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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Has anyone ever heard of Career and Technical Education?
Have students brainstorm: What do you think it is?
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
  Principles of Hospitality and Tourism
• Principles of Hospitality and Tourism 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 Principles of Hospitality and Tourism falls under? Have students read the descriptors for each cluster?
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.
Principles of Hospitality and Tourism 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
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.
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?
Career and Technical Education (CTE)

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.
Presentation Notes - Introductory Lesson: Principles of Hospitality and Tourism

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

Cluster Knowledge and Skills:
- Academic Foundations
- Communication
- Problem Solving and Critical Thinking
- Information Technology Applications
- Systems
- Safety, Health and Environmental
- Leadership and Teamwork
- Ethics and Legal Responsibilities
- Personal and Career Development
- Technical Skills

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
Chef – Head Cook
### Restaurants and Food/Beverage Services

**Cluster Overview:** Encompasses the management, marketing and operations of restaurants and other foodservices, lodging, attractions, recreation events, and travel related services.

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

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**Student Name:**

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**Grade:**

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**School:**

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### SUGGESTED COURSEWORK

**EXTENDED LEARNING EXPERIENCES**

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**Middle School**

**8th HS Courses:** (Local districts may list high school credit courses here)

**Curricular Experiences:**
- Language Immersion Programs
- 4-H Youth Development
- School Newspaper
- Student Government
- UIL Academic Competitions
- Yearbook

**Extracurricular Experiences:**
- DECA
- Family, Career and Community Leaders of America

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**High School**

**9th Core Courses:**
- English I
- Algebra I
- Biology
- World Geography
- Languages other than English I
- Physical Education

**SkillsUSA**

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**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:**
- Apprenticeship
- Career Preparation
- Internship
- Job Shadowing

**Service Learning Experiences:**
- Boy Scouts of America
- Campus Service Organizations
- Community Service Volunteer
- Girl Scouts of the USA
- Peer Mentoring / Peer Tutoring
- Student Body

**Career-Related Electives:**
- Lifetime Nutrition and Wellness or Restaurant Management

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**11th Core Courses:**
- English III
- Mathematical Models with Applications
- Physics
- United States History
- Professional Communications

**Career-Related Electives:**
- Culinary Arts or Entrepreneurship

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**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

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**COLLEGE CREDIT OPPORTUNITIES**

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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
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Principles of Hospitality and Tourism

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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
Travel and Tourism Directors
Travel & Tourism
Cluster Overview: Encompasses the management, marketing and operations of restaurants and other foodservices, lodging, attractions, recreation events, and travel related services.

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)
- Ticket Agent & Travel Clerk (43-4181)

Student Name: ___________________________________________________________________
Grade: __________________________________________
School: ______________________________________________________________________

SUGGESTED COURSEWORK

**Middle School**
8th Grade Courses:
- **HS Courses:** (Local districts may list high school credit courses here)
- **Curricular Experiences:**
- Language Immersion Programs
- School Newspaper
- Student Government
- UIL Academic Competitions
- Yearbook
- Business Professionals of America
- DECA

**High School**
9th Grade 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

10th Grade Core Courses:
- English II
- Geometry
- Chemistry
- World History
- Languages other than English II
- Career Learning Experiences:
- Career Preparation
- Internship
- Job Shadowing

Career Related Electives:
- Principles of Hospitality and Tourism

11th Grade 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

**College Credit Opportunities**
12th Grade Core Courses:
- English IV
- Algebra II
- Environmental Systems
- 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:
- Practicum in Hospitality and Tourism or Problems and Solutions or Languages other than English IV
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
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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
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.
Differentiate between the Knowledge and Skills Statement and the Student Expectations.
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.
(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

Provide students with activities that correspond to the TEKS.
(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

Provide students with activities that correspond to the TEKS.
(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

Provide students with activities that correspond to the TEKS.
(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

Provide students with activities that correspond to the TEKS.
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

Provide students with activities that correspond to the TEKS.
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

Provide students with activities that correspond to the TEKS.
(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

Provide students with activities that correspond to the TEKS.
(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

Provide students with activities that correspond to the TEKS.
(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

Provide students with activities that correspond to the TEKS.
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.
Next Lesson

Overview of Principles of Hospitality and Tourism course topics.
Any questions, comments or concerns?
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
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
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
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http://ritter.tea.state.tx.us/rules/tac/chapter130/index.html