

Introductory Lesson

Principles of Hospitality and Tourism



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Career and Technical Education (CTE)



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.



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.



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**



Career and Technical Education (CTE)

- You are currently enrolled in the course **Principles of Hospitality and Tourism**
- **Principles of Hospitality and Tourism** is a CTE course
- You are a CTE student
- I am a CTE instructor



16 Career Clusters

Career Clusters



Processing, production, distribution, and development of agricultural commodities and natural resources



Designing, managing, building, and maintaining the built environment



Creating, exhibiting, performing, and publishing multimedia content



Organizing, directing, and evaluating functions essential to productive business operations



Providing education and training services, and related learning support services



Financial and Investment planning, banking, insurance, and business financial management



Executing governmental functions at the local, state, and federal levels



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



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



Providing for families and serving human needs



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



Providing legal, public safety, protective, and homeland security services



Processing materials into intermediate or final products



Performing marketing activities to reach organizational objectives



Performing scientific research and professional and technical services



Managing movement of people, materials, and goods by road, pipeline, air, rail, and water

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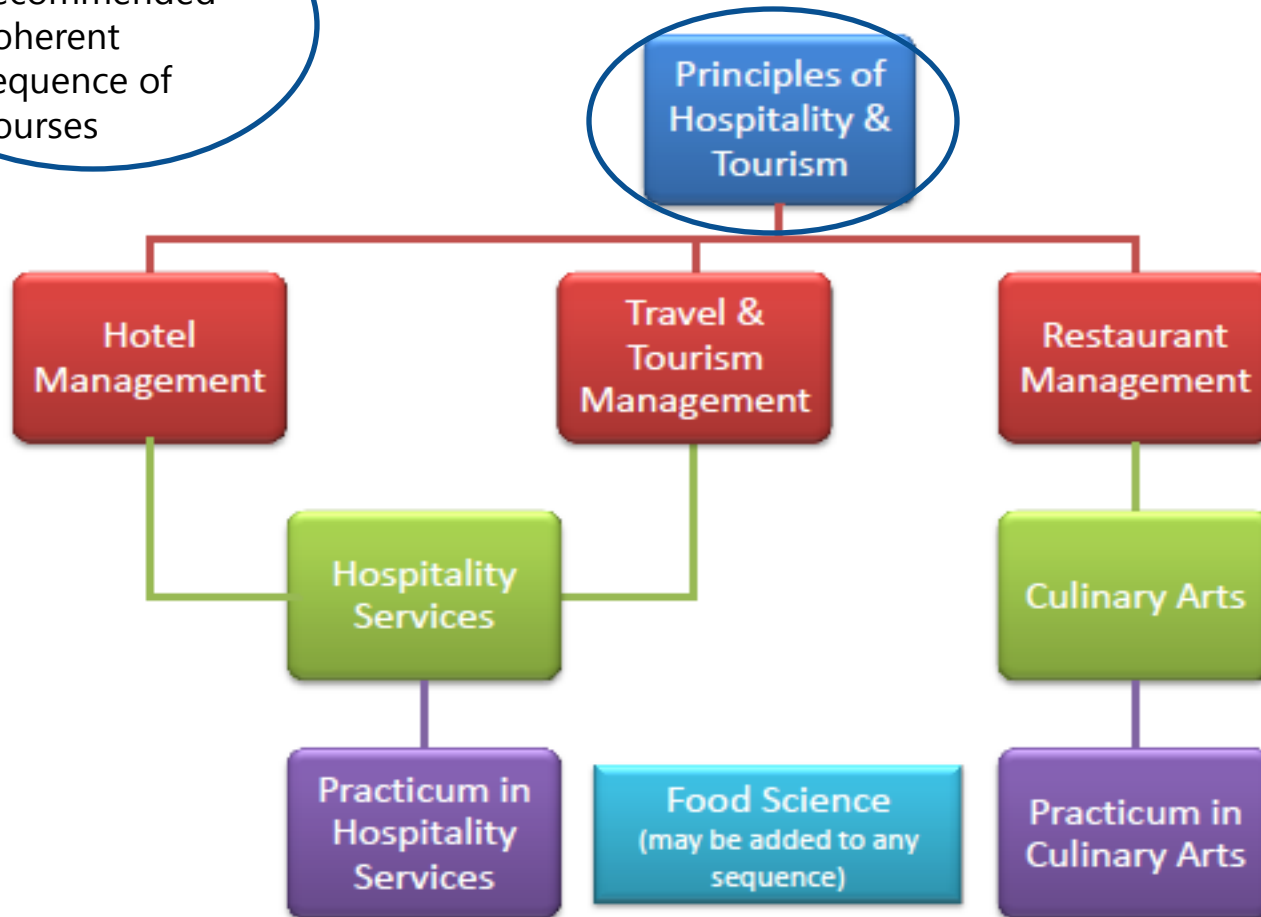
Principles of Hospitality and Tourism



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Hospitality and Tourism

TEA
Recommended
Coherent
Sequence of
Courses



August 2009

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Sequence of courses available in our district/campus



Hospitality and Tourism Programs of Study

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



Career and Technical Education (CTE)

Career Cluster



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www.careerclusters.org

Course Title



Principles of Hospitality and Tourism

Programs of Study



- 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



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

Sample Career Specialties / Occupations	<p>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 • Banquet Server • Cocktail Server • Banquet Set-Up Employee • Bus Person • Room Service Attendant • Kitchen Steward • Counter Server • Wine Steward • Host • Research and Development Chef • Food/Beverage Wholesaler • Product Demonstrator • Personal Chef</p>	<p>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 • Room 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 Worker • Van Driver</p>	<p>Executive Director • Assistant Director • Director of Tourism Development • Director of Membership Development • Director of Communications • Director of Visitor Services • Director of Sales • Director of Marketing and Advertising • Director of Volunteer Services • Director of Convention 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) • Event Planner • Meeting Planner • Special Events Producer • Nature Tourism Coordinator • Tour and Travel Coordinator • Tourism Marketing Specialist • Transportation Specialist • Welcome Center Supervisor • Visitor Center Counselor • Tourism Assistant • Executive Assistant • Tour Guide • Tour Operator • Motor Coach Operator • Tour and Ticket Reservationist • Interpreter</p>	<p>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 Trainer • Resort Instructor • Resort Equipment Maintenance • Resort Scheduler • Gaming & Casino Manager • Gaming & Casino Supervisor • Gaming & Casino Dealer • Gaming & Casino Slot Supervisor and Maintenance • Gaming & Casino Security & Safety • 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 Centers Manager • Family Centers Equipment Operator/Maintenance • Historical/Cultural/Architectural Ecological Industrial Sites Guides/Ranger • Historical/Cultural/Architectural Ecological Industrial Sites Exhibit Developer • Museums/Zoos/Aquariums Docent • Museum/Zoos/Aquariums Animal Trainer and Handler • Museums/Zoos/Aquariums Exhibit Developer</p>
Pathways	<p style="text-align: center;">Restaurants and Food/Beverage Services</p>	<p style="text-align: center;">Lodging</p>	<p style="text-align: center;">Travel & Tourism</p>	<p style="text-align: center;">Recreation, Amusements & Attractions</p>
Cluster K&S	<p style="text-align: center;">Cluster Knowledge and Skills</p> <ul style="list-style-type: none"> ◆ 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

Hospitality and Tourism

AchieveTexas
In Action



Possible Program of Study



Chef – Head Cook





Marketing and operations of restaurants and hotels, and travel related services.

Restaurants and Food/Beverage Services

Career Goal (O*NET Code): Chef and Head Cook (35-1011), Cook, Restaurant (35-2014), Baker, Bread and Pastry (51-3011).

Student Name: _____

Grade: _____

School: _____

SUGGESTED COURSEWORK

EXTENDED LEARNING EXPERIENCES

Middle School	8th	HS Courses:	(Local districts may list high school credit courses here)
High School	9th	Core Courses:	English I Algebra I Biology World Geography Languages other than English I Physical Education
		Career-Related Electives:	Principles of Hospitality and Tourism
	10th	Core Courses:	English II Geometry Chemistry World History Languages other than English II
		Career-Related Electives:	Lifetime Nutrition and Wellness or Restaurant Management
	11th	Core Courses:	English III Mathematical Models with Applications Physics United States History Professional Communications
		Career-Related Electives:	Culinary Arts or Entrepreneurship
12th	Core Courses:	English IV Algebra II Environmental Systems Government/Economics Fine Arts	
	Career-Related Electives:	Practicum in Culinary Arts or Food Science or Problems and Solutions	

<p>Curricular Experiences:</p> <p>DECA</p> <p>Family, Career and Community Leaders of America</p> <p>SkillsUSA</p>
<p>Career Learning Experiences:</p> <p>Apprenticeship Career Preparation Internship Job Shadowing</p>

<p>Extracurricular Experiences:</p> <p>Language Immersion Programs 4-H Youth Development School Newspaper Student Government UIL Academic Competitions Yearbook</p>
<p>Service Learning Experiences:</p> <p>Boy Scouts of America Campus Service Organizations Community Service Volunteer Girl Scouts of the USA Peer Mentoring / Peer Tutoring Student Body</p>

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 those courses that count for college credit on your campus.

Sample Bachelor Degrees

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



Graduate Degrees

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

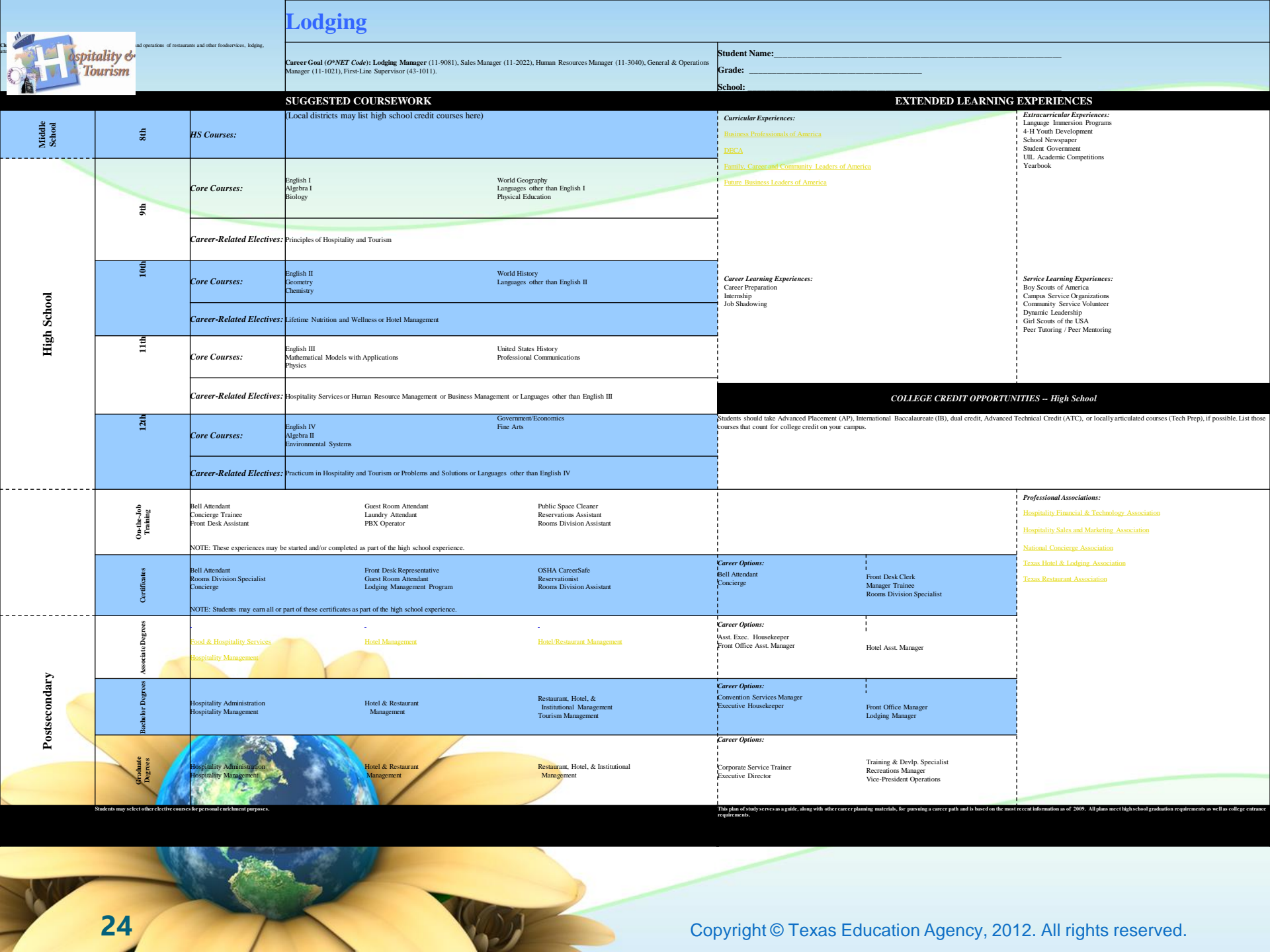


Sample Career Options

- Caterer
- Culinary Arts Instructor
- Executive Chef
- Food and Beverage Manager
- Independent Chef/Owner
- Catering/Banquet Manager
- Corporate Executive Chef
- Food and Beverage Controller
- Food and Beverage Director

Lodging Manager





and operations of restaurants and other foodservices, lodging,

Lodging

Career Goal (*ONET Code*): Lodging Manager (11-9081), Sales Manager (11-2022), Human Resources Manager (11-3040), General & Operations Manager (11-1021), First-Line Supervisor (43-1011).

Student Name: _____
 Grade: _____
 School: _____

SUGGESTED COURSEWORK

EXTENDED LEARNING EXPERIENCES

Middle School	8th	HS Courses:	(Local districts may list high school credit courses here)	Curricular Experiences:	Extracurricular Experiences:	
High School	9th	Core Courses:	English I Algebra I Biology	World Geography Languages other than English I Physical Education	Business Professionals of America DECA Family, Career and Community Leaders of America Future Business Leaders of America	Language Immersion Programs 4-H Youth Development School Newspaper Student Government UIL Academic Competitions Yearbook
		Career-Related Electives:	Principles of Hospitality and Tourism			
	10th	Core Courses:	English II Geometry Chemistry	World History Languages other than English II	Career Learning Experiences: Career Preparation Internship Job Shadowing	Service Learning Experiences: Boy Scouts of America Campus Service Organizations Community Service Volunteer Dynamic Leadership Girl Scouts of the USA Peer Tutoring / Peer Mentoring
		Career-Related Electives:	Lifetime Nutrition and Wellness or Hotel Management			
	11th	Core Courses:	English III Mathematical Models with Applications Physics	United States History Professional Communications	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 those courses that count for college credit on your campus.	
	Career-Related Electives:	Hospitality Services or Human Resource Management or Business Management or Languages other than English III				
12th	Core Courses:	English IV Algebra II Environmental Systems	Government/Economics Fine Arts			
	Career-Related Electives:	Practicum in Hospitality and Tourism or Problems and Solutions or Languages other than English IV				
Postsecondary	On-the-Job Training	Bell Attendant Concierge Trainee Front Desk Assistant	Guest Room Attendant Laundry Attendant PBX Operator	Public Space Cleaner Reservations Assistant Rooms Division Assistant	Professional Associations: Hospitality Financial & Technology Association Hospitality Sales and Marketing Association National Concierge Association Texas Hotel & Lodging Association Texas Restaurant Association	
	Certificates	Bell Attendant Rooms Division Specialist Concierge	Front Desk Representative Guest Room Attendant Lodging Management Program	OSHA CareerSafe Reservationsist Rooms Division Assistant		
	Associate Degrees	Food & Hospitality Services Hospitality Management	Hotel Management	Hotel/Restaurant Management		
	Bachelor Degrees	Hospitality Administration Hospitality Management	Hotel & Restaurant Management	Restaurant, Hotel, & Institutional Management Tourism Management		
	Graduate Degrees	Hospitality Administration Hospitality Management	Hotel & Restaurant Management	Restaurant, Hotel, & Institutional Management	Career Options: Corporate Service Trainer Executive Director Training & Devlp. Specialist Recreations Manager Vice-President Operations	

Students may select other elective courses for personal enrichment purposes.

This plan of study serves as a guide, along with other career planning materials, for pursuing a career path and is based on the most recent information as of 2009. All plans meet high school graduation requirements as well as college entrance requirements.

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



Travel and Tourism Directors





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

Travel & Tourism

Career Goal (O*NET Code): Travel Agent (41-3041), Private Sector Executive (11-1011), Program Director (27-2012), Sales Manager (11-2022), Tour/Travel Guide (39-6021/22), Ticket Agent & Travel Clerk (43-4181).

Student Name: _____

Grade: _____

School: _____

SUGGESTED COURSEWORK

EXTENDED LEARNING EXPERIENCES

Middle School	8th	HS Courses:	(Local districts may list high school credit courses here)	Curricular Experiences: Business Professionals of America DECA	Extracurricular Experiences: Language Immersion Programs School Newspaper Student Government UIL Academic Competitions Yearbook
High School	9th	Core Courses:	English I Algebra I Biology World Geography Languages other than English I Physical Education	Family, Career and Community Leaders of America Future Business Leaders of America Career Learning Experiences: Career Preparation Internship Job Shadowing	Service Learning Experiences: Boy Scouts of America Campus Service Organizations Community Service Volunteer Dynamic Leadership Girl Scouts of the USA Peer Mentoring / Peer Tutoring
		Career-Related Electives:	Principles of Hospitality and Tourism		
	10th	Core Courses:	English II Geometry Chemistry World History Languages other than English II		
		Career-Related Electives:	Interpersonal Studies or Travel and Tourism Management		
	11th	Core Courses:	English III Mathematical Models with Applications Physics United States History Professional Communications		
		Career-Related Electives:	Hospitality Services or Human Resource Management or Languages other than English III or Business Management		
12th	Core Courses:	English IV Algebra II Environmental Systems Government/Economics Fine Arts			
	Career-Related Electives:	Practicum in Hospitality and Tourism or Problems and Solutions or Languages other than English IV			

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 those courses that count for college credit on your campus.

Sample Bachelor Degrees

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



Sample Graduate Degrees

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



Sample Career Options

- Agency Manager
- Customer Service Agent
- Travel Agent
- Travel/Tour Guide
- Convention Services Manager
- Sales Manager
- Tourism Marketing Specialist
- Travel Agency Owner
- Corporate Director of Sales
- Corporate Travel Executive
- Director of Tourism Dev.
- Chief Executive

Competitive Sports Athlete



Recreation, Amusements & Attractions



at, marketing and operations of restaurants and other
ents, and travel related services.

Career Goal (0*NET Code): Competitive Sports Athlete (27-2021), Athletic Trainer (29-9091), Coach and Scout (27-2022), Umpire, Referee, & Other Sports Official (27-2023), Fitness Trainer & Aerobics Instructor (39-9031).

Student Name: _____

Grade: _____

School: _____

SUGGESTED COURSEWORK

EXTENDED LEARNING EXPERIENCES

Middle School	8th	HS Courses:	Local districts may list high school credit courses here)	Curricular Experiences:	Extracurricular Experiences:
High School	9th	Core Courses:	English I Algebra I Biology World Geography Languages other than English I Physical Education	Business Professionals of America DECA Family, Career and Community Leaders of America Future Business Leaders of America Health Occupations Students of America	Competitive Sports Intramural Sports Language Immersion Programs School Newspaper Student Government UIL Academic Competitions Yearbook
		Career-Related Electives:	Principles of Hospitality and Tourism		
	10th	Core Courses:	English II Geometry Chemistry World History Languages other than English II	Career Learning Experiences: Career Preparation Internship Job Shadowing	Service Learning Experiences: Campus Service Organizations Community Service Volunteer Dynamic Leadership Peer Tutoring/Peer Mentoring Summer-Camp Counselor
		Career-Related Electives:	Lifetime Nutrition and Wellness or Interpersonal Studies or Sports Medicine		
	11th	Core Courses:	English III Algebra II Physics United States History Professional Communications		
Career-Related Electives:		Team Sports or Individual Sports or Sports and Entertainment Marketing			
12th	Core Courses:	English IV AP Statistics Anatomy and Physiology Government/Economics Fine Arts	Students should take Advanced Placement (AP), International Baccalaureate (IB), dual credit, Advanced Technical Credit (ATC), or locally articulated courses (Tech Prep), if possible. List those courses that count for college credit on your campus.		
	Career-Related Electives:	Team Sports or Individual Sports or Problems and Solutions			
On-the-Job Training	Activities Assistant Fitness Worker Health Club Attendant NOTE: These experiences may be started and/or completed as part of the high school experience.	Lifeguard Recreation Attendant Sports Complex Attendant	Intramural Referee Athletic Trainer Assistant	Professional Associations: Aerobics & Fitness Association of America American Camp Association American Fitness Professionals & Associates National Association of Collegiate Women Athletics Administrators National Association of Sports Officials National Athletic Trainers Association National Collegiate Athletic Association National Exercise Trainers Association National Recreation and Park Association Texas High School Coaches Association	
	Certificates	Cardiopulmonary Resuscitation Automated External Defibrillator	First Aid Sport Safety		
Postsecondary	Associate Degrees	Education Health and Physical Education/Fitness	Teaching Assistant/Aide	Career Options: Fitness Trainer Activity Specialist Referee/Sports Official Aerobic Instructor Recreation Leader	
	Bachelor Degrees	Kinesiology Recreation, Park & Tourism Science Exercise Science & Fitness Management Health Promotion	Physical Education Sports & Exercise Sciences Human Performance	Career Options: Athletic Trainer Competitive Sports Athlete Sportscaster Recreation Supervisor Rec./Amusements Activity Dir.	
	Graduate Degrees	Health & Physical Education Fitness & Human Performance Physical Education Management	Health & Kinesiology Exercise & Sport Sciences	Career Options: Director of Athletics Post-Secondary Fitness Teacher Competitive Sports Coach Professional Sports Scout	

COLLEGE CREDIT OPPORTUNITIES -- High School

Students may select other elective courses for personal enrichment purposes.

This plan of study serves as a guide, along with other career planning materials, for pursuing a career path and is based on the most recent information as of 2009. All plans meet high school graduation requirements as well as college entrance requirements.

Sample Bachelor Degrees

- Kinesiology
- Recreation, Park, and Tourism Science
- Exercise Science and Fitness Management
- Health Promotion
- Physical Education
- Sports and Exercise Sciences
- Human Performance



Sample Graduate Degrees

- Health and Fitness Education
- Fitness and Human Performance
- Physical Education Management
- Health and Kinesiology
- Exercise and Sport Sciences



Sample Career Options

- Fitness Trainer
- Activity Specialist
- Referee/Sports Official
- Aerobic Instructor
- Recreation Leader
- Athletic Trainer
- Competitive Sports Athlete
- Sportscaster
- Recreation Supervisor
- Recreation/Amusements Activity Dir.
- Director of Athletics
- Post-Secondary Fitness Teacher
- Competitive Sports Coach
- Professional Sports Scout



TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS) for Principles of Hospitality and Tourism



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:

- (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;

Student Expectation



TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)

Principles of Hospitality and Tourism

(1) The student applies academic skills for the hospitality and tourism industry. The student is expected to:

- (A) write effectively using standard English and correct grammar
- (B) comprehend a variety of texts
- (C) create and proofread appropriate professional documents
- (D) calculate correctly using numerical concepts such as percentages and reasonable estimations
- (E) infer how scientific principles are used in the hospitality and tourism industry



TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)

Principles of Hospitality and Tourism

(2) The student uses verbal and nonverbal communication to provide a positive experience for guests and employees. The student is expected to:

- (A) develop and analyze formal and informal presentations
- (B) practice customer service skills

(3) 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) explain the characteristics of personal values and principles
- (C) display positive attitudes and good work habits
- (D) develop strategies for achieving accuracy and organizational skills

TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)

Principles of Hospitality and Tourism

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

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



TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)

Principles of Hospitality and Tourism

(5) The student researches, analyzes, and explores lifestyle and career goals. The student is expected to:

- (A) prioritize career goals and ways to achieve those goals in the hospitality and tourism industry
- (B) compare and contrast education or training needed for careers in the hospitality and tourism industry
- (C) examine related community service opportunities
- (D) create a career portfolio



TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)

Principles of Hospitality and Tourism

(6) The student uses technology to gather information. The student is expected to:

(A) demonstrate and operate computer applications to perform workplace tasks

(B) examine types of computerized systems used to manage operations and guest services in the hospitality and tourism industry

(C) evaluate information sources for the hospitality and tourism industry



TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)

Principles of Hospitality and Tourism

(7) The student demonstrates leadership, citizenship, and teamwork skills required for success. The student is expected to:

- (A) develop team-building skills
- (B) develop decision-making and problem-solving skills
- (C) conduct and participate in meetings to accomplish tasks
- (D) determine leadership and teamwork qualities in creating a pleasant working atmosphere
- (E) participate in community service activities



TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)

Principles of Hospitality and Tourism

(8) The student explains how employees, guests, and property are protected to minimize losses or liabilities in the hospitality and tourism industry. The student is expected to:

- (A) determine job safety and security
- (B) implement the basics of sanitation
- (C) understand and demonstrate procedures for cleaning, sanitizing, and storing equipment and tools
- (D) determine how environmental issues such as recycling and saving energy affect the hospitality and tourism industry



TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)

Principles of Hospitality and Tourism

(9) The student explores and explains the roles within each department of the hospitality and tourism industry. The student is expected to:

(A) examine the duties and responsibilities required within operational departments

(B) research the job qualifications for various positions to facilitate selection of career choices



TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)

Principles of Hospitality and Tourism

(10) The student demonstrates research skills applicable to the hospitality and tourism industry. The student is expected to:

- (A) develop technical vocabulary to enhance customer service
- (B) use travel information to design a customized product for travelers
- (C) 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
- (D) identify local and regional tourism issues



TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)

Principles of Hospitality and Tourism

(11) The student understands the importance of customer service. The student is expected to:

- (A) determine ways to provide quality customer service
- (B) analyze how guests are affected by employee attitude, appearance, and actions
- (C) plan a cost effective trip or itinerary to meet customer needs
- (D) examine different types of food service



End of Course Project Options - Principles of Hospitality and Tourism



Next Lesson

Overview of Principles of Hospitality and Tourism course topics.





Career and Technical Education (CTE)

Career Cluster



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Course Title



Principles of Hospitality and Tourism

Programs of Study



- 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

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/tac/chapter130/index.html>