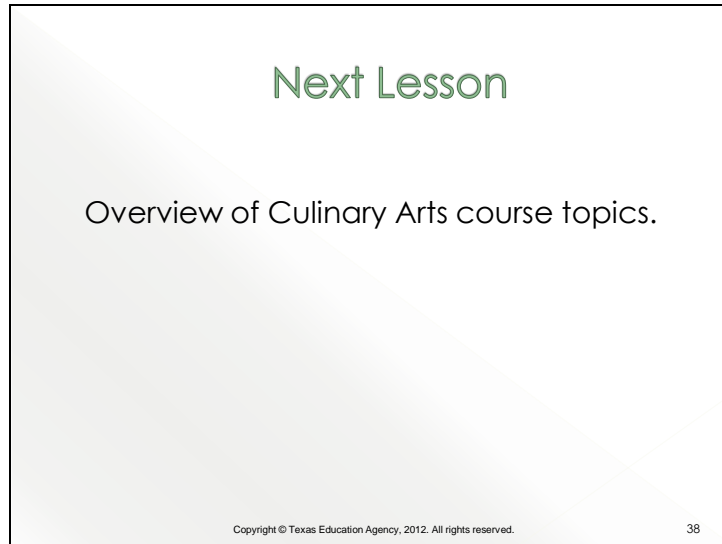
End of Course Project Options – Hotel Management instructional lesson can be found on the SIRDC website.

Title on slide is hyperlinked to slide presentation for said lesson.

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A rectangular slide with a light gray background and a black border. The text is centered. The title 'Next Lesson' is in a green font. Below it, the text 'Overview of Culinary Arts course topics.' is in a black font. At the bottom, there is a small copyright notice and the number 38.

Next Lesson

Overview of Culinary Arts course topics.

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Are there any questions?

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Instruct students to create their interpretation of the information on this slide. It may be used as the coversheet for their class binder, folder or journal. Students may draw or use a computer to complete the task.

Criteria used for assessment of project:

Must include all five components

Creativity

Neatness

Spelling and grammar

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Resources and References

Websites:

- AchieveTexas
A college and career initiative designed to help students (and their parents) make wise education choices. It is based on the belief that the curricula of the 21st century should combine rigorous academics and relevant career education.
<http://www.achievetexas.org/in>
- Learning that Works for America CTE™
Sponsored by The National Association of State Directors of Career Technical Education Consortium (NASDCTEC). Aims to support an innovative CTE system that prepares individuals to succeed in education and their careers.
<http://www.careertech.org>
- Texas Education Agency
Texas Essential Knowledge and Skills. The mission of the Texas Education Agency is to provide leadership, guidance and resources to help schools meet the educational needs of all students.
<http://ritter.tea.state.tx.us/rules/rac/chapter130/index.html>

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