Introductory Lesson

Hospitality Services
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Career and Technical Education (CTE)
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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.
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.
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**
You are currently enrolled in the course Hospitality Services
Hospitality Services is a CTE course
You are a CTE student
I am a CTE instructor
The 16 Career Clusters™

Agriculture, Food & Natural Resources
Processing, production, distribution, and development of agricultural commodities and natural resources

Architecture & Construction
Designing, managing, building, and maintaining the built environment

Arts, A/V Technology, and Communications
Creating, exhibiting, performing, and publishing multimedia content

Business Management & Administration
Organizing, directing, and evaluating functions essential to productive business operations

Government & Public Administration
Executing governmental functions at the local, state, and federal levels

Human Services
Providing for families and serving human needs

Manufacturing
Processing materials into intermediate or final products

Transportation, Distribution & Logistics
Managing movement of people, materials, and goods by road, pipeline, air, rail, and water

Education & Training
Providing education and training services, and related learning support services

Information Technology
Designing, supporting, and managing hardware, software, multimedia, and systems integration

Health Science
Providing diagnostic and therapeutic services, health informatics, support services, and biotechnology research

Hospitality & Tourism
Managing restaurants and other food services, lodging, attractions, recreation events, and travel-related services

Public Safety, Corrections & Security
Providing legal, public safety, protective, and homeland security services

Science, Technology, Engineering & Mathematics
Performing scientific research and professional and technical services

Marketing
Performing marketing activities to reach organizational objectives

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The 16 Career Clusters™

Agriculture, Food & Natural Resources
- Processing, production, distribution, and development of agricultural commodities and natural resources

Architecture & Construction
- Designing, managing, building, and maintaining the built environment

AV/Technology of Communications
- Creating, exhibiting, performing, and publishing multimedia content

Business Management & Administration
- Organizing, directing, and evaluating functions essential to productive business operations

Health Science
- Providing diagnostic and therapeutic services, health information, support services, and biotechnology research

Health Services
- Providing for families and serving human needs

Human Services:
- Executing governmental functions at the local, state, and federal levels

Information Technology
- Designing, supporting, and managing hardware, software, multimedia, and systems integration

In Transportation, Distribution & Logistics
- Managing movement of people, materials, and goods by road, pipeline, air, rail, and water

Marketing
- Performing marketing activities to reach organizational objectives

Manufacturing
- Processing materials into intermediate or final products

Finance
- Financial and investment planning, banking, insurance, and business financial management

Hospitality & Tourism
- Managing restaurants and other food services, lodging, attractions, recreation events, and travel-related services

Public Safety, Corrections & Security
- Providing legal, public safety, protective, and homeland security services

Science, Technology, Engineering & Mathematics
- Performing scientific research and professional and technical services

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Hospitality Services

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 and Tourism

Principles of Hospitality & Tourism

Hotel Management

Travel & Tourism Management

Restaurant Management

Hospitality Services

Practicum in Hospitality Services

Food Science (may be added to any sequence)

Culinary Arts

Practicum in Culinary Arts

TEA Recommended Coherent Sequence of Courses
Sequence of courses available in our district/campus
Hospitality and Tourism
Programs of Study/Career Pathways

- Restaurants and Food/Beverage Services
- Lodging
- Travel and Tourism
- Recreation, Amusements, and Attractions
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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<table>
<thead>
<tr>
<th>General Manager</th>
<th>Food &amp; Beverage Manager</th>
<th>Kitchen Manager</th>
<th>Catering &amp; Banquets Manager</th>
<th>Service Manager</th>
<th>Dining Room Supervisor</th>
<th>Restaurant Owner</th>
<th>Baker</th>
<th>Brewer</th>
<th>Pastry &amp; Specialty Chef</th>
<th>Bartender</th>
<th>Counter Server</th>
<th>Food &amp; Beverage Wholesaler</th>
<th>Product Demonstration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Office Manager</td>
<td>Executive Housekeeper</td>
<td>Director of Sales &amp; Marketing</td>
<td>Chief Engineer</td>
<td>Director of Human Resources</td>
<td>Rooms Division Manager</td>
<td>Director of Security</td>
<td>Controller</td>
<td>Food &amp; Beverage Director</td>
<td>Resident Manager</td>
<td>Director of Operations</td>
<td>General Manager</td>
<td>Regional Manager</td>
<td>Quality Assurance Manager</td>
</tr>
<tr>
<td>Lodging Management</td>
<td>Uniformed Services Support</td>
<td>Communications Supervisor</td>
<td>Front Desk Supervisor</td>
<td>Reservations Supervisor</td>
<td>Laundry Supervisor</td>
<td>Room Supervisor</td>
<td>Bell Captain</td>
<td>Shift Supervisor</td>
<td>Sales Professional</td>
<td>Night Auditor</td>
<td>Front Desk Employee</td>
<td>Valet Attendant</td>
<td>Bell Attendant</td>
</tr>
<tr>
<td>Sheen Attendant</td>
<td>Public Space Cleaner</td>
<td>House Person</td>
<td>Maintenance Worker</td>
<td>Van Driver</td>
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</tr>
<tr>
<td>Club Manager</td>
<td>Club Assistant Manager</td>
<td>Club Instructor</td>
<td>Club Equipment &amp; Facility Maintenance</td>
<td>Club Schedules</td>
<td>Club Event Planner</td>
<td>Club Membership Developer</td>
<td>Parks &amp; Gardens Director</td>
<td>Parks &amp; Gardens Activity Coordinator</td>
<td>Parks &amp; Gardens Access Management</td>
<td>Parks &amp; Gardens Safety &amp; Security</td>
<td>Parks &amp; Garden Ranger</td>
<td>Resort Trainer</td>
<td>Resort Instructor</td>
</tr>
</tbody>
</table>

**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

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2008-2009

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Possible Program of Study
Lodging Manager
### Lodging

**Career Goal (O*NET Code):** Lodging Manager (11-9081), Sales Manager (11-2022), Human Resources Manager (11-3060), General & Operations Manager (11-3051), Food/Linen Supervisor (49-0111)

#### SUGGESTED COURSEWORK

**Middle School**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>8th</td>
<td>English I, Science I, World Geography, Physical Education</td>
</tr>
</tbody>
</table>

**High School**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>9th</td>
<td>English II, Science II, World History, Languages other than English II</td>
</tr>
<tr>
<td>10th</td>
<td>English III, Mathematics Models, United States History, United States History</td>
</tr>
<tr>
<td>11th</td>
<td>English IV, Science IV, Fine Arts, Fine Arts</td>
</tr>
</tbody>
</table>

**Career-Related Electives:** Hospitality Services or Human Resource Management or Business Management or Languages other than English III

**Postsecondary**

<table>
<thead>
<tr>
<th>Program</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor Degree</td>
<td>Hospitality Administration, Hospitality Management</td>
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</table>

**Curricular Experiences:**
- Business Professionals of America
- DECA
- Family, Career and Community Leaders of America
- Future Business Leaders of America
- Future Business Leaders of America

**Career Learning Experiences:**
- Career Preparation
- Internship
- Job Shadowing

**Extracurricular Experiences:**
- Band
- Choir
- Dance
- Drama
- Future Business Leaders
- Future Business Leaders of America

**Professional Associations:**
- American Hotel & Lodging Association
- Hospitality Financial & Technology Association
- Professional Association of Hotel & Lodging Industry

**Certifications:**
- Certified Hospitality Sargent
- Certified Hospitality Sargent
- Certified Hospitality Sargent

**Career Options:**
- Executive Director
- Vice President, Operations
- General Manager

**College Credit Opportunities**

<table>
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<tr>
<th>Course</th>
<th>College Credit</th>
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<tr>
<td>Hospitality Services</td>
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**Extended Learning Experiences**

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<td>Job Shadowing</td>
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<td>Corporate Service Trainer, Training &amp; Development Specialist</td>
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<td>Career Preparation</td>
<td>Vice President, Operations</td>
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**COLLEGE CREDIT OPPORTUNITIES – High School**

- Students should take Advanced Placement (AP), International Baccalaureate (IB), dual credit, Advanced Technical Credit (ATC), or locally articulated courses (Tech Prep), if possible. List four courses that count for college credit on your campus.

**Professional Associations:**
- American Hotel & Lodging Association
- Hospitality Financial & Technology Association
- Professional Association of Hotel & Lodging Industry

**Certifications:**
- Certified Hospitality Sargent
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Sample Bachelor Degrees

- Hospitality Administration
- Hospitality Management
- Hotel and Restaurant Management
- Restaurant, Hotel, and Institutional Management
- Tourism Management
Sample Graduate Degrees

- Hospitality Administration
- Hospitality Management
- Hotel and Restaurant Management
- Restaurant, Hotel, and Institutional Management
- Tourism Management
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
- Recreations Manager
- Vice President of Operations
TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS) Hospitality Services
(3) The student identifies the importance of a well-written business plan. The student is expected to:

(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;
(I) The student gains additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within the hospitality services industry. The student is expected to:

(A) apply advanced reading, writing, and mathematical skills necessary to perform job tasks in the hospitality industry;

(B) explain the effects that supply and demand have on the hospitality industry;

(C) develop marketing techniques;

(D) apply multiple time zones, climate, and seasons to create travel products;

(E) gather information from domestic and international sources using tools such as the Internet and maps to plan travel to other countries; and

(F) examine cultural differences of other areas, regions, and countries.
(2) The student uses listening, oral, written, and media communication skills in creating, expressing, and interpreting information and ideas, including technical terminology and information. The student is expected to:

(A) interpret verbal and nonverbal communication;
(B) recognize and respond to guest needs;
(C) outline procedures for processing messages;
(D) exhibit public relations skills;
(E) apply alternate communication services to assist customers with specialized needs; and
(F) design and present a marketing tool to promote a hospitality product that may contribute to the local economy.
(3) The student researches career opportunities and qualifications to broaden awareness of careers available in the hospitality industry. The student is expected to:

(A) outline a plan for an effective job search;
(B) demonstrate flexibility to learn new knowledge and skills;
(C) manage work responsibilities and life responsibilities;
(D) update a personal career portfolio;
(E) evaluate personal skills that may determine individual potential for growth within the hospitality industry;
(F) explain what is needed to achieve job advancement;
(G) understand the role of professional organizations or industry associations;
(H) examine the procedures in maintaining licensure, certification, or credentials for a chosen occupation;
(I) describe the types of facility ownership and determine the advantages and disadvantages for each;
(J) analyze future employment outlooks;
(K) demonstrate appropriate business and personal etiquette;
(L) develop written organizational policies to ensure successful hospitality operations, guest satisfaction, and employee success;
(M) use organizational charts to analyze workplace operations;
(N) research the major duties and qualifications for hospitality managerial positions; and
(O) review the functions, skills, and tasks of essential departments within a hospitality operation.
(4) The student examines and reviews ethical and legal responsibilities related to guests, employees, and conduct within the establishment to maintain high industry standards. The student is expected to:

(A) formulate improvements for customer service from guest comments;

(B) examine laws regarding hiring, harassment, and safety issues;

(C) determine legal responsibilities and employer policies; and

(D) analyze ethical considerations.
(5) The student uses information technology tools specific to hospitality service careers to access, manage, integrate, and create information. The student is expected to:

(A) examine types of technology used to manage hospitality service operations;
(B) research website information on hospitality service operations; and
(C) evaluate current and emerging technologies provided by the hospitality industry to improve guest service.
(6) The student applies leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives. The student is expected to:

(A) model qualities in employee retention by creating a pleasant working atmosphere for staff members;
(B) formulate staff training plans to create an effective working team; and
(C) apply conflict-management skills to facilitate solutions.
(7) The student solves problems using critical-thinking skills independently and in teams. The student is expected to:

(A) manage profitability by implementing effective marketing strategies;

(B) develop promotional packages;

(C) devise strategies for maximizing customer satisfaction;

(D) resolve unexpected situations; and

(E) create a business plan to examine employment opportunities in entrepreneurship.
(8) The student reviews the importance of health, safety, and environmental management systems in organizations and their importance to organization performance and regulatory compliance. The student is expected to:

(A) determine local safety and sanitation requirements;
(B) determine solutions to emergency situations;
(C) explain how key control procedures protect guests and minimize risks;
(D) explain how cash control procedures are used to protect funds;
(E) explain how guests and property are protected to minimize losses or liabilities;
(F) outline safety and security issues for individuals and groups in multiple environments to minimize risks;
(G) recognize potential, real, and perceived natural, social, or terrorism emergency situations in order to respond appropriately;
(H) examine equipment safety, functionality, and durability to protect guests and minimize replacement costs;
(I) evaluate methods for equipment maintenance and repair to minimize down time;
(J) determine sources of assistance to use in emergency situations, including self, coworkers, customers, and guests; and
(K) examine safety and security information relevant to the venue.
(9) The student understands roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. The student is expected to:

(A) implement a set of operating procedures to comply with company requirements;
(B) evaluate prepared foods for quality and presentation to set quality standards in accordance with company standards;
(C) practice basic nutrition skills by planning, preparing, and presenting quality foods;
(D) evaluate types of kitchen equipment to match equipment with correct cooking methodology;
(E) use detailed processes to provide customer service in accordance with company policy;
(F) summarize the importance of housekeeping standards to assure guest satisfaction;
(G) prepare a staffing guide to schedule various staff positions to assure guest satisfaction;
(H) investigate how operations manage inventories to maintain adequate quantities of recycled and non-recycled items;
(I) explain how a status report is used to ensure housekeeping standards;
(J) outline the factors to consider when determining the size of an inventory purchase to maintain desired quantities based on varying occupancy levels;
(K) describe feasible collaboration with other industries to provide an inclusive product to the customer;
(L) compare venues and the unique organizational structure of various operating units;
(M) use guidelines for access control to determine guest and group admission procedures;
(N) apply traffic control procedures to facilitate movement of people and vehicles;
(O) evaluate maintenance issues to determine if special training of personnel is required; and
(P) research ideas needed to develop programs and products unique to each venue.
(10) The student uses technological knowledge and skills required to pursue careers in food service. The student is expected to:

(A) use technology to develop a set of operating procedures to comply with company requirements;
(B) analyze prepared foods for quality and presentation according to company standards; and
(C) provide customer service by following appropriate industry standards.
(11) The student uses technological knowledge and skills required to pursue careers in hotel services. The student is expected to:

(A) describe the necessary information collected during the registration process to correctly register guests;

(B) explain how room rates are established with arriving guests to assign the appropriate rate;

(C) explain how availability, room status, and other standard operating guidelines are used to assign rooms to arriving guests;

(D) explain how methods of payment are established with arriving guests to clarify payment procedures;

(E) explain how a hotel's computer system is used to create guest accounts;

(F) summarize correct check-out procedures to prevent oversights or errors; and

(G) examine the account settlement procedures on different types of payment.
(12) The student uses technological knowledge and skills required to pursue careers in travel and tourism. The student is expected to:

(A) develop technical vocabulary to enhance customer service;

(B) compare and contrast diverse transportation and lodging options to increase customer choices;

(C) examine elements of a dining experience expected to satisfy guests at varied facilities such as a boardwalk vendor, cruise ship, chain restaurant, and a five-star dining facility;

(D) integrate various and diverse elements of the travel and tourism industry to create a personalized travel experience for a customer; and

(E) evaluate and compare services and products from related industries.
End of Course Project Options
Hospitality Services
Hospitality & Tourism encompasses the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services

Hospitality Services

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

Description

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Websites:

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   http://www.achievetexas.org

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   http://www.careertech.org

➢ Texas Education Agency

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   http://ritter.tea.state.tx.us/rules/tac/chapter130/index.html