

Presentation Notes - Introductory Lesson

Principles of Hospitality and Tourism

Slide 1



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

Presentation Notes - Introductory Lesson Principles of Hospitality and Tourism

Slide 2

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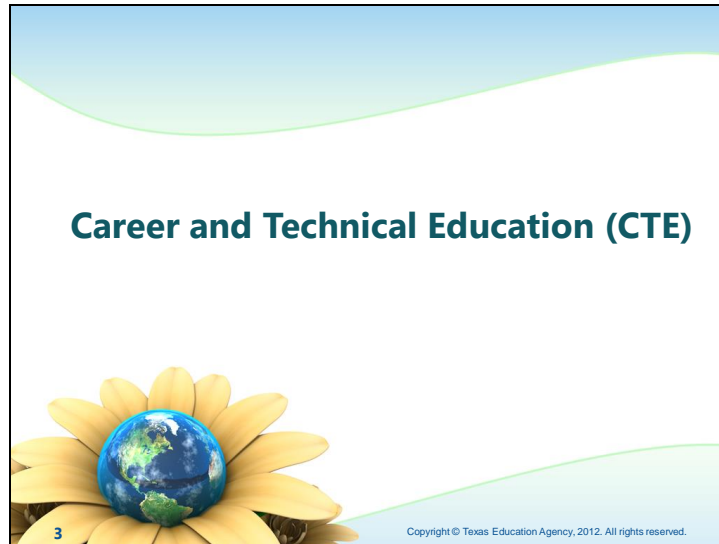


2

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Presentation Notes - Introductory Lesson Principles of Hospitality and Tourism

Slide 3



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


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Slide 4

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.



4


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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>

Presentation Notes - Introductory Lesson Principles of Hospitality and Tourism

Slide 5



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.

5

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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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Slide 6

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**



6

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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/>

Presentation Notes - Introductory Lesson

Principles of Hospitality and Tourism

Slide 7

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

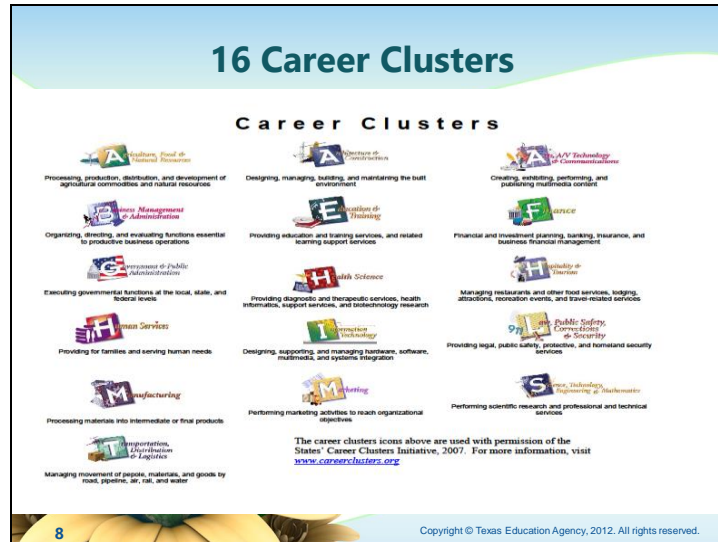


7

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Slide 8



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 Principles of Hospitality and Tourism falls under? Have students read the descriptors for each cluster?

Presentation Notes - Introductory Lesson Principles of Hospitality and Tourism

Slide 9



The course Principles of Hospitality and Tourism 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.

Presentation Notes - Introductory Lesson

Principles of Hospitality and Tourism

Slide 10

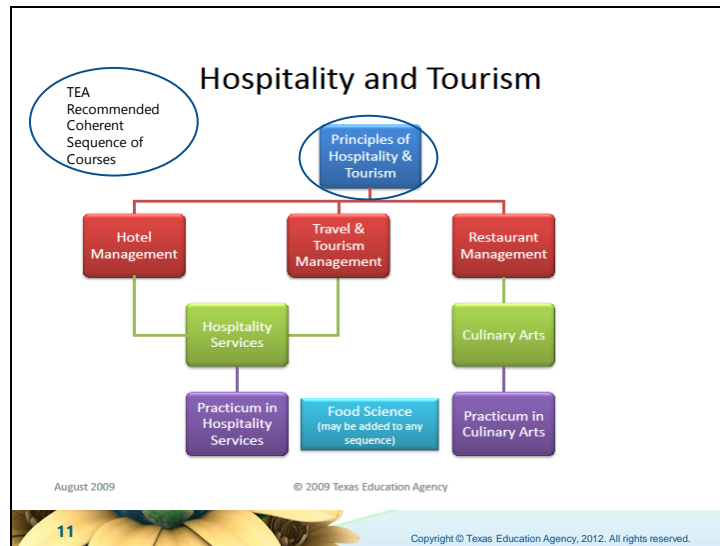


Principles of Hospitality and Tourism is in the Hospitality and Tourism Cluster.

Presentation Notes - Introductory Lesson

Principles of Hospitality and Tourism

Slide 11



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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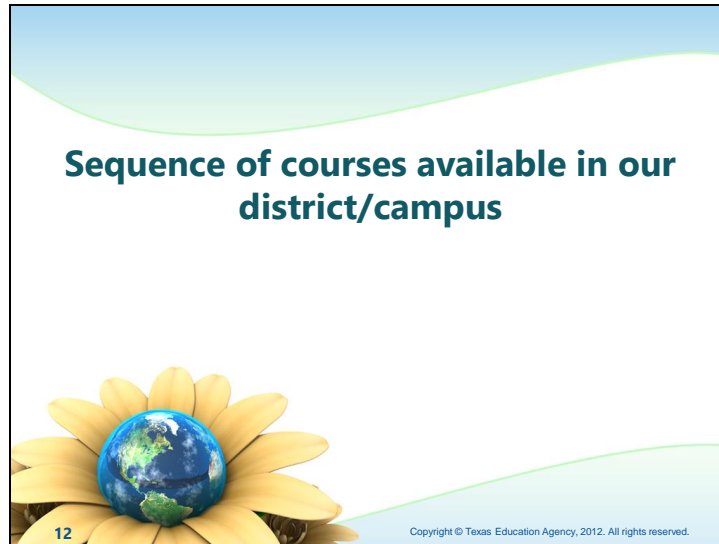
Encourage students to speak to their counselors.

Recommended sequences for all cluster courses can be found at:

<http://www.tea.state.tx.us/index2.aspx?id=5415>

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Slide 12



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.

Presentation Notes - Introductory Lesson

Principles of Hospitality and Tourism

Slide 13



**Hospitality and Tourism
Programs of Study**

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

13

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Each cluster has various Programs of Study.

We have already established that Principles of Hospitality and Tourism 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?

Presentation Notes - Introductory Lesson

Principles of Hospitality and Tourism

Slide 14

Career and Technical Education (CTE)

Career Cluster

The Cluster icon above is used with permission of the State's Career Clusters Initiative, 2007. For more information visit 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

27

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Presentation Notes - Introductory Lesson

Principles of Hospitality and Tourism

Slide 15

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

<p>Sample Career Specialist Occupations</p> <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 • Committee • Food & Beverage Director • Resident Manager • Director of Operations • General Manager • Regional Manager • Quality Assurance Manager • Corporate Management • Lodging Management • Owner Franchisee • Uniform Services Support • Communication 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 • Guest Services 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 and 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 Retail 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 Center Equipment Operator • Maintenance • Historical Cultural/Architectural Ecological Industrial Sites Guide • Ranger • Historical Cultural/Architectural Ecological Industrial Sites Exhibit Developer • Museum • Zoo • Aquarium • Docent • Museum • Zoo • Aquarium • Animal Trainer and Handler • www.texasagriculture.gov • Tourism • Parks • Developer</p>
<p>Pathways</p> <p>Restaurants and Food/Beverage Services</p> <p>Lodging</p> <p>Travel & Tourist</p> <p>Recreation, Amusements & Attractions</p>	<p>Cluster Knowledge and Skills</p> <p>• 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</p>		

15

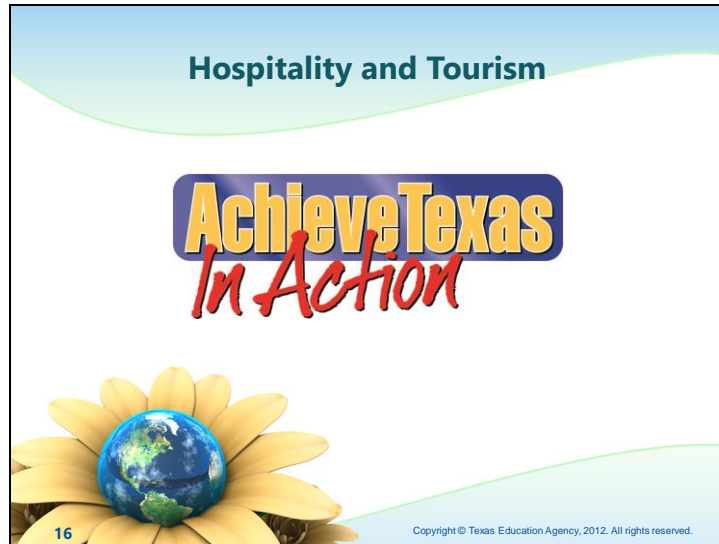
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Review the contents of this chart with students, helping them make a connection between the cluster, selected program of study/pathway and possible career/occupations available to them.

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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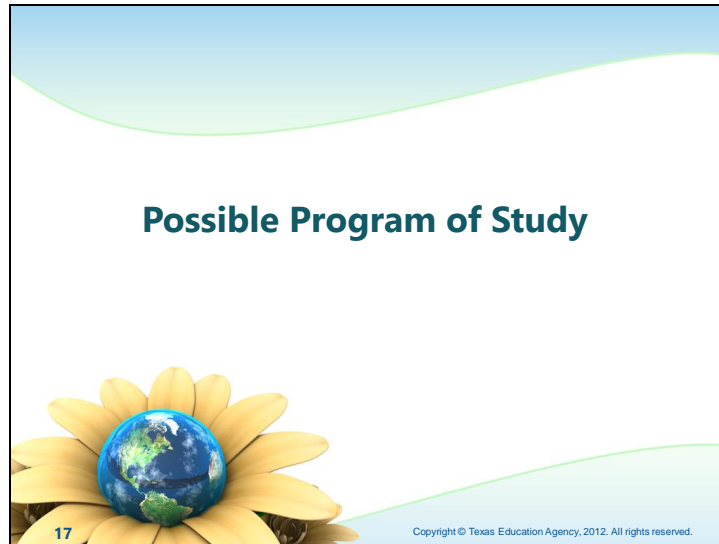
Slide 16



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

Presentation Notes - Introductory Lesson Principles of Hospitality and Tourism

Slide 17



Presentation Notes - Introductory Lesson Principles of Hospitality and Tourism

Slide 18



Presentation Notes - Introductory Lesson Principles of Hospitality and Tourism

Slide 19

Grade Level		Course		SUGGESTED COURSEWORK		EXTENDED LEARNING EXPERIENCES	
High School		Restaurants and Food/Beverage Services Career Goal: SPSE/CFE/Chef/Restaurant Cook (25-9011), Cook, Concessions (25-9012), Baker, Restaurant/Bakery (25-9013)		Career Learning Experiences: 1. Internship 2. Career Shadowing 3. Guest Services 4. Food Safety 5. Food Preparation 6. Food Service 7. Food Safety 8. Food Service		Career Learning Experiences: 1. Career Shadowing 2. Career Shadowing 3. Career Shadowing 4. Career Shadowing 5. Career Shadowing 6. Career Shadowing 7. Career Shadowing 8. Career Shadowing	
High School	HS	HS Course: English I English II World Geography Language Arts/English II Physical Education	HS Course: Principles of Hospitality and Tourism	Extended Learning Experiences: 1. Career Shadowing 2. Career Shadowing 3. Career Shadowing 4. Career Shadowing 5. Career Shadowing 6. Career Shadowing 7. Career Shadowing 8. Career Shadowing	Extended Learning Experiences: 1. Career Shadowing 2. Career Shadowing 3. Career Shadowing 4. Career Shadowing 5. Career Shadowing 6. Career Shadowing 7. Career Shadowing 8. Career Shadowing		
	HS	HS Course: English II English III World History Language Arts/English III Physical Education	HS Course: Service, Nutrition and Wellness/Restaurant Management	Extended Learning Experiences: 1. Career Shadowing 2. Career Shadowing 3. Career Shadowing 4. Career Shadowing 5. Career Shadowing 6. Career Shadowing 7. Career Shadowing 8. Career Shadowing	Extended Learning Experiences: 1. Career Shadowing 2. Career Shadowing 3. Career Shadowing 4. Career Shadowing 5. Career Shadowing 6. Career Shadowing 7. Career Shadowing 8. Career Shadowing		
	HS	HS Course: English III English IV Mathematics/Algebra with Applications Science	HS Course: Culinary Arts and Management	Extended Learning Experiences: 1. Career Shadowing 2. Career Shadowing 3. Career Shadowing 4. Career Shadowing 5. Career Shadowing 6. Career Shadowing 7. Career Shadowing 8. Career Shadowing	Extended Learning Experiences: 1. Career Shadowing 2. Career Shadowing 3. Career Shadowing 4. Career Shadowing 5. Career Shadowing 6. Career Shadowing 7. Career Shadowing 8. Career Shadowing		
	HS	HS Course: English IV English V Environmental Science	HS Course: Culinary Arts and Management	Extended Learning Experiences: 1. Career Shadowing 2. Career Shadowing 3. Career Shadowing 4. Career Shadowing 5. Career Shadowing 6. Career Shadowing 7. Career Shadowing 8. Career Shadowing	Extended Learning Experiences: 1. Career Shadowing 2. Career Shadowing 3. Career Shadowing 4. Career Shadowing 5. Career Shadowing 6. Career Shadowing 7. Career Shadowing 8. Career Shadowing		
	HS	HS Course: English V English VI Environmental Science	HS Course: Culinary Arts and Management	Extended Learning Experiences: 1. Career Shadowing 2. Career Shadowing 3. Career Shadowing 4. Career Shadowing 5. Career Shadowing 6. Career Shadowing 7. Career Shadowing 8. Career Shadowing	Extended Learning Experiences: 1. Career Shadowing 2. Career Shadowing 3. Career Shadowing 4. Career Shadowing 5. Career Shadowing 6. Career Shadowing 7. Career Shadowing 8. Career Shadowing		

Presentation Notes - Introductory Lesson

Principles of Hospitality and Tourism

Slide 20

Sample Bachelor Degrees

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



20

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Principles of Hospitality and Tourism

Slide 21

Graduate Degrees

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



21

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Slide 22

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



22

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Slide 23



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Principles of Hospitality and Tourism

Slide 25

Sample Bachelor Degrees

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



25

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Principles of Hospitality and Tourism

Slide 26

Sample Graduate Degrees

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



26

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Slide 27

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



27

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Slide 28



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Principles of Hospitality and Tourism

Slide 30

Sample Bachelor Degrees

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



30

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Slide 31

Sample Graduate Degrees

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



31

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Slide 32

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



32

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Slide 33



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Slide 35

Sample Bachelor Degrees

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



35


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Slide 36

Sample Graduate Degrees

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



36

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Slide 37

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



37

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Slide 38



Provide students with a brief definition and explanation of the Texas Essential Knowledge and Skills (TEKS).

TEKS - the state standards for what students should know and be able to do

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Slide 39

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

39

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The slide features a light blue and green gradient background. At the top, the title 'TEKS: Rule-Text Format' is centered. Below it, a blue box labeled 'Knowledge and Skills Statement' has a downward arrow pointing to the main text. The main text describes a TEKS standard (3) regarding business plans. To the left, a vertical blue box labeled 'Student Expectation' has an arrow pointing to the list of sub-points. At the bottom left, there is a graphic of a yellow flower with a globe as its center. The number '39' is in the bottom left corner, and a copyright notice is in the bottom right corner.

Differentiate between the Knowledge and Skills Statement and the Student Expectations.

Presentation Notes - Introductory Lesson

Principles of Hospitality and Tourism


Slide 40

**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



40

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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.

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Principles of Hospitality and Tourism

Slide 41

**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



41

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Provide students with activities that correspond to the TEKS.

Presentation Notes - Introductory Lesson Principles of Hospitality and Tourism

Slide 42

**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



42

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Provide students with activities that correspond to the TEKS.

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Slide 43

**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



43

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Provide students with activities that correspond to the TEKS.

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Slide 44

**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



44

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Presentation Notes - Introductory Lesson

Principles of Hospitality and Tourism


Slide 45

**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



45

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Presentation Notes - Introductory Lesson

Principles of Hospitality and Tourism


Slide 46

**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



46

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Principles of Hospitality and Tourism

Slide 47

**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



47

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Principles of Hospitality and Tourism

Slide 48

**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



48

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Provide students with activities that correspond to the TEKS.

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Principles of Hospitality and Tourism

Slide 49

**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



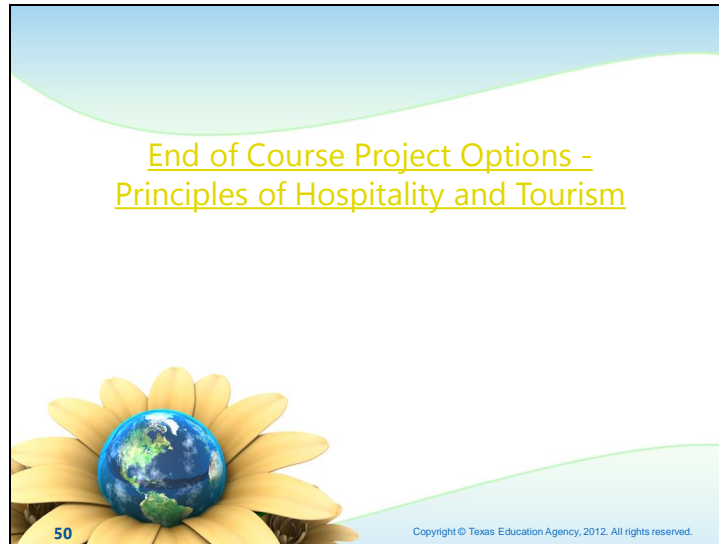
49

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Provide students with activities that correspond to the TEKS.

Presentation Notes - Introductory Lesson Principles of Hospitality and Tourism

Slide 50



End of Course Project Options – Principles of Hospitality and Tourism instructional lesson can be found on the SIRDC website.

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

Presentation Notes - Introductory Lesson Principles of Hospitality and Tourism

Slide 51

Next Lesson

Overview of Principles of Hospitality and Tourism course topics.



51

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Presentation Notes - Introductory Lesson Principles of Hospitality and Tourism

Slide 52



Any questions, comments or concerns?

Presentation Notes - Introductory Lesson Principles of Hospitality and Tourism

Slide 53

Career and Technical Education (CTE)

Career Cluster

Course Title

Programs of Study

Description

The Cluster icon above is used with permission of the State's Career Clusters Initiative, 2007. For more information visit www.careerclusters.org

Hospitality & Tourism

Principles of Hospitality and Tourism

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

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

27

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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

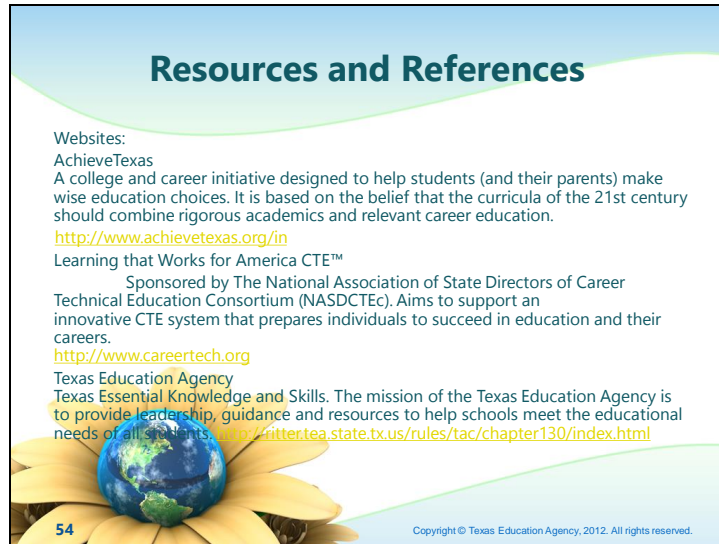
Creativity

Neatness

Spelling and grammar

Presentation Notes - Introductory Lesson Principles of Hospitality and Tourism

Slide 54



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>

54

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