

high school

# hospitality and tourism management program

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## American Hotel & Lodging Association

Serving the hospitality industry for more than a century, the American Hotel & Lodging Association (AHLA) is the sole national association representing all segments of the 1.9 million-employee U.S. lodging industry, including hotel owners, REITs, chains, franchisees, management companies, independent properties, state hotel associations, and industry suppliers.

Headquartered in Washington, DC, AHLA provides active advocacy, clear communications, and educational empowerment for this vital industry.

- Managing over 4.9 million rooms
- Employing more than 1.9 million
- Welcoming 4.8 million guests every day
- Generating \$1.3 trillion in travel revenue
- Creating \$176 billion in lodging sales revenue
- Raising \$141.5 billion in business travel tax revenue annually



## American Hotel & Lodging Educational Institute

Established in 1953, the American Hotel & Lodging Educational Institute (AHLEI), a non-profit organization, is committed to investing in the workforce development of the hospitality industry. For over 60 years, we have provided hospitality education and training solutions to those preparing for hospitality careers and those already working in the industry.

Because we are the training and education arm of the *American Hotel & Lodging Association*, we have a clear vision of what the industry needs and how to prepare people to succeed in this vibrant field. Direct industry input goes into the development of every one of our products, ensuring that the knowledge you gain is up-to-date, practical, and accurate.

Leading hotel brands, management companies, hospitality schools, convention bureaus, and associations around the world turn to AHLEI for **hospitality education** and **training resources** and **professional certification**. More than 2,000 universities, colleges, vocational technical schools, high schools and government agencies worldwide use AHLEI courses, textbooks, and supplemental media assets in their classroom.

As the certifying body for hospitality, several of our training programs feature **portable, stackable, industry-recognized certifications** that provide participants with tangible recognition for their skills and knowledge.

## HTMP CURRICULUM AT A GLANCE



The **Hospitality and Tourism Management Program** helps and encourages high school juniors and seniors to take their first real steps toward promising careers. The American Hotel & Lodging Educational Institute's (AHLEI) two-year, turnkey high school curriculum introduces the hospitality and tourism industry on a global scale with a large focus on diversity. The program is delivered with graphic-rich textbooks, workbooks that give students the opportunity to apply what they've learned, and optional online coursework ideal for tech-savvy teens.

This curriculum was developed with input from hospitality industry subject matter experts, ensuring that the content aligns with the needs of hospitality employers. And with the stamp of the American Hotel & Lodging Educational Institute, you can guarantee that this program comes packed with industry insight and professional development activities to take students straight from the classroom into the workforce or on to college.

### Program Benefits:

- Provides specific skills knowledge for students, leading to an industry-recognized and portable professional certification from the American Hotel & Lodging Association—the **Certified Hospitality and Tourism Management Professional (CHTMP)**
- Aligned to the Common Core State Standards
- Offers teacher training and the opportunity for instructors to earn a professional certification from the American Hotel & Lodging Association—Certified Hospitality Instructor (CHI)
- Showcases Career Pathways for a dynamic and fast-growing industry
- Reinforces hospitality on a global scale, with increased focus on diversity
- Teaches employability skills and job-specific technical skills for the Hospitality & Tourism Career Cluster
- Includes everything the instructor will need to teach the program, from lesson plans to assessments and examinations
- Includes work-based learning experiences with an industry internship

## HOSPITALITY AND TOURISM MANAGEMENT PROGRAM—YEARS 1 AND 2

The course objective of the Hospitality and Tourism Management Program (HTMP) is to provide students with broad-based learning on the tasks, knowledge, and skills required by anyone wishing to build a career within the hospitality and tourism industry. The Year 1 content deals specifically with information required for operational level employee positions and responsibilities. The Year 2 content focuses on the leadership and managerial aspects, responsibilities, knowledge, and skills required by an entry-level leader in the hospitality and tourism industry.

### Year 1 Units

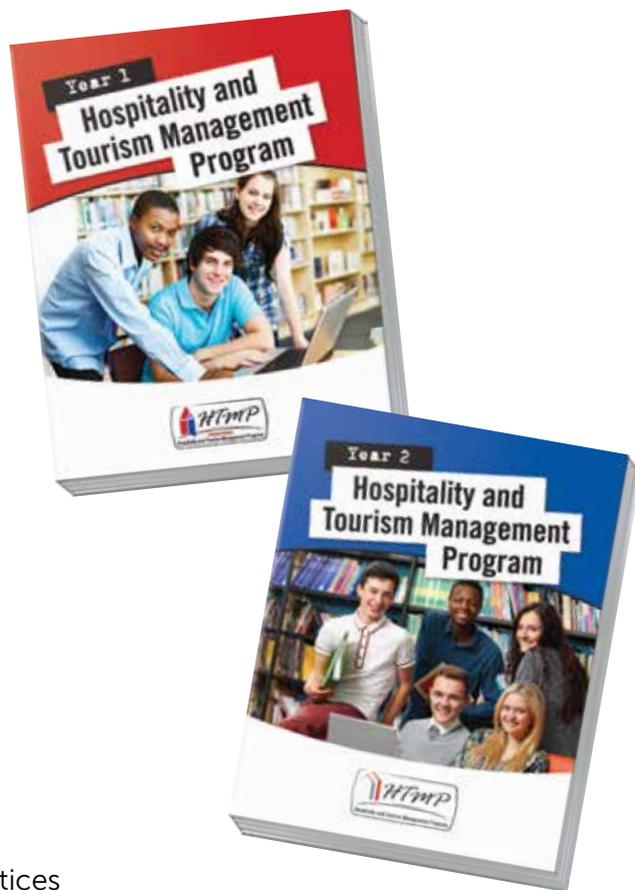
- Introduction to Hospitality and Tourism Program
- Hospitality Soft Skills
- Operational Areas
- Sales and Marketing
- Safety and Security

### Year 2 Units

- Introduction to Leadership and Management
- Hospitality Leadership Skills
- Operational Leadership
- Managing Food and Beverage Operations
- Managing Business Operations
- Sales and Marketing
- Safety and Security

### Textbook chapters include:

- Industry profiles: focusing on career-building best practices
- Chapter Competencies
- Terms You Should Know sidebar definitions
- Boldface vocabulary terms in text
- Pineapple Fun Fact Box: featuring history, heritage, and future of hospitality and tourism industry
- Americans with Disabilities Act (ADA) Box: featuring responsibilities and requirements
- Diversity Box: highlighting the way in which diversity affects the hospitality and tourism industry
- Green Practices Box: highlighting sustainable conservation methods
- Graphics, charts, and diagrams to engage student learning
- Apply Your Learning chapter review



## RECOMMENDED SYLLABUS FOR THE HTMP CURRICULUM

The Hospitality and Tourism Management Program is fully aligned with the Common Core State Standards and the national Hospitality & Tourism Career Cluster frameworks.

Hospitality and Tourism Management Program (HTMP) Year 1	Chapter Sections	Recommended hours needed to teach chapter
<b>Unit 1: Introduction to Hospitality and Tourism Program</b>		
Chapter 1: Hospitality and Tourism	7	12
Chapter 2: Careers in Hospitality	10	12
<b>Unit 2: Hospitality Soft Skills</b>		
Chapter 3: Guest Cycle	4	11
Chapter 4: Guest Experience Cycle	5	14
Chapter 5: Financial Processes and the Guest Cycle	5	12
Chapter 6: Communication	7	13
<b>Unit 3: Operational Areas</b>		
Chapter 7: Front Office Operations	9	16
<b>First Semester Total</b>	<b>47</b>	<b>90</b>
Chapter 8: Executive Housekeeping Operations	8	12
Chapter 9: Facilities Management	7	9
Chapter 10: Food and Beverage Services	11	11
Chapter 11: Resort Operations	5	7
Chapter 12: Operational Finance	6	13
<b>Unit 4: Sales and Marketing</b>		
Chapter 13: Marketing	8	9
Chapter 14: Sales	5	8
<b>Unit 5: Safety and Security</b>		
Chapter 15: Operational Safety	5	11
Chapter 16: Security	6	10
<b>Second Semester Total</b>	<b>61</b>	<b>90</b>

## RECOMMENDED SYLLABUS FOR THE HTMP CURRICULUM

The Hospitality and Tourism Management Program is fully aligned with the Common Core State Standards and the national Hospitality & Tourism Career Cluster frameworks.

Hospitality and Tourism Management Program (HTMP) Year 2	Chapter Sections	Recommended hours needed to teach chapter
<b>Unit 1: Introduction to Leadership and Management</b>		
Chapter 1: Preparing for a Leadership Career	7	13
Chapter 2: Hospitality and Tourism Leadership	7	13
<b>Unit 2: Hospitality Leadership Skills</b>		
Chapter 3: Leadership and the Guest Cycle	4	9
Chapter 4: Managing the Guest Experience Cycle	6	11
Chapter 5: Leadership, Employees, and Communication	8	14
<b>Unit 3: Operational Leadership</b>		
Chapter 6: Front Office Leadership	7	13
Chapter 7: Managing Housekeeping Operations	7	13
<b>First Semester Total</b>	<b>46</b>	<b>86</b>
Chapter 8: Leadership and Facilities Management	6	11
<b>Unit 4: Managing Food and Beverage Operations</b>		
Chapter 9: Food and Beverage Service Leadership	8	14
Chapter 10: Managing Banquets and Catered Events	5	10
<b>Unit 5: Managing Business Operations</b>		
Chapter 11: Human Resources	5	10
Chapter 12: Managing Operational Finance	6	11
<b>Unit 6: Sales and Marketing</b>		
Chapter 13: Marketing	6	11
Chapter 14: Sales	6	11
<b>Unit 6: Safety and Security</b>		
Chapter 15: Safety	4	7
Chapter 16: Security	4	9
<b>Second Semester Total</b>	<b>50</b>	<b>94</b>

## HTMP RESOURCES FOR STUDENTS

### Student Textbook (one for each year)

The textbooks engage students through activities with learning objectives that can be taken straight from the classroom into the workplace.

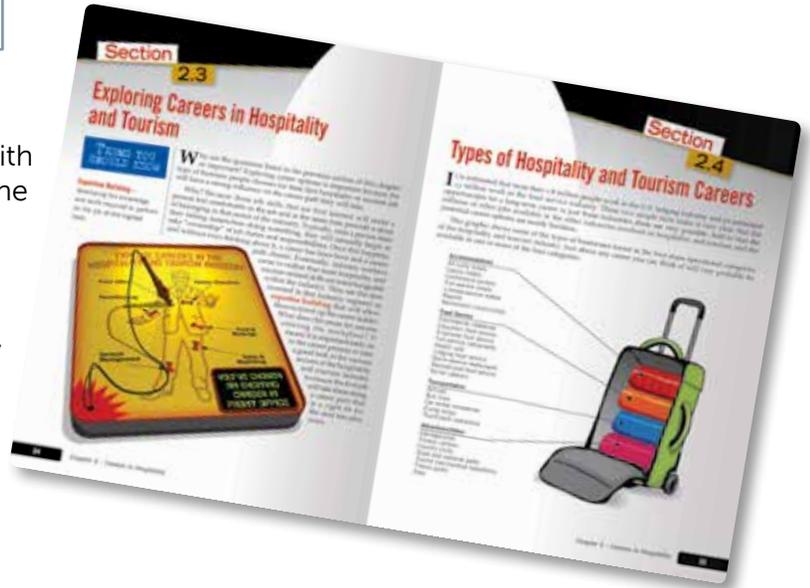
### Student Workbook (one for each year)

The workbooks enrich classroom learning by reinforcing learning activities through core academic standards with:

- Case studies
- Industry-related calculation and formula usage
- Written exercises
- Problem-solving scenarios

Workbook Package Includes:

- Exam scan sheet to take the final exam for **Year 1 or Year 2** (one scan sheet for each year)
- Workplace voucher and evaluation form for Certified Hospitality and Tourism Management Professional (CHTMP) designation



### Certified Hospitality and Tourism Management Professional (CHTMP):

- Students can earn the **Certified Hospitality and Tourism Management Professional (CHTMP)** certification, an entry-level supervisory designation that recognizes students' knowledge of key hospitality management concepts.
- To earn the CHTMP certification, students must pass both the HTMP Year 1 and Year 2 final exams with a score of 70% or more, and complete 100 hours of paid or unpaid work experience in a qualifying position.
- Students unable to complete an internship have the option to complete the **Knowledge Matters Virtual Business Hotel Online** simulation as an alternative. ([www.knowledgematters.com/highschool/hotel](http://www.knowledgematters.com/highschool/hotel))
- Only students who complete the HTMP curriculum are eligible to earn this certification.

## HTMP RESOURCES FOR INSTRUCTORS

### Instructor/Teacher Wraparound Edition (one for each year)

The wraparound editions present a page-by-page guide to effectively lead classroom discussion. Each page mirrors the pages found in the student textbooks, with supplemental information for the instructor. Instructor talking points are presented in an easy-to-follow, color-coded system that directly links to lesson plans, supplemental media, and workbook activities. Icons for supplemental learning materials such as a PowerPoint slide, workbook activity, Apply Your Learning questions, or quiz will appear on the page where the materials will be delivered in the classroom.

### Instructor/Teacher Resource

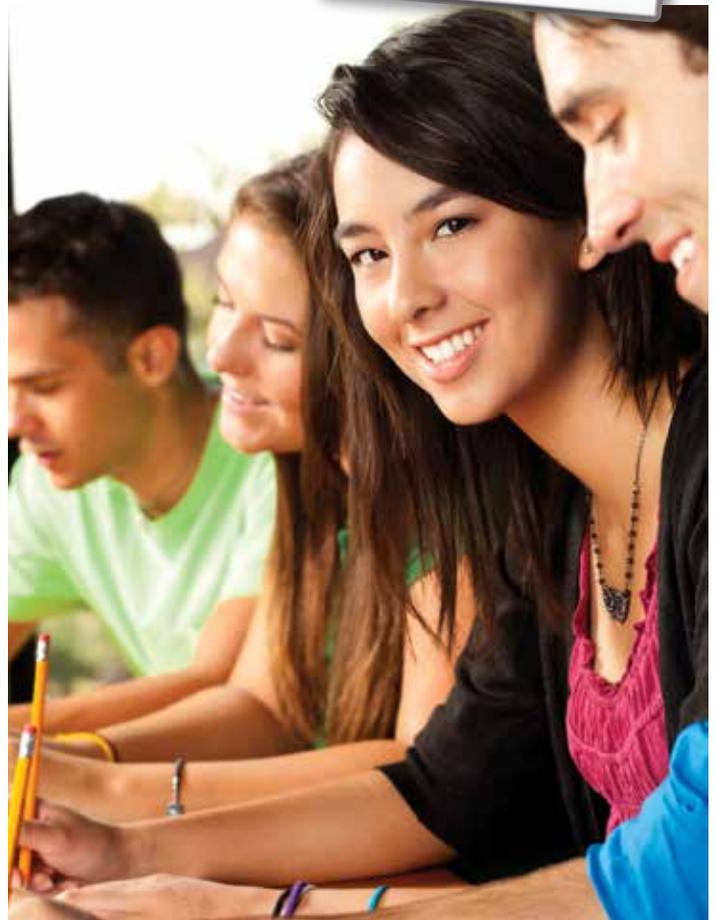
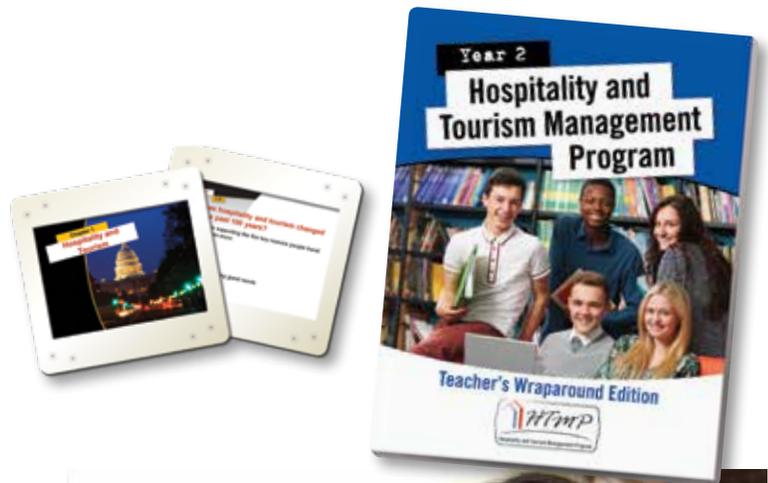
The instructor/teacher wraparound edition includes an access code for the **online portal** where teachers can access all of the resources they need to effectively teach the Year 1 and Year 2 material. A full library of ready-to-use documents is provided in editable format, allowing the instructor to quickly and easily access:

#### *Classroom Materials*

- Lesson plans
- PowerPoints
- Classroom resource materials/activities
- Assessments, including section quizzes and chapter tests
- Answer key for student workbook & support materials

#### *Teacher Resource Guide*

- Syllabus
- Course outlines
- Articulation crosswalk
- Common Career Technical Core (CCTC) Hospitality & Tourism Career Cluster Standards
- Common Core Standards Matrix



## OPTIONAL PROFESSIONAL CERTIFICATION PACKAGES FOR STUDENTS

Today's educational climate demands that students not only graduate with a solid foundation of knowledge, but with professional certification in their area of expertise. The American Hotel & Lodging Association (AHLA) offers several portable, stackable, industry-based certifications that will ensure that your students leave high school with recognizable credentials that can give them a leg up on their hospitality careers. These optional programs, offered in both online and paper-based formats with accompanying instructor guides, can be embedded into either Year 1 or 2 of the HTMP curriculum

### Certified Guest Service Professional (CGSP®)

Guest Service Gold® is the official preparatory course for the Certified Guest Service Professional (CGSP®) designation, and can be completed in as little as three hours. Unlike many other professional certifications, CGSP® does not include an on-site workplace requirement. This offers HTMP students the opportunity to achieve an industry-recognized professional certification in their first month of the program.



The CGSP® certification exam is included with the online training; no separate fee or application is required.

### Skills, Tasks, And Results Training (START) for Individual Positions

Provide your students with targeted training for in-demand hospitality positions, combined with industry-recognized professional certification—no time in position required! These online programs cover five key areas:

START: Front Desk Representative	▶ Certified Front Desk Representative (CFDR) 
START: Guestroom Attendant	▶ Certified Guestroom Attendant (CGA) 
START: Maintenance Employee	▶ Certified Maintenance Employee (CME) 
START: Restaurant Server	▶ Certified Restaurant Server (CRS) 
START: Kitchen Cook	▶ Certified Kitchen Cook (CKC) 
START: Breakfast Attendant	▶ Certified Breakfast Attendant (CBA) 

START for Individual Positions is presented as an online training program that includes knowledge for all hospitality employees, position-specific knowledge, and job breakdowns. Each program includes 4-8 hours of online content, which prepares students to take the professional certification examination for that position. The certification exam is included with the program; no separate fee or application is required.

### How to Use These Resources in Your Classroom

Reinforce textbook concepts with training and professional certification used by the hospitality industry. Assign the online programs as homework to align with relevant chapters, or use the exercises in the print workbooks to engage students in discussions and practice of the hospitality skills they need to know.

## CERTIFIED HOSPITALITY INSTRUCTOR (CHI)

Reach the pinnacle of excellence in secondary school hospitality instruction. Earning the **Certified Hospitality Instructor (CHI)** designation will enhance your hospitality knowledge and skills and sharpen your ability to convey the information to students so they may be better prepared for a career in the hospitality and tourism industry.

The CHI program will help you:

- Enhance critical thinking skills
- Apply course concepts to workplace experiences
- Become more confident about the material you teach

You provide the crucial link between your students and the hospitality industry. Discover how to increase your impact in developing tomorrow's strongest hospitality leaders!

### Study Resources

- Two-level format
- Self-study online format, custom textbook and supporting materials for each level
- Program fee is \$750 for both levels. Includes all prep curriculum and certification fee.
- Completion requirements include passing the Level 1 and Level 2 exams with a score of 70% or higher, plus completing a 120-hour internship.

### Who Should Participate?

The CHI program is designed for individuals currently employed full-or part-time as a secondary school instructor teaching a hospitality curriculum, and for instructors in hospitality workforce training programs. This includes individuals who teach the Hospitality and Tourism Management Program (HTMP) or Skills, Tasks, And Results Training (START). No matter how much hospitality knowledge and experience you have, this program will help you excel in the classroom.

To successfully earn the CHI, a candidate must complete the following requirements:

- Successfully complete Level 1 and Level 2 of the CHI self-study materials
- Pass Level 1 and Level 2 exams with a score of 70% or higher
- Complete 120 hours of internship with a hospitality organization
- Be currently employed as a secondary school hospitality instructor or workforce program hospitality instructor.

For more information, visit [www.ahlei.org/chi](http://www.ahlei.org/chi) or call the Professional Certification department at 1 888 575 8726 or +1 407 999 8100.



# HTMP

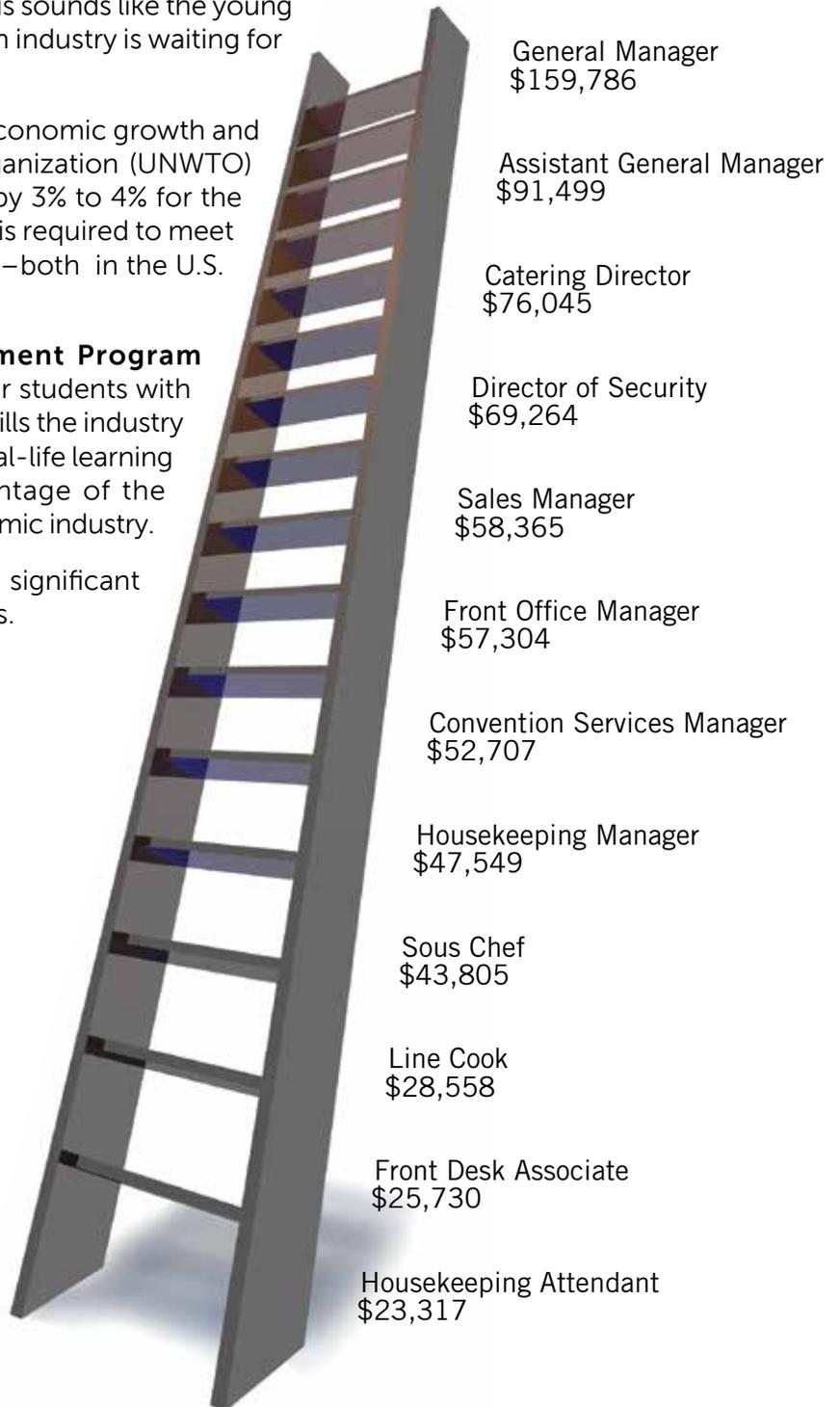
## YOUR STUDENTS CAN BE THE NEXT GENERATION OF HOSPITALITY

The hospitality and tourism industry is looking for people who enjoy variety, challenge, and above all, people. If this sounds like the young people you teach, the hospitality and tourism industry is waiting for your students.

Tourism is recognized as a major driver of economic growth and development. The U.N. World Tourism Organization (UNWTO) forecasts international tourism to increase by 3% to 4% for the next several years. A well-trained workforce is required to meet the needs of the travel and tourism industry—both in the U.S. and on a global scale.

The **Hospitality and Tourism Management Program** (HTMP) provides the proper training for your students with classroom learning for the knowledge and skills the industry is seeking from the workforce. Along with real-life learning experiences, students will gain the advantage of the boundless opportunities available in this dynamic industry.

The capacity of the tourism industry offers significant job creation and long-term career pathways.



Information based on 2016 Full-Service data provided by WageWatch, Inc. 1 888 330 9243  
Please note that the salaries reflected for the lodging industry are the median average rate  
and each position has the potential to earn a higher salary.

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