

**Course Title: Lodging I**

<b>Unit: 1</b>	<b>Hospitality Industry</b>
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<p><b>Content Standard(s) and Depth of Knowledge Level(s):</b></p>	<p>Students will:</p> <ol style="list-style-type: none"> <li>1. Compare classifications of lodging properties including affiliations, levels of service, ownership, and size and target market.</li> <li>2. Distinguish functions of various departments of a hotel, including accounting, security, engineering, front desk, housekeeping, maintenance, human resources, and sales and marketing.</li> <li>3. Determine trends and issues associated with the lodging industry.</li> <li>4. Assess ways technology impacts and is used in the lodging industry.</li> <li>5. Assess career options, entrepreneurial opportunities, and credentials associated with the lodging industry.</li> </ol>
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<p><b>Learning Objective(s) and Depth of Knowledge Level(s):</b></p>	<p>Students will:</p> <ol style="list-style-type: none"> <li>1. Analyze types of lodging properties.</li> <li>2. Determine functions of various departments of a hotel and how they relate to each other.</li> <li>3. Assess trends and issues associated with the lodging industry.</li> <li>4. Analyze technology used in the lodging industry and assess its impact.</li> <li>5. Explore career options, entrepreneurial opportunities, and credentials associated with the lodging industry.</li> </ol>
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<p><b>Essential Question(s):</b></p>	<p>What are the classifications of lodging properties that comprise the hospitality industry?          How does the hospitality industry impact the economy?          What are the functions of the various departments of a hotel?          What are the trends and issues affecting the lodging industry today?          How has technology impacted the lodging industry?          What career options are available in the lodging industry?</p>
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<b>Content Knowledge</b>	<b>Suggested Instructional Activities Rigor &amp; Relevance Framework (Quadrant)</b>	<b>Suggested Materials, Equipment and Technology Resources</b>
<p>I. Hospitality Industry</p> <p>A. Classifications of Lodging Properties</p> <ol style="list-style-type: none"> <li>1. Affiliations</li> <li>2. Levels of service</li> <li>3. Ownership</li> <li>4. Size</li> <li>5. Target market</li> </ol>	<p><b>Motivation:</b></p> <p>Ask the students to list as many local lodging establishments as possible in their area. Ask them to bring in examples of advertisements for lodging businesses in their community.</p>	<p>Lead Questions            References/Resources            Internet            Computers            Web sites</p>

B. Functions of Various Departments of a Hotel

**Writing:**  
Ask the students to create a list of the hospitality and tourism businesses in their community. Then have them write a paragraph describing the importance of this industry to the economy in their community.

**Field Trip:**  
Students participate in a field trip to a local hotel to learn about affiliations, service, ownership, size and marketing. They tour each of the departments within the hotel. Share Out.

**PowerPoint Presentation:**  
Classifications of Lodging Properties

**Guest Speakers:**  
The general manager and representatives from each of the departments within a hotel discuss the operations and management of a lodging property.

**Staffing Guide:**  
Students develop a staffing guide for new employees on the functions of the various departments within a lodging property. Report Out.

**Scenarios:**  
Students are provided with scenarios of various activities being performed in a lodging property. They identify the departments within the property that address the situations or issues included in the scenarios. Share Out.

Guidelines for Writing Activity  
Rubric  
Lead Questions

Arrangements for Field Trip  
Permission Slips  
Work with Hotel to Plan Visits to All Departments

PowerPoint Presentation  
Computer  
Lead Questions

Arrangements for Guest Speaker  
Lead Questions

Guidelines for Activity  
Rubric  
Computers  
Internet  
Web sites  
References  
Lead Questions

Guidelines for Activity  
Rubric  
Computers  
Internet  
Web sites  
References  
Lead Questions  
Scenarios

<p>C. Trends and Issues Associated with the Lodging Industry</p>	<p><b>Industry Newsletters:</b>  Teacher has various industry magazines for students to use in the class as well as Web sites for students to research the latest technology and trends in the lodging industry. Students critique the articles and present their findings to the class. As a class, students determine the trends and issues associated with the lodging industry. Based on the list of trends and issues developed, students write an article for an industry magazine on trends and issues impacting the lodging industry. Share Out.</p>	<p>Guidelines for Activity  Rubric  Magazines  News Articles  Computers  Internet  Web sites  References</p>
<p>D. Impact of Technology on the Lodging Industry</p>	<p><b>Technologies Property Activity:</b>  Students use the Internet and find an example of a budget, mid-price, and upscale hotel. They share their research with the class. Students use the Types of Lodging Properties Chart to record their information. Share Out. The class develops a listing of offerings discussed in class.</p> <p><b>Using Technology Activity:</b>  Have students choose a chain hotel and research the Web site by using the Internet. Ask them to find out information about the following:</p> <ul style="list-style-type: none"> <li>• How the chain got started?</li> <li>• When was it founded?</li> <li>• Type of careers available?</li> <li>• Is it possible to make a reservation online?</li> </ul> <p>Using technology, students create a brochure on their lodging property. Share Out.</p> <p><b>Survey:</b>  Students develop a survey to send to various property managers. The questionnaire includes questions about trends and issues in</p>	<p>Guidelines for Activity  Rubric  Computers  Internet  Web sites  References  Types of Lodging Properties Chart</p> <p>Guidelines for Activity  Rubric  Computers  Internet  Web sites  References  Lead Questions</p> <p>Guidelines for Activity  Rubric  Computers  Internet  Web sites</p>

<p>E. Career Options, Entrepreneurial Opportunities, and Credentials</p>	<p>the lodging industry, the impact of technology on the lodging industry, and how they use technology in their property. After the teacher approves the students' questionnaires, students send their questionnaire to two properties. They compile their data. Report Out.</p> <p><b>Research Report:</b> Students research the topic on how technology is used in the lodging industry. They present their report to the class.</p> <p><b>Brainstorming Session:</b> Students discuss what career options are available in the lodging industry.</p> <p><b>Job Shadowing in Lodging Operation:</b> The teacher plans a job shadow experience for students within certain departments in the lodging industry. Students complete a task analysis of the tasks performed by the employee. They write a career description for the career observed on a career profile card. Cards are placed in a Career Profile Box. Share Out.</p>	<p>References Lead Questions Listing of Properties</p> <p>Guidelines for Activity Rubric Computers Internet Web sites References Lead Questions</p> <p>Lead Questions</p> <p>Guidelines for Activity Rubric Computers Internet Web sites References Note Cards Career Profile Box Arrangements for Job Shadowing Permission Slips</p>
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<p><b>Unit Assessment:</b></p>	<p>Internet Research, Job Shadowing, Staffing Guidebook, Scenarios, Industry Newsletter, Technology Properties Activity, Using Technology Activity, Survey, Research Report, Class Participation, and Rubrics</p>
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<p><b>Unit/Course CTSO Activity:</b></p>	<p>FCCLA members investigate STAR EVENTS activities including Career Investigation and Entrepreneurship.</p>
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<b>Unit/Course Culminating Product:</b>	Shadowing Experience: Task Analysis/Career Profile Staffing Guidebook Survey Results Research Report
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**Course/Program Credential(s):**  Credential  Certificate  Postsecondary Degree  University Degree  
 Other: NOCTI - Hospitality Management Lodging Option  
American Hotel and Motel Association (AHMA)

**Course Title: Lodging I**

<b>Unit: 2</b>	<b>Business Operations</b>
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<b>Content Standard(s) and Depth of Knowledge Level(s):</b>	<p>Students will:</p> <ol style="list-style-type: none"> <li>6. Compare cost efficiency for resorts, large hotel chains, and independently owned lodging establishments.</li> <li>7. Critique sales opportunities available in the lodging industry.</li> </ol>
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<b>Learning Objective(s) and Depth of Knowledge Level(s):</b>	<p>Students will:</p> <ol style="list-style-type: none"> <li>1. Describe the types of business ownership including sole proprietorship, partnership and corporation.</li> <li>2. Compare and contrast the responsibilities and cost implications of the types of business ownership.</li> <li>3. Discuss management structures and relationships of chains and franchises.</li> <li>4. Discuss levels of management.</li> <li>5. Design an organizational chart.</li> <li>6. Evaluate differences between revenue and support centers.</li> <li>7. Analyze sales opportunities in the lodging industry.</li> </ol>
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<b>Essential Question(s):</b>	<p>What are the functions of business operations as they relate to cost efficiency and sales opportunities in the hospitality and lodging industry?          How are the basic functions of a lodging property organized and integrated?          What challenges and opportunities are confronting today's hotel and lodging industry?          What management activities are the most important? Why?          What management activities are the most difficult to learn?</p>
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<b>Content Knowledge</b>	<b>Suggested Instructional Activities Rigor &amp; Relevance Framework (Quadrant)</b>	<b>Suggested Materials, Equipment and Technology Resources</b>
<p>II. Business Operations</p> <p style="padding-left: 20px;">A. Cost Efficiency</p> <ol style="list-style-type: none"> <li>1. Resorts</li> <li>2. Large hotel chains</li> <li>3. Independently owned lodging establishments</li> </ol>	<p><b>Research:</b></p> <p>Have groups of students check out Web sites for Choice Hotels International, Marriott Hotels, Hilton Hotels, and ITT Sheraton Hotels. Have students present their findings through PowerPoint Presentations on how these organizations differentiate the several brands of</p>	<p>Guidelines for Research</p> <p>Rubric</p> <p>Computer</p> <p>Internet</p> <p>References</p> <p>Guidelines for Presenting</p>

<p>B. Sales Opportunities Available in the Lodging Industry</p>	<p>properties that they franchise or operate.</p> <p><b>Word Wall:</b> Have students prepare a word wall with key hospitality terms. Examples: Hotel, resorts, limited-service hotel, full-service hotel, brand, mom and pop hotels, franchise, franchiser, franchisee, entrepreneur, investor, globalization, yield management</p> <p><b>Research Project/Portfolio:</b></p> <ul style="list-style-type: none"> <li>• Divide students into groups. Have students research each department of the lodging industry.</li> <li>• Examine the duties and responsibilities required within operational departments.</li> <li>• Research the qualifications for entry level, skill level, and managerial positions to facilitate selection of career choices.</li> <li>• Explain the different types and functions of departments.</li> <li>• Perform duties in each of the departments of a hotel.</li> <li>• Explore full service hotels and limited service properties.</li> <li>• Explore chain and franchise hotels and contrasting revenue and support centers.</li> </ul> <p><b>10 + 5 Discussion:</b> The teacher discusses sales opportunities available in the Lodging Industry.</p>	<p>Guidelines for Word Wall Art Supplies Rubric References</p> <p>Large Project Guidelines for Research Rubric Computer Internet References</p> <p>Lead Questions</p>
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<p><b>Unit Assessment:</b></p>	<p>Research Teams, Word Wall, Research Project, Portfolio, Class Participation, and Rubric</p>
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<b>Unit/Course CTSO Activity:</b>	FCCLA STAR Event Applied Technology: Create a PowerPoint Presentation on Cost Efficiency in the Lodging Industry.
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<b>Unit/Course Culminating Product:</b>	Portfolio
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<b>Course/Program Credential(s):</b> <input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input checked="" type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input checked="" type="checkbox"/> Other: NOCTI – Hospitality Management Lodging Option American Hotel and Motel Association (AHMA)
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**Course Title: Lodging I**

<b>Unit: 3</b>	<b>Lodging Structure</b>
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<b>Content Standard(s) and Depth of Knowledge Level(s):</b>	<p>Students will:</p> <ol style="list-style-type: none"> <li>8. Compare types of services offered by the lodging industry including bed and breakfasts; tours; business, leisure, and destination travel and theme packets.</li> </ol>
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<b>Learning Objective(s) and Depth of Knowledge Level(s):</b>	<p>Students will:</p> <ol style="list-style-type: none"> <li>1. Determine the types of lodging businesses.</li> <li>2. Compare the types of lodging businesses.</li> <li>3. Analyze the services offered by different lodging operations.</li> </ol>
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<b>Essential Question(s):</b>	What are the different services offered by the affiliated businesses in the lodging industry?
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<b>Content Knowledge</b>	<b>Suggested Instructional Activities Rigor &amp; Relevance Framework (Quadrant)</b>	<b>Suggested Materials, Equipment and Technology Resources</b>
<p>III. Lodging Structure</p> <p>A. Types of Services Offered</p>	<p><b>PowerPoint Presentation:</b> Services Offered by Lodging Businesses</p> <p><b>Teacher Talk:</b> The teacher researches Walt Disney Properties on the Internet and discusses the services offered by the various properties included in the type of lodging property. If students have visited any of the Disney Properties, they share their experiences.</p> <p><b>Show Time:</b> On-line students watch episodes of "Alabama at Home: Bed and Breakfast Inns" on the Alabama</p>	<p>Guidelines for Motivator Poster paper for Activity Markers</p> <p>Computer Web site Lead Questions</p> <p>Alabama Public Television Online Lead Questions Computers</p>

	<p>Public Television Web site. They critique each of the episodes.</p> <p><b>Research Report:</b> Students are provided with the name of a lodging establishment. They research the establishment and identify services offered. They develop a brochure for the establishment to use in promoting their services. Share Out. During the sharing activity, students record information on each of the establishments on the “Types of Establishments and Services Chart.”</p> <p><b>Motivator Activity:</b> Have student’s list advantages and disadvantages of operating a bed and breakfast home or inn. They share their experiences in this type of lodging business.</p> <p><b>New Lodging Business Activity:</b> Students create a new lodging business. They select a name for their lodging establishment? They describe the services provided by the establishment. They explain the uniqueness of their establishment. They create an “Invitation” to potential guests to promote their businesses and services provided. Share Out</p> <p><b>Quick Write:</b> Students write about the type of lodging facility they would prefer to manage. They explain their reasons for selecting the property.</p>	<p>Internet Web site Lead Questions</p> <p>Guidelines for Activity Computers Internet Web sites References Lead Questions Types of Establishments and Services Chart Rubric</p> <p>Guidelines for Writing Activity Rubric Internet Web sites References Lead Questions</p> <p>Guidelines for Writing Activity Rubric Internet Web sites References Lead Questions</p> <p>Guidelines for Writing Activity Rubric Internet Web sites References Lead Questions</p>
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<b>Unit Assessment:</b>	Oral Presentations, Motivator Activity, New Lodging Business Activity, Brochure, Invitation, Quick Write, Class Participation, and Rubrics
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<b>Unit/Course CTSO Activity:</b>	FCCLA Community Service project such as collecting recyclable goods from lodging establishments.
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<b>Unit/Course Culminating Product:</b>	New Lodging Business Activity Brochure Invitation
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<b>Course/Program Credential(s):</b> <input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input checked="" type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input checked="" type="checkbox"/> Other: NOCTI - Hospitality Management Lodging Option American Hotel and Motel Association (AHMA)
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**Course Title: Lodging I**

<b>Unit: 4</b>	<b>Front Desk</b>
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<b>Content Standard(s) and Depth of Knowledge Level(s):</b>	Students will: 9. Summarize the role of the front desk staff including cashiering and accounting, receiving and reservations, and creating departmental logs.
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<b>Learning Objective(s) and Depth of Knowledge Level(s):</b>	Students will: 1. Analyze the importance of the front desk in the hospitality and lodging industry. 2. Explain the role of the front desk in the lodging operation and the organization of its management. 3. Determine the job responsibilities of the front desk staff.
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<b>Essential Question(s):</b>	What roles and responsibilities are performed by the front desk staff in a lodging establishment?
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<b>Content Knowledge</b>	<b>Suggested Instructional Activities Rigor &amp; Relevance Framework (Quadrant)</b>	<b>Suggested Materials, Equipment and Technology Resources</b>
I. Front Desk A. Role and Responsibilities of Front Desk Staff	<p><b>PowerPoint Presentation:</b>            Roles and Responsibilities of Front Desk Staff</p> <p><b>Research Report:</b>            Students research the roles and responsibilities of the front desk staff in a lodging operation. Share Out.</p> <p><b>Scenarios:</b>            Students are provided with scenarios of guests checking in and out of a hotel. They describe the tasks performed by the front desk agent. They</p>	<p>PowerPoint Presentation            Computer            CTX</p> <p>Guidelines for Activity            Computer            Internet            Web sites            References            Rubric</p> <p>Guidelines for Activity            Computer            Internet            Web sites</p>

	<p>describe how the front desk agent served as ambassador for the hotel.</p> <p><b>Following the Flow Activity:</b> Divide students into teams of three to five people. Each team lists guest information collected during the reservation and registration processes. They create a flowchart that shows how the information travels throughout the hotel.</p> <p><b>Role Play:</b> Students role play the following situations.</p> <ul style="list-style-type: none"> <li>• <del>At</del> Demonstrate scenario of a guest in a wheelchair checking in at a hotel. If possible, borrow a wheelchair from your school nurse. Select another student to be the desk agent. List the special help that you would need when checking in. Are there other areas that need special attention for guests with special needs? Develop positive interpersonal skills, including respect for diversity.</li> <li>• Exhibit productive work habits, ethical practices, and a positive attitude.</li> <li>• Demonstrate the ability to work with the other employees to support the organization and complete assigned tasks.</li> <li>• Demonstrate dependability, punctuality, and initiative.</li> <li>• Demonstrate appropriate grooming and appearance for the workplace.</li> <li>• Demonstrate effective verbal, nonverbal, written, and electronic communication skills.</li> </ul> <p>Students discuss each role play situation as to the tasks and behaviors of the front desk agent.</p>	<p>References Rubric Scenarios</p> <p>Guidelines for Activity Rubric References Computer Internet Supplies for Flowchart</p> <p>Guidelines for Activity Rubric Computer Internet References Role Play Situations Lead Questions</p>
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<b>Unit Assessment:</b>	Research Report, Scenarios, Following the Flow Activity, Role Play Situations, Class Participation, and Rubrics
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<b>Unit/Course CTSO Activity:</b>	FCCLA Financial Fitness National Program: Assess pay scales affiliated with the front desk operations.
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<b>Unit/Course Culminating Product:</b>	Role Playing Situations Flow Chart Activity Research Report
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<b>Course/Program Credential(s):</b> <input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input checked="" type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input checked="" type="checkbox"/> Other: NOCTI - Hospitality Management Lodging Option American Hotel and Motel Association (AHMA)
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**Course Title: Lodging I**

<b>Unit: 5</b>	<b>Housekeeping Functions</b>
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<b>Content Standard(s) and Depth of Knowledge Level(s):</b>	Students will: 10. Determine roles of the housekeeper in hotel operations, including guest room cleaning, managing inventory, and reporting damaged property.
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<b>Learning Objective(s) and Depth of Knowledge Level(s):</b>	Students will: 1. Discuss the importance of the housekeeping department in a hospitality setting. 2. Determine the major functions of the housekeeping department in a lodging environment. 3. Evaluate specific tasks for cleaning and maintaining guest rooms and public areas of the establishment. 4. Analyze the organizational chart and job responsibilities of housekeeping staff.
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<b>Essential Question(s):</b>	What are the roles and responsibilities of the housekeeping department in the hospitality industry?
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	<b>Suggested Instructional Activities Rigor &amp; Relevance Framework (Quadrant)</b>	<b>Suggested Materials, Equipment and Technology Resources</b>
V. Housekeeping Functions A. Role and Responsibilities of Housekeeping Operations	<p><b>Brainstorm:</b> Students discuss the importance of the housekeeping department to a lodging property.</p> <p><b>Quick Write:</b> Students write a one-page report summarizing the brainstorming session.</p> <p><b>PowerPoint Presentation:</b> Housekeeping Functions</p>	<p>Lead Questions</p> <p>Lead Questions</p> <p>PowerPoint Presentation Computer Lead Questions</p>

	<p><b>Research Report:</b>  Students research and write a report on the role and responsibilities of the housekeeping staff; departmental operations, functions, and organizational structure; job responsibilities of housekeeping employees; and specific tasks for cleaning and maintaining guest rooms and public areas of the lodging property. They also create an organizational chart for the Housekeeping Department. Report Out.</p> <p><b>Role Play:</b>  The tasks of the room attendant can be divided into six groups: entering the guest room, cleaning the guest room, providing guest supplies, reporting problems, limiting guest room access, and turndown service. Students role play situations in each group.</p> <p><b>Inventory Activity:</b>  Students are provided with a list of supplies and linens used in a lodging establishment. Based on the number of rooms available in the hotel, they develop housekeeping inventory of all supplies needed; e.g., linens, cleaning supplies and equipment etc. They explain how a status report is used to ensure housekeeping standards are met. Students outline the factors to consider when determining the size of an inventory purchase to maintain desired quantities based on varying occupancy levels. Share Out.</p> <p><b>Tip Sheet:</b>  Students develop a “Tip Sheet” on how the housekeeping staff can meet housekeeping standards to assure guest satisfaction. Report your findings.</p>	<p>Guidelines for Activity  Rubric  Computers  Internet  Web sites  References</p> <p>Guidelines for Activity  Computers  Internet  Web sites  References  Lead Questions  Role Play Situations</p> <p>Guidelines for Activity  Rubric  Computers  Internet  Web sites  Lead Questions</p> <p>Guidelines for Activity  Rubric  Computers  Internet  Web sites  Lead Questions</p>
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<b>Unit Assessment:</b>	Quick Write, Research Report, Role Play Situations, Inventory Activity, Tip Sheet, Class Participation, and Rubrics
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<b>Unit/Course CTSO Activity:</b>	FCCLA National Leaders at Work Project: Simulated Job Experience
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<b>Unit/Course Culminating Product:</b>	Role Play Situations Tip Sheet
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<b>Course/Program Credential(s):</b> <input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input checked="" type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input checked="" type="checkbox"/> Other: NOCTI - Hospitality Management Lodging Option American Hotel and Motel Association (AHMA)
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**Course Title: Lodging I**

<b>Unit: 6</b>	<b>Guest Services and Relations</b>
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<b>Content Standard(s) and Depth of Knowledge Level(s):</b>	<p>Students will:</p> <ol style="list-style-type: none"> <li>11. Describe strategies for maintaining positive guest relations.</li> <li>12. Demonstrate strategies for resolving guest complaints.</li> <li>13. Summarize duties of the concierge and bell hop.</li> </ol>
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<b>Learning Objective(s) and Depth of Knowledge Level(s):</b>	<p>Students will:</p> <ol style="list-style-type: none"> <li>1. Discuss the importance of the customer in the hospitality industry.</li> <li>2. Determine the components of quality customer service.</li> <li>3. Evaluate ways to successfully resolve customer complaints and concerns.</li> <li>4. Analyze the role of each department as it relates to guest services and relations.</li> <li>5. Discuss the job responsibilities of the concierge and bell hop and why these employees are crucial to customer services.</li> </ol>
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<b>Essential Question(s):</b>	<p>What are the characteristics of quality customer services and relations?          What strategies can be used to resolve guest complaints?          What are the duties of the Concierge?          What are the duties of a bell hop?</p>
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<b>Content Knowledge</b>	<b>Suggested Instructional Activities Rigor &amp; Relevance Framework (Quadrant)</b>	<b>Suggested Materials, Equipment and Technology Resources</b>
<p>VI. Guest Services and Relations            A. Strategies for Maintaining Positive Guest Relations</p>	<p><b>Buzz Sessions:</b>            Students discuss how they have been treated as guests of lodging establishments.</p> <p><b>Research Report:</b>            Students research the importance of guest services and guest relations in the lodging business. Report Out.</p>	<p>Lead Questions</p> <p>Guidelines for Activity            Rubric            Computers            Internet            Web sites            References</p>

<p>B. Strategies for Resolving Guest Complaints</p>	<p><b>PowerPoint Presentation:</b> Strategies for Resolving Guest Complaints</p> <p><b>Customer Services Manual:</b> Students create a Customer Services Manual for employees in the Guest Services and Relations department. The following information is included in the manual:</p> <ul style="list-style-type: none"> <li>• The importance of Guest Services and Customer Relations to the establishment</li> <li>• Components of a Quality Guest Services and Relations</li> <li>• Strategies for Resolving Guest Complaints</li> <li>• Role of Each Department in the establishment in Relationship to Guest Services and Relations</li> <li>• Organizational Chart for the Guest Services and Relations Department</li> <li>• Roles and Responsibilities Guest Services and Relations staff</li> <li>• Strategies for maximizing customer satisfaction</li> </ul> <p><b>Guest Speaker:</b> A representative from a local property discusses the operations and management of the Guest Services and Relations Department.</p> <p><b>Scenarios:</b> Students are provided with scenarios of situations in the lodging industry relating to guest services and relations. Based on the information provided, students respond to the situations as if they were a staff member of the Guest Services and Relations department.</p>	<p>PowerPoint Presentation Computer CTX Lead Questions Examples</p> <p>Guidelines for Activity Rubric Computers Internet Web sites References Lead Questions</p> <p>Arrangements for Guest Speaker Lead Questions</p> <p>Guidelines for Role Playing Rubric Computers Internet Web sites Lead Questions Scenarios</p>
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<p>C. Duties of Concierge and Bell Hop</p>	<p><b>Role Playing:</b> Students develop situations on customer dissatisfaction. They role play the situations. The class discusses how the situations were handled to create customer satisfaction.</p> <p><b>Position Paper:</b> Students write a position paper on the topic: Is the customer always right? Report out.</p> <p><b>Brainstorming Session:</b> Students discuss what they think the duties are for the Concierge and Bell Hop in a lodging property.</p> <p><b>Guest Speakers/Interview:</b> A Concierge and Bell Hop Captain discuss the role that they play in providing guest services and guest relations.</p> <p><b>Concierge Activity:</b> Students select a city in the United States. They locate a lodging property in the city. They assume the role as a Concierge for the property. They are provided with a guest profile. Based on the information provided, the students plan activities to meet the interests and wants of the guest. Share Out.</p>	<p>Guidelines for Role Playing Rubric Computers Internet Web sites Lead Questions Role Play Situations</p> <p>Guidelines for Role Playing Rubric Computers Internet Web sites Lead Questions References</p> <p>Lead Questions</p> <p>Arrangements for Guest Speakers Lead Questions</p> <p>Guidelines for Role Playing Rubric Computers Internet Web sites Lead Questions References</p>
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<p><b>Unit Assessment:</b></p>	<p>Research Report, Customer Services Manual, Scenarios, Role Play, Position Paper, Concierge Activity, Class Participation, and Rubrics</p>
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<b>Unit/Course CTSO Activity:</b>	FCCLA Career Investigation- Explore careers of concierge and bell hop.
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<b>Unit/Course Culminating Product:</b>	Completed Customer Services
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<b>Course/Program Credential(s):</b> <input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input checked="" type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input checked="" type="checkbox"/> Other: NOCTI - Hospitality Management Lodging Option American Hotel and Motel Association (AHMA)
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**Course Title: Lodging I**

<b>Unit: 7</b>	<b>Safety and Security</b>
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<b>Content Standard(s) and Depth of Knowledge Level(s):</b>	Students will: 14. Describe safety and security associated with the lodging industry including Occupational Safety and Health Administration (OSHA) standards, emergency response, and housekeeping security.
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<b>Learning Objective(s) and Depth of Knowledge Level(s):</b>	Students will: 1. Discuss the role of housekeeping as it relates to lodging security. 2. Discuss the origin and requirements of OSHA. 3. Evaluate the components of an emergency action plan. 4. Design an accident prevention plan/safety manual. 5. Discuss general emergency procedures for fires, accidents, first aid and CPR.
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<b>Essential Question(s):</b>	What plans and procedures should be implemented by a lodging property to ensure the safety and security of employees and guests? What is OSHA?
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<b>Content Knowledge</b>	<b>Suggested Instructional Activities Rigor &amp; Relevance Framework (Quadrant)</b>	<b>Suggested Materials, Equipment and Technology Resources</b>
VII. Safety and Security A. Safety and Security Operations	<p><b>Buzz Session:</b> Students discuss what they think are safety and security issues in the lodging industry.</p> <p><b>PowerPoint Presentation:</b> Safety and Security Operations</p> <p><b>Poster:</b> Students design a poster listing security incidents that could occur in a hotel. They describe ways that these security incidents can be avoided.</p>	<p>Lead Questions</p> <p>PowerPoint Presentation Computer CTX Lead Questions</p> <p>Guidelines for Poster Activity Rubric Art Supplies References</p>

	<p><b>Quick Talk:</b> Students discuss the concerns that guests may have about staying in a lodging property.</p> <p><b>Accident Prevention Plan:</b> Students research how lodging properties respond to emergencies, accidents, and guest security. After conducting the research, they design a Safety Manual which includes a prevention plan.</p> <p><b>OSHA Investigation:</b> Students investigate the OSHA origin and requirements and explain OSHA in the workplace.</p> <p><b>Case Studies:</b> Students are provided with case studies that describe work related injuries and security issues. Students describe the lodging properties' response to the situations. Share Out.</p> <p><b>Research Safety in the Workplace Activity:</b> Divide students into groups to conduct research on the safety, health, environmental, and security issues in the lodging industry. In the research report, students will:</p> <ul style="list-style-type: none"> <li>• Determine job safety and security.</li> <li>• Determine the basics of sanitation.</li> <li>• Describe procedures for cleaning, sanitizing, and storage of equipment and tools.</li> <li>• Determine how environmental issues, such as recycling and saving energy,</li> </ul>	<p>Lead Questions</p> <p>Guidelines for Activity Rubric References Computer Internet Web sites Lead Questions</p> <p>Guidelines for Investigation Rubric References Computers Internet Web sites Lead Questions</p> <p>Guidelines for Case Studies Rubric References Computer Internet Web sites Case Studies</p> <p>Guidelines for Research Rubric Computers Internet References Supplies for Demonstration</p>
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	<p>affect the lodging industry.</p> <ul style="list-style-type: none"> <li>• Identify and apply safe working practices related to training stations.</li> <li>• Analyze health and wellness practices that influence job performance.</li> <li>• Solve problems related to unsafe work practices and attitudes.</li> </ul>	
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<b>Unit Assessment:</b>	Poster, Accident Prevention Plan, OSHA Investigation, Case Studies, Research Safety in the Workplace Activity, Class Participation, and Rubrics
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<b>Unit/Course CTSO Activity:</b>	FCCLA Community Service Project: Develop an illustrated traveling safety brochure for children and parents.
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<b>Unit/Course Culminating Product:</b>	Accident Prevention Plan/Safety Manual Research Safety in the Workplace Activity
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<b>Course/Program Credential(s):</b> <input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input checked="" type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input checked="" type="checkbox"/> Other: NOCTI - Hospitality Management Lodging Option American Hotel and Motel Association (AHMA)
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**Course Title: Lodging I**

<b>Unit: 8</b>	<b>Cultural Diversity</b>
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<b>Content Standard(s) and Depth of Knowledge Level(s):</b>	Students will: 15. Explain how cultural diversity impacts the hospitality and tourism industry.
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<b>Learning Objective(s) and Depth of Knowledge Level(s):</b>	Students will: 1. Analyze the aspects of cultural diversity in the hospitality industry. 2. Compare various cultures and how their differences affect all aspects of the industry including services offered, foodservice operations, lodging accommodations and sales and marketing. 3. Determine how cultural diversity impacts lodging and tourism.
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<b>Essential Question(s):</b>	How does cultural diversity affect the lodging industry?
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<b>Content Knowledge</b>	<b>Suggested Instructional Activities Rigor &amp; Relevance Framework (Quadrant)</b>	<b>Suggested Materials, Equipment and Technology Resources</b>
VIII. Cultural Diversity A. Impact of Cultural Diversity on the Hospitality and Tourism Industries	<b>Teacher Talk:</b> The teacher discusses what is meant by cultural diversity.  <b>S.W.O.T.:</b> Students complete a S.W.O. T. (Strengths, Weaknesses, Opportunities and Threats) activity on the impact of cultural diversity in the hospitality and tourism industry. Share Out.	Lead Questions  Guidelines for S.W.O.T. Rubric References Computer Internet Computers Web sites

	<p><b>Research Report:</b> Students research and report on the impact of cultural diversity in the hospitality industry. Report Out.</p> <p><b>Cultural Diversity Activity:</b> Students research and complete the activities listed below:</p> <ul style="list-style-type: none"> <li>• Describe how communication strategies can be used to adapt to a culturally diverse environment and guests.</li> <li>• Examine cultural expectations of other areas, regions and countries to help avoid social improprieties.</li> <li>• Research behaviors and dress in other areas, regions and countries to appreciate life-style preferences.</li> <li>• Summarize the significance of body language and persona space in different cultures.</li> <li>• Compare idioms from various areas or regions to appreciate the nuances of language.</li> </ul> <p>Report Out.</p> <p><b>Scenarios:</b> Students are provided with scenarios on situations where cultural diversity impacted the operations and customer satisfaction of a lodging property. Students determine how they would handle the situations to ensure customer satisfaction. Share Out.</p> <p><b>Essay:</b> Students write an essay on how cultural diversity impacts the hospitality and tourism industry. Share Out.</p>	<p>Guidelines for Activity Rubric References Computer Internet Web sites</p> <p>Guidelines for Activity Rubric References Computers Web sites Internet Lead Questions</p> <p>Guidelines for Activity Rubric References Computers Web sites Internet Lead Questions</p> <p>Guidelines for Activity Rubric References Computers</p>
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<b>Unit Assessment:</b>	S.W.O.T., Illustrated Diagram, Cultural Diversity Activity, Scenarios, Essay, Class Participation, and Rubrics
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<b>Unit/Course CTSO Activity:</b>	FCCLA Stop the Violence Project - Students Taking on Prevention: Peer to peer outreach discussion
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<b>Unit/Course Culminating Product:</b>	Cultural Diversity Activity Essay
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<b>Course/Program Credential(s):</b>	<input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input checked="" type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input checked="" type="checkbox"/> Other: NOCTI - Hospitality Management Lodging Option American Hotel and Motel Association (AHMA)
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**Course Title: Lodging I**

<b>Unit: 9</b>	<b>Economics</b>
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<b>Content Standard(s) and Depth of Knowledge Level(s):</b>	Students will: 16. Analyze effects of the economy on the hospitality and tourism industry to apply appropriate strategies in developing new products and/or services.
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<b>Learning Objective(s) and Depth of Knowledge Level(s):</b>	Students will: 1. Analyze current economic trends in the hospitality and tourism industry. 2. Evaluate predicted growth of the industry and how it will impact the global economy. 3. Design new products and/or services that will be needed as a result of this growth and/or enhance the operation's growth.
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<b>Essential Question(s):</b>	How does the economy affect the hospitality and tourism industry? What products or services need to be developed to address the effects of the economy on the hospitality and tourism industry? What impact does the predicted growth of the hospitality and tourism industry have on the global economy?
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<b>Content Knowledge</b>	<b>Suggested Instructional Activities Rigor &amp; Relevance Framework (Quadrant)</b>	<b>Suggested Materials, Equipment and Technology Resources</b>
IX. Economics A. Effects of the Economy on the Hospitality and Tourism Industry	<p><b>Research Investigation:</b> Students research the effects of the economy on the hospitality and tourism industry. Report Out.</p> <p><b>Graph:</b> Students construct a graph depicting the growth of the hospitality industry since the last ten years to the projected growth in the next ten years. Share Out.</p>	<p>Guidelines for Investigation Rubric Computers Internet Web sites References</p> <p>Guidelines for Activity Rubric Chart Paper Computers Internet Web sites Research</p>

	<p><b>Employment Outlook:</b> Students analyze the future employment outlook in the lodging industry. Share Out.</p> <p><b>Teacher Talk:</b> The teacher discusses the effects of the economy on the hospitality and tourism industry that may require the development of new products and/or services offered to guests.</p> <p><b>Development of a New Product or Service:</b> Students design and present a marketing tool to promote a lodging product or service that will contribute to the local economy.</p> <p><b>Position Paper:</b> Students assume the role of a potential owner of a lodging property. They write a position paper on the decision of the potential owner to purchase the property or not. They explain their position based on the current economy and trends in the hospitality and tourism industry.</p>	<p>Guidelines for Activity Rubric Computers Internet Web sites Research Lead Questions</p> <p>Lead Questions</p> <p>Guidelines for Activity Rubric Computers Internet Web sites Research Lead Questions</p> <p>Guidelines for Activity Rubric Computers Internet Web sites Research Lead Questions</p>
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<b>Unit Assessment:</b>	Research Investigation, Graph, Employment Outlook, Development of a New Product or Service, Position Paper, Class Participation, and Rubrics
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<b>Unit/Course CTSO Activity:</b>	FCCLA Power of One Program - Develop a service or product for improving the community.
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<b>Unit/Course Culminating Product:</b>	New Service or Product Position Paper
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**Course/Program Credential(s):**  Credential  Certificate  Postsecondary Degree  University Degree  
 Other: NOCTI - Hospitality Management Lodging Option  
American Hotel and Motel Association (AHMA)