This lesson will provide you with a brief overview of this course.
Has anyone ever heard of Career and Technical Education?
Have students brainstorm: What do you think it is?
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.

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
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.

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.
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

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/
Career and Technical Education (CTE)

- 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
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 Hospitality Services falls under? Have students read the descriptors for each cluster?
The course **Hospitality Services** 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.
Hospitality Services is in the Hospitality and Tourism Cluster.
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.
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
Sequence of courses available in our district/campus

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.
Each cluster has various Programs of Study/Career Pathways. We have already established that **Hospitality Services** is in the Hospitality and Tourism career cluster.

There are four Programs of Study/Career Pathways in Hospitality and Tourism:
- Restaurants and Food/Beverage Services
- Lodging
- Travel and Tourism
- Recreation, Amusements, and Attractions

What Program of Study/Career Pathway interests you?
Hospitality & Tourism encompasses the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services.
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
Click on logo to link to AchieveTexas Hospitality and Tourism component.
Possible Program of Study
Lodging Manager
### Introductory Lesson: Hospitality Services

#### Cluster Overview
Encompasses the management, marketing and operations of restaurants and other foodservices, lodging, and travel-related services.

### SUGGESTED COURSEWORK

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### Additional Information

- Students should take Advanced Placement (AP), International Baccalaureate (IB), dual credit, Advanced Technical Credit (ATC), and O*NET courses as part of their high school experience.
- Students are encouraged to participate in local articulated courses (Tech Prep), if possible.

### Professional Associations:
- Texas Restaurant Association
- National Concierge Association
- Texas Hotel & Lodging Association
- Hospitality Sales and Marketing Association
- Hospitality Financial & Technology Association

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

### Future Business Leaders of America
- **Career Options:**
  - Executive Director
  - President Operations
  - Vice President Operations
  - Director of Sales & Marketing
  - Food & Beverage Director
  - Corporate Service Trainer

### Other Opportunities:
- **Student Employment Opportunities:**
  - Concierge Trainee
  - Bell Attendant
  - Guest Room Attendant
  - Front Desk Representative
  - PBX Operator
  - Rooms Division Assistant
  - Reservations Assistant
  - Marriott CareerSafe

### Language Immersion Programs
- **Career Goals:**
  - Asst. Exec. Housekeeper
  - Exec. Housekeeper
  - Hotel Manager
  - Restaurant Manager
  - Executive Director

### **Note:**
Students may earn all or part of these certificates as part of the high school experience.
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
(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;
Provide students with a copy of the course TEKS. Inform students that they will be referring to this document throughout the school year. Stress that all TEKS listed will be addressed.

Provide students with activities that correspond to the TEKS.
Provide students with activities that correspond to the TEKS.
TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)
Hospitality Services

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.

Provide students with activities that correspond to the TEKS.
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Provide students with activities that correspond to the TEKS.
Provide students with activities that correspond to the TEKS.
TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)
Hospitality Services

(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.

Provide students with activities that correspond to the TEKS.
Provide students with activities that correspond to the TEKS.
Provide students with activities that correspond to the TEKS.
TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)
Hospitality Services

(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.

Provide students with activities that correspond to the TEKS.
Provide students with activities that correspond to the TEKS.
Provide students with activities that correspond to the TEKS.
End of Course Project Options – Hospitality Services instructional lesson can be found on the SIRDC website.
Title on slide is hyperlinked to slide presentation for said lesson.
Overview of Hospitality Services course topics.
Introductory Lesson: Hospitality Services

Are there any questions?
Hospitality & Tourism encompasses the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services.

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
Resources and References

Websites:

- AchieveTexas
  Education initiative designed to prepare students for a lifetime of success.
  http://www.achievetexas.org

- 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/tac/chapter130/index.html