End of Course Project
Options
Principles of Hospitality and Tourism
Copyright

Copyright © Texas Education Agency, 2012. These Materials are copyrighted © and trademarked ™ as the property of the Texas Education Agency (TEA) and may not be reproduced without the express written permission of TEA, except under the following conditions:

1) Texas public school districts, charter schools, and Education Service Centers may reproduce and use copies of the Materials and Related Materials for the districts’ and schools’ educational use without obtaining permission from TEA.

2) Residents of the state of Texas may reproduce and use copies of the Materials and Related Materials for individual personal use only, without obtaining written permission of TEA.

3) Any portion reproduced must be reproduced in its entirety and remain unedited, unaltered and unchanged in any way.

4) No monetary charge can be made for the reproduced materials or any document containing them; however, a reasonable charge to cover only the cost of reproduction and distribution may be charged.

Private entities or persons located in Texas that are not Texas public school districts, Texas Education Service Centers, or Texas charter schools or any entity, whether public or private, educational or non-educational, located outside the state of Texas MUST obtain written approval from TEA and will be required to enter into a license agreement that may involve the payment of a licensing fee or a royalty.

For information contact: Office of Copyrights, Trademarks, License Agreements, and Royalties, Texas Education Agency, 1701 N. Congress Ave., Austin, TX  78701-1494; phone 512-463-7004; email: copyrights@tea.state.tx.us.
Critical Thinking

Disciplined thinking that is clear, rational, open minded and based on evidence
Cumulative

Formed by the addition of new material of the same kind, integrating, summing up
Essential

Absolutely necessary
Problem Solving

Overcoming obstacles and finding a solution that best resolves an issue
Project Based Learning

Instructional approach built upon authentic learning activities that engage student interest and motivation
Recommended

Worthy of acceptance
(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;
(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; and
(E) infer how scientific principles are used in the hospitality and tourism industry.
(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; and

(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; and
(D) develop strategies for achieving accuracy and organizational skills.
(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; and
(D) work independently.
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; and
(D) create a career portfolio.
(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; and
(C) evaluate information sources for the hospitality and tourism industry.
(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; and
(E) participate in community service activities.
(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; and
(D) determine how environmental issues such as
   recycling and saving energy affect the hospitality and
tourism industry.
(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; and

(B) research the job qualifications for various positions to facilitate selection of career choices.
(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; and
(D) identify local and regional tourism issues.
(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; and
(D) examine different types of food service.
End of Course Project Options
A Week in the Life of ……..

- A travel guide
- A customer service representative
- Create a scenario for a fictitious ____________
  - lifestyle: marital status, number of children, employment
- Create a 24 hour log for seven days
- Document and account for all 168 hours
Develop a Comprehensive/End of Course Test

• Criteria: must equal 100 points and cover material from the entire course.
  • 10 T/F questions
  • 10 fill in the blank questions
  • 10 multiple choice questions
  • 10 short answer questions
  • 1 essay question
  • Include test key
Series of Video Clips/Documentary

• Select a topic - general or topic specific
  - focus on careers
  - technical skills
  - safety issues
• Video tape segments
• Create a documentary
Interview Documentary

• Select a topic
• Develop a series of interview questions
• Video tape interviews
• Create a multimedia documentary
Diary/Journal Entries

• Two week detailed Diary or Journal Entries from the viewpoint of a...
  • principles of hospitality and tourism student
  • principles of hospitality and tourism instructor
  • travel guide
Web Page/Newsletter

Develop a Web Page or Newsletter Template with examples, for this class.
Database of......

• Develop a database of ...........
  ▪ local agencies and organizations
    ▪ potential guest speakers
    ▪ student volunteer opportunities
Entrepreneurship Project/Extensive Business Plan

- Investigate business plan formats
- Develop a business plan for owning your own travel business
- If you began an entrepreneurship project earlier this year, expand the existing business plan with added details
- See FCCLA Star Event
- See SkillsUSA Event
Multimedia Collection of Quotes

• Research and compile a collection of quotes and their authors
• Must relate to each student expectation for this course
Service Learning Project

- Develop a Service Learning Project along with a Service-Learning Project Evaluation
- Emphasize our course TEKS
- For additional information on service learning see: http://www.servicelearningtexas.org
Course Time Capsule

• To be opened by next year’s (semester’s) new students
• Include “Artifacts” that reflect the course TEKS/contents of the course.
  • photos
  • favorite class projects
  • course syllabus
• Written log and justification for each included items
Student Memory Book

- Scrap book of the semester/year course
- May include:
  - course TEKS
  - favorite activities/lessons/pictures
  - course likes and dislikes
  - classmate autographs/comments
  - suggestions for improving the presentation of course content
- Personal reflection on what you learned from this course
- How you plan to use the information now and in the future
School-to-Work Project

• Determine the correlation between the course TEKS and preparing for the real world of work in this career field
  • explore one career field  
  • explore a variety of career fields  
  • format can vary- story board, multi-media  
  • may include interviews or video clips
Student as Researcher

- Conduct research on a topic, information or questions of personal interest related to the course TEKS
- Include a five+ page typed paper with cited resources and references.
- Check with English teacher for suggested style - APA, MLA
Career College Readiness Resource Kit

• Select a career
• Determine degree
  • degree plans
  • specialized certifications
• Investigate colleges/universities
  • Applications
  • Entrance exam fees
• Personal goals/timelines
Other Project Option Ideas?
References and Resources

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](http://www.achievetexas.org/in)

- **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.