

COURSE TITLE: Hotel, Resort, and Lodging Management I

Course Description:

Hotel, Resort, and Lodging Management I provides an introduction to the hotel, resort, and lodging industry. Major topics include industry overview, policies and regulations, management and financial operations, and careers. This course is designed to equip students with the skills for entry level positions in the hotel, resort, and lodging industry.

Potential Certifications/Credentials:

Alabama Certified Employee (ACE) / Certified Front Desk Representative / Certified Guest Service Professional / Certified Hospitality and Tourism Professional (must pass the final exam for Year 1 and Year 2, complete 100 hours of work experience, and then apply for credential) / Hotel Operations – Skills for Success / ServSafe Manager

Course Scope and Sequence

Topic #	Topic Title	Estimated Hours
1	Foundational Standards	30
2	Industry Overview	35
3	Policies and Regulations	30
4	Management and Financial Operations	40
5	Careers	5

Plans of Instruction

Foundational Standards

Supporting–will be taught throughout the course as needed for the unit.

- F1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
- F2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
- F3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
- F4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
- F5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.
- F6. Investigate various applicable professional organizations within the hospitality and tourism industry.

Topic 2 Title: Industry Overview

Content Standards

1. Compare and contrast categories of lodgings in terms of ownership, types and levels of service, size, affiliation, and target market.
2. Describe ways technology is used in the hotel, resort, and lodging industry.
3. Demonstrate how to evaluate lodging operations for profitability in the marketplace.
4. Analyze effects of economic changes on the hotel, resort, and lodging industry and use the analysis to develop new products or services.
5. Demonstrate and describe customer relations skills required for the hotel, resort, and lodging industries, including resolving customer complaints and responding to customer needs, preferences, and interests.
 - a. Greet and assist visitors and guests in a professional manner, engaging in appropriate conversations, tailoring communications to meet the needs of diverse guests and environments, and using appropriate grammar, vocabulary, tone, and body language.
 - b. Explain procedures for ensuring confidentiality and guest privacy.

Unpacked Learning Objectives

Students know:

- Different categories of lodgings, including hotels, motels, resorts, bed and breakfasts, hostels, and lodges.
- Ownership structures such as independently owned, franchise-owned, chain-owned, or corporate-owned lodgings.
- Operations management technologies encompass property management systems (PMS), inventory management software, and energy management systems.
- The integration of technology enhances efficiency, improves guest experiences, and enables data-driven decision-making within the hotel, resort, and lodging industry.
- Various financial metrics and ratios used to assess profitability, including gross profit margin, net profit margin, return on investment (ROI), average daily rate (ADR), revenue per available room (RevPAR), and occupancy rates.
- Strategies for enhancing profitability, such as revenue management tactics, cost containment measures, pricing strategies, and efficiency improvements.
- Analyzing economic changes enables the identification of opportunities and challenges within the hotel, resort, and lodging industry, including shifts in consumer preferences, spending behavior, and travel patterns.
- Strategies for developing new products or services may include introducing innovative amenities, packages, experiences, or promotional offers to attract and retain guests in response to changing economic conditions.
- Effective communication skills, including verbal and non-verbal communication, are essential for interacting with guests in a professional and courteous manner.

- How to greet visitors and guests professionally.
- How to tailor communications to meet the needs of diverse guests and environments.
- The importance of safeguarding guest information and procedures for maintaining confidentiality and guest privacy.
- How to handle guest information securely and adhere to privacy policies and regulations and the consequences of breaching confidentiality and guest privacy.

Students are able to:

- Compare and contrast different categories of lodgings based on ownership structures such as franchised, independent, or chain-owned.
- Evaluate various types and levels of service offered by different lodgings, considering factors such as amenities, dining options, and recreational facilities.
- Explain how property management systems (PMS) are used to manage reservations, check-ins, check-outs, room assignments, and guest preferences.
- Explain the implementation of keyless entry systems and mobile room keys for enhanced security and convenience for guests.
- Calculate key financial ratios, such as gross profit margin, net profit margin, return on investment (ROI), and occupancy cost percentage, to evaluate profitability and operational efficiency.
- Implement performance measurement systems and KPIs to track progress towards profitability goals and drive continuous improvement in lodging operations.
- Analyze the impact of economic changes, including recessions, economic downturns, or economic expansions, on travel demand, consumer behavior, and hospitality industry performance.
- Brainstorm innovative ideas for new lodging concepts, amenities, or experiences that appeal to changing consumer preferences or accommodate evolving economic conditions.
- Identify the core skills needed to provide excellent and consistent guest service.
- Demonstrate effective customer relations skills by greeting and assisting visitors and guests professionally, including using appropriate communication techniques tailored to diverse guests.
- Practice greeting and assisting visitors and guests in simulated scenarios, such as role-playing activities.
- Explain the importance of maintaining confidentiality and guest privacy in the hospitality industry.
- Describe procedures for handling guest information and personal data in compliance with privacy laws and regulations.

Students understand:

- Different categories of lodgings vary in ownership structures, including independently owned, franchised, and chain-affiliated properties.
- Lodgings offer various types and levels of service, ranging from budget accommodations to luxury resorts, each catering to different guest preferences and needs.
- Technology is utilized in guest reservation systems to manage bookings, check availability, and process reservations efficiently.
- Economic changes, such as fluctuations in GDP, interest rates, inflation, and consumer spending, can impact the demand for travel and accommodation services in the hotel, resort, and lodging industry.
- Analyzing economic indicators and market trends enables lodging establishments to anticipate changes in demand and adjust pricing strategies, marketing efforts, and operational plans accordingly.
- Effective communication skills are essential for building rapport with guests, understanding their needs, and providing personalized service in the hotel, resort, and lodging industries.

- Ensuring confidentiality and guest privacy is paramount in the hospitality industry.
- Confidentiality measures may include secure storage of guest documents, encryption of electronic data, and restricted access to guest information.
- Compliance with privacy laws and regulations is essential for protecting guest confidentiality and privacy rights.

Driving/Essential Question	How can a lodging establishment strategically leverage technology, economic insights, and customer relations skills to optimize profitability and guest satisfaction in a competitive market?
Exemplar High Quality Task	Students will prepare a business plan or feasibility study for a new product or service integrating market research, financial projections, and strategic considerations.

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts and Activities	Equipment, Technology and Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
Compare and contrast different categories of lodgings based on ownership structures such as franchised, independent, or chain-owned.	<p>Formative: Class discussion, notes</p> <p>Summative: Pros and cons chart</p>	<p>Divide students into small groups. Provide each small group with an example of a lodging facility and a brief description of the facility.</p> <p>Create a chart labeled with the different ownership structures. Ask each small group to briefly describe the facility they were</p>	<p>ELA: Create a graphic organizer that categorizes and describes a variety of lodgings based on ownership structures, such as independently owned, chain hotels, boutique hotels, etc.</p> <p>Math: Identify and calculate key financial</p>	Smartboard, computer, pen/pencil, chart paper, poster, markers

		<p>assigned and then place it on the chart where they think it fits based on the information given. Discuss responses.</p> <p>Define the types of lodging facility ownership and how each structure affects the amenities and experience guests may encounter. Students will brainstorm the pros and cons of each ownership structure and create an infographic or poster with their responses.</p>	<p>ratios, such as gross profit margin, net profit margin, return on investment (ROI), and occupancy cost percentage, to evaluate profitability and operational efficiency.</p> <p>Science:- Use excel to run statistical analysis if data</p> <p>Social Studies: Explore the evolution of lodging.</p>	
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<p>Evaluate various types and levels of service offered by different lodgings, considering factors such as amenities, dining options, and recreational facilities.</p>	<p>Formative: Class discussion, service chart activity</p> <p>Summative: Lodging facility brochure.</p>	<p>Add new subcategories to the chart used to define ownership structures, further breaking the lodging industry into small sub-categories such as bed and breakfasts, motels, hostels, inclusive resorts, etc. Provide students with examples of amenities or services that could be found at each type of lodging.</p> <p>Add these amenities or services to the chart based on their expectations for each type of lodging facility. Students will discuss responses as a class.</p> <p>Use scaffolded questioning to lead a class discussion on why some service levels may not be available at all lodging facilities. Guide students to connect how cost, staffing, competition, and target clientele drive services and amenities.</p> <p>Distribute cards with basic information on a lodging facility, including the ownership structure, pricing, and style of lodging,</p>	<p>ELA: Create a graphic organizer to compare and contrast the differences in types and levels of service offered by various categories of lodgings.</p> <p>ELA: Create a comparison-contrast quick reference guide of the differences in types and levels of service offered by various categories of lodgings.</p> <p>ELA: Conduct a discussion on the similarities and differences in types and levels of service offered by various categories of lodgings, writing key points for sharing.</p> <p>Social Studies: Continue research in lodging and when different levels of service were introduced.</p>	<p>Smartboard, computer, pen/pencil, chart paper, poster, markers, basic cards</p>
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		Work with a partner to develop a brochure for their assigned lodging facility detailing the type of lodging and services offered.		
Explain how property management systems (PMS) are used to manage reservations, check-ins, check-outs, room assignments, and guest preferences.	<p>Formative: Article review, class discussion, guest speaker</p> <p>Summative: Lodging Industry tech issues solution project</p>	<p>Provide students with a variety of articles from trade publications detailing technology used in the lodging industry.</p> <p>Use the guided reading form to take notes on key points in their assigned article. Discuss findings, using the guided reading form to scaffold questioning.</p> <p>If possible, invite a local lodging facility owner or manager to be a guest speaker, detailing the technology they use in managing their business.</p> <p>Divide students into small groups and present each group with a technological issue faced in the lodging industry.</p> <p>Work cooperatively to propose solutions to this problem. (Example: A</p>	<p>ELA: Research and compile a list of various technologies commonly used in the hotel, resort, and lodging industry, such as property management systems (PMS), customer relationship management (CRM) software, booking engines, and keyless entry systems.</p> <p>Math: Calculate revenue and expenses to develop an operating budget.</p> <p>Social Studies: Record on a timeline the evolution of technology.</p> <p>Identify the economic impact each new form of technology has on the industry.</p>	<p>Smartboard, computer, pen/pencil, chart paper, poster, markers</p> <p>Hospitality Industry Turns to Tech to Lure Guests Back - WSJ</p> <p>How AI Can Transform the Hospitality Industry, Improve Operations</p>

		youth hostel would like to provide keyless entry, but needs to maintain safety in shared accommodation.)		
Explain the implementation of keyless entry systems and mobile room keys for enhanced security and convenience for guests.	<p>Formative: Class discussion, notes, video clips</p> <p>Summative: Predictions of technological advancements/ presentations</p>	<p>Show a series of movie clips showing the hotel and lodging industries throughout the last century (Example: check-in/ check-out procedure, physical keys vs. electronic keys, messages for guests stored in numbered cubbies, etc.)</p> <p>Identify the ways in which hotels and lodging facilities have changed from these portrayals.</p> <p>Lecture and discussion on the impact of technology on the lodging industry, including online booking, third-party booking sites, safety and security enhancements, and guest amenities and expectations.</p> <p>Create small groups to predict how an emerging technology might impact the lodging industry, such as AI, biometric identification, short-term rentals, and speech</p>	<p>ELA: Write an essay to examine the impact of technological changes on the hotel, resort, and lodging industry, such as booking websites, brand-specific apps, and short-term rentals.</p> <p>Social Studies: Research this impact over time.</p> <p>Examine the evolution of brand incentive programs and how they have impacted the industry.</p>	<p>Whiteboard and markers Projector and screen for presentations Access to online resources for research</p> <p>Keyword Search What's your favorite movie that has a hotel lobby scene? By IMDb Facebook</p>

		recognition. Present results..		
Calculate key financial ratios such as gross operating profit margin, net operating income, return on investment, and revenue per available room (RevPAR) to evaluate profitability.	<p>Formative: Case study, graphic organizer, guided practice, think-pair-share</p> <p>Summative: Exam or presentation project</p>	<p>Present with a case study depicting a lodging manager tasked with increasing profitability.</p> <p>Participate in a think-pair-share possible solutions to the problem presented in the case study. Discuss responses.</p> <p>Complete a graphic organizer on terminology and key calculations used in operating a financially solvent lodging facility during teacher lecture.</p> <p>Participate in guided practice: calculating profit margin, net operating income, return on investment, and RevPAR.</p> <p>Assess for learning with an exam or presentation project.</p>	<p>Science: Apply the principles of Significant figures when performing calculations. * Intro to significant figures (video) Khan Academy</p> <p>Social Studies: Research the factors that can affect profitability and how new advancements can help.</p>	<p>Hotel Case Studies: Aligning Goals with Profitable Growth - Withum</p> <p>computer, internet access, graphic organizer, calculator or similar device</p>
Implement performance measurement systems and KPIs to track progress towards profitability goals and drive continuous improvement in lodging operations.	<p>Formative: Scavenger hunt, notes, class discussion</p> <p>Summative: Case study presentations</p>	<p>Complete a vocabulary scavenger hunt: Students must pair the term with the definition and an example hidden in various places throughout the classroom. With each correct</p>	<p>ELA: Create a rubric that evaluates operational efficiency by examining key performance indicators (KPIs) such as occupancy rates, average daily rate</p>	<p>Term Cards, clue rewards(candy, points, etc) Whiteboard and markers Projector and screen for presentations Access to online resources for research</p>

		<p>combination students receive a clue that leads to a reward.</p> <p>Participate in class lecture and discussion on how these terms and concepts are used to determine the operational efficiency of a property.</p> <p>Pair with a partner. Present each pair with a case study that includes KPI's. Evaluate the property's operations with recommendations for improving efficiency and profitability and presents their findings to the class using information from the scavenger hunt and lecture</p>	<p>(ADR), and revenue per available room (RevPAR).</p> <p>Social Studies: Explore how these performance indicators came to be and how they have changed over time. Explore how other countries track performance.</p>	
<p>Analyze the impact of economic changes, including recessions, economic downturns, or economic expansions, on travel demand, consumer behavior, and hospitality industry performance.</p>	<p>Formative: Guides reading, notes, class discussion, peer reviews</p> <p>Summative: Timeline of historical changes in hotel, resort, and lodging industry</p> <p>Gallery walk of Development Posters</p>	<p>Complete notes using guided reading on the history of the hotel, resort, and lodging industry.</p> <p>Use notes on the guided reading to create a timeline of the industry and discuss responses.</p> <p>Present students with key historical events, such as world wars, new travel technology, economic</p>	<p>ELA: Based on research, create a graphic organizer or timeline to trace historical changes in the hotel, resort, and lodging industry and the connections between these changes and economic, societal, and technological shifts.</p> <p>Social Studies: Compare those changes to changes in other countries. Identify the key factors contributing to such changes.</p>	<p>Smartboard, computer, pen/pencil, chart paper, poster, markers,</p>

		<p>shifts, and changes in societal values.</p> <p>Add these events to their timeline and make connections between historical events and changes in the hospitality industry.</p> <p>Select one development in the hospitality industry for further research, such as the development of car travel, the economic boom of the 1950's, or changes in ocean travel leading to the rise of the cruise industry. Students create a poster detailing these changes.</p> <p>Complete a Gallery walk of student poster projects and complete peer reviews of all posters.</p>		
Brainstorm innovative ideas for new lodging concepts, amenities, or experiences that appeal to changing consumer preferences or accommodate evolving economic conditions.	<p>Formative: Class discussion, graphic organizer</p> <p>Summative: Property redesign project</p>	<p>Participate in class discussion of current economic and social changes and how they might affect the hotel and lodging industry.</p> <p>Complete a graphic organizer on current trends in the industry, including shifts in traveler</p>	ELA: Working with a partner or small group, brainstorm innovative ideas for new lodging concepts, amenities, or experiences that appeal to changing consumer preferences or accommodate evolving economic conditions.	Smartboard, computer, pen/pencil, graphic organizer

		<p>demographics, guest preferences, and economic conditions during the teacher lecture.</p> <p>Divide into small groups. Present each student group with an existing but outdated lodging facility and one current trend from the lecture to take as their focus.</p> <p>Redevelop the existing property with that trend as the driving concept. Divide into small groups to create a digital or poster presentation for their redesigned property and present their ideas to the class.</p>	<p>ELA: Working with a partner or small group, brainstorm innovative ideas for new lodging concepts, amenities, or experiences that appeal to changing consumer preferences or accommodate evolving economic conditions as a part of a marketing pitch for a group of local investors.</p> <p>Social Studies: Use knowledge of human behavior in your brainstorm. Make sure to include different cultures in your assessment.</p>	
Identify the core skills needed to provide excellent and consistent guest service.	<p>Formative: Online AHLEI Course</p> <p>Summative: AHLEI Guest Services Gold Certification</p>	Participate in the online course and exam for the AHLEI Guest Services Gold Certification or Hotel Operations Skills for Success.	<p>ELA: Make a list that identifies the core skills needed to provide excellent and consistent guest service.</p> <p>Social Studies: Identify what people seek the most in guest service and identify if this varies across cultures.</p>	<p>Whiteboard and markers Projector and screen for presentations Access to online resources for research</p> <p>Helpful links: Training & Certification AHLEI</p>
Demonstrate effective customer relations skills by greeting and assisting	Formative: Station Rotation	Participate in Station rotation: Set up stations throughout the classroom	ELA: Working in a small group, create scenarios and role-play interactions	Items for check-in reservation platform

<p>visitors and guests professionally, including using appropriate communication techniques tailored to diverse guests.</p>		<p>where students can practice the skills needed for check-in, making reservations, assisting guests with special needs, answering questions, and addressing concerns. As students rotate through the stations, they take turns playing the role of guest and facility staff. At each station</p>	<p>with guests, such as check-in/check-out procedures, handling inquiries and reservations, and addressing special requests or concerns.</p> <p>ELA: Working with a partner or small group, create a video based on role-playing scenarios involving interactions with guests, such as check-in/check-out procedures, handling inquiries and reservations, and addressing special requests or concerns, for class discussions.</p> <p>Social Studies: Incorporate a scenario with a guest who speaks a different language and address how you would handle it while still providing the best service.</p>	<p>information cards for stations</p> <p>Whiteboard and markers Projector and screen for presentations Access to online resources for research</p>
<p>Practice greeting and assisting visitors and guests in simulated scenarios, such as role-playing activities.</p>	<p>Formative: Role-playing guest scenarios, guest services scripts, scenario presentations, reflection writing</p> <p>Summative: Scenario presentations</p>	<p>Demonstrate appropriate tone, body language, and vocabulary used in assisting guests by role-playing as various staff positions with students acting as guests. After each scenario, discuss what students may have</p>	<p>ELA: Working with a partner or small group, create a video, using a rubric for guidance, on mock hospitality situations where they interact with diverse individuals, such as different age groups, cultural backgrounds, or language abilities.</p>	<p>Whiteboard and markers Projector and screen for presentations Access to online resources for research</p>

		<p>noticed about the interaction.</p> <p>Assign students to small groups and give each group a scenario.</p> <p>Create a brief script showing a non-example of good guest service with a focus on one of the topics covered in the class discussion (body language, tone, vocabulary, etc.) Follow up with non-example of a corrected guest interaction.</p> <p>Present their role-play scenarios to the class, pausing between the non-example and the example for class comments.</p> <p>Debrief and write a reflection on the class activity.</p> <p>Complete the situational activity:</p> <p>Provide each student with a card detailing their “character” and situation.</p> <p>Give students several minutes to write a brief script for their character stating their needs. Pair students with a partner and</p>	<p>Social Studies: Identify how you would greet and assist guests from different nationalities if necessary.</p>	
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		have each pair trade off playing their “character” and lodging staff. Students rate their partner’s ability to problem-solve and provide hospitality to the “character” presented.		
Explain the importance of maintaining confidentiality and guest privacy in the hospitality industry.	Formative: Scenario scripts, think-pair-share, class discussion	Present a scenario in which guest privacy is key to providing excellent service (Example: a celebrity guest wishes to remain anonymous during their stay.) Think-pair-share solutions to maintain this guest’s privacy. Conduct a class discussion on the role of privacy and confidentiality in providing guest service and potential challenges to maintaining guest confidentiality.	ELA: Write an informative essay to explain the role of maintaining guest privacy and confidentiality in providing excellent guest service. ELA: Create a quick reference guide that explains the steps required to maintain guest privacy and confidentiality in providing excellent guest service. Social Studies: Interview a professional in the industry about a situation in which guest privacy was compromised and get insight into how to handle such situations.	Scenario scripts Whiteboard and markers Projector and screen for presentations Access to online resources for research
Describe procedures for handling guest information and personal data in compliance with privacy laws and regulations.	Formative: Guest speaker question worksheet	Invite a local industry professional to discuss guest privacy with the class. Prepare the class by generating questions as a whole group and practicing	ELA: Create a step-by-step guide of the required steps that lodging properties take to ensure guest privacy.	Guest speaker worksheet Whiteboard and markers Projector and screen for presentations Access to online resources for research

		appropriate behavior and interviewing etiquette.	Social Studies: Research the evolution of privacy laws and make sure to know the state and federal laws in place today.	
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Key Vocabulary

hotel industry, escort and lodging industry, operational efficiency, booking and reservation systems, data management, marketing and customer engagement, sustainability practices, online travel agency, short-term rental, lodging operations, revenue management, occupancy rate, Average Daily Rate (ADR), Revenue Per Available Room (RevPAR), operating costs, overhead, break-even analysis, competitive analysis, financial statements, strategic decision making, return on investment (ROI), hotel, resort, lodging industry, hospitality and culinary industries, emotional intelligence, diverse guests, environments

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Lodging Facility Internship, Business Plan Development, Mock hospitality scenarios

CTSO Connection:

FCCLA STAR Event: Hospitality, Tourism and Recreation

Certification/Credential Connection:

AHLEI Guest Services Gold Certification
 Certified Front Desk Representative
 Customer Service-Skills for Success

Topic 3 Title: Policies and Regulations

Content Standards

6. Describe national industry standards and government rules and regulations related to the hotel, resort, and lodging industry.
7. Explain laws and procedures that safeguard and protect employees in the hotel, resort, and lodging industry.
Examples: wage and hour regulations hiring, labor, and workers compensation rules; Civil Rights Act; public health rules; OSHA; MSDS
8. Explain legal responsibilities and liability issues within the hotel, resort, and lodging industry.
Examples: permits, insurance, taxes, contractual agreements
 - a. Describe signs of human trafficking and summarize responses required by legislation and hotel policy.
9. Describe procedures used to address safety and security issues associated with the hotel, resort, and lodging industry, including OSHA standards, emergency response, and housekeeping security.
 - a. Explain basic first aid procedures, including the use of an eyewash station.
10. Explain how cultural diversity policies impact the hotel, resort, and lodging industry.
Examples: recruiting and hiring practices, marketing, sales, client loyalty

Unpacked Learning Objectives

Students know:

- National industry standards refer to guidelines, protocols, and best practices established by industry organizations and associations to ensure quality, safety, and consistency in the hotel, resort, and lodging industry.
- Government rules and regulations encompass laws, statutes, codes, and regulations established by local, state, and federal authorities to govern various aspects of the hotel, resort, and lodging industry, including safety, health, labor, zoning, taxation, and licensing requirements.
- Examples of national industry standards may include standards for hotel cleanliness, guest safety, food and beverage hygiene, accessibility, environmental sustainability, and customer service excellence.
- Non-compliance with national industry standards and government regulations can result in fines, penalties, legal liabilities, reputational damage, and disruptions to business operations.
- Laws and regulations that protect employees in the hotel, resort, and lodging industry include: Occupational Safety and Health Administration (OSHA) Fair Labor Standards Act (FLSA), Equal Employment Opportunity (EEO) laws, Family and Medical Leave Act (FMLA), Worker's compensation laws, Anti-retaliation laws,
- Responses required by legislation and hotel policies regarding human trafficking, including mandatory reporting requirements and cooperation with law enforcement investigations.
- The role of hotel staff in facilitating a safe and supportive environment for potential trafficking victims, including offering resources such as

- shelter, medical assistance, or access to counseling services.
- Collaboration with law enforcement agencies, security consultants, and industry associations can provide additional guidance and resources for addressing safety and security issues in the hotel, resort, and lodging industry.
- Basic first aid procedures for common injuries and emergencies using CPR and/or an AED (automated external defibrillator).
- Cultural diversity policies that promote inclusivity, respect, and appreciation for individuals from diverse cultural backgrounds within the hotel, resort, and lodging industry.
- Incorporating cultural diversity into hiring, training, and development practices can improve service delivery, communication, and teamwork among staff members, leading to enhanced guest satisfaction and loyalty.

Students are able to:

- Identify and explain key national industry standards and government regulations affecting the hotel, resort, and lodging industry, including health and safety standards, accessibility requirements, and operational guidelines.
- Analyze the implications of specific regulations (such as the Americans with Disabilities Act, Health & Safety regulations) on lodging operations, including compliance strategies and potential consequences for non-compliance.
- Describe key laws and regulations that protect employees in the hotel, resort, and lodging industry, such as wage and hour laws, labor rules, workers' compensation, the Civil Rights Act, and public health rules.
- Explain procedures for ensuring compliance with these laws and regulations, including the handling of employee grievances and the implementation of safety and health measures.
- Identify and explain legal responsibilities and liability issues related to operating a hotel, resort, or lodging facility, including obtaining necessary permits, insurance, and handling taxes and contractual agreements.
- Describe the importance of maintaining proper insurance coverage and adhering to contractual agreements to mitigate liability risks.
- Describe signs of human trafficking and summarize the responses required by legislation and hotel policy to address such issues.
- Explain procedures and best practices for addressing safety and security issues in the hotel, resort, and lodging industry, including adherence to OSHA standards, emergency response protocols, and housekeeping security measures.
- Demonstrate basic first aid procedures, including the proper use of an eyewash station, and describe their importance in maintaining a safe environment.
- Describe how cultural diversity policies affect various aspects of the hotel, resort, and lodging industry, including recruiting and hiring practices, marketing strategies, sales approaches, and client loyalty.
- Explain the benefits of cultural diversity in enhancing guest experiences and improving team dynamics within the industry.

Students understand:

- National industry standards, established by organizations such as the American Hotel & Lodging Association (AHLA) or the International Hotel & Restaurant Association (IH&RA), set guidelines and best practices for operational excellence, service quality, and guest satisfaction in the hotel, resort, and lodging industry.
- Government rules and regulations, including federal, state, and local laws, govern various aspects of lodging operations, including licensing, zoning, building codes, health and safety standards, and taxation.
- Health and safety regulations, such as those enforced by the Occupational Safety and Health Administration (OSHA), dictate standards for workplace safety, sanitation, and hygiene practices to protect employees and guests.

- Accessibility standards, established under the Americans with Disabilities Act (ADA), mandate provisions for accommodating guests with disabilities, including accessible facilities, accommodations, and services.
- Food safety regulations, overseen by agencies such as the Food and Drug Administration (FDA) or local health departments, govern food handling, preparation, storage, and sanitation practices in lodging establishments with food and beverage services.
- Licensing and permitting requirements, issued by state or local regulatory agencies, govern the operation of lodging establishments, including hotel licenses, liquor permits, and tourism taxes.
- Compliance with industry standards and government regulations is essential for lodging establishments to maintain legal compliance, uphold quality standards, ensure guest safety and satisfaction, and avoid penalties or legal liabilities.
- Legal responsibilities within the hotel, resort, and lodging industry encompass obligations to provide safe accommodations, protect guest privacy, and adhere to contractual agreements with guests and third-party vendors.
- Compliance with legal responsibilities and liability issues is essential for lodging establishments to mitigate risks, protect guests and employees, maintain reputation, and avoid legal disputes or financial liabilities.
- Hotel policies also outline procedures for responding to suspected cases of human trafficking, including notifying management or security personnel and providing support and assistance to potential victims.
- Medical emergency procedures involve providing first aid training to staff, maintaining first aid kits and automated external defibrillators (AEDs), and coordinating with local emergency medical services (EMS) for timely response to medical emergencies.
- Security measures encompass access control systems, surveillance cameras, security patrols, and guest identification procedures to prevent unauthorized access, theft, vandalism, and other security incidents.
- Regular safety and security audits and inspections help identify potential vulnerabilities, assess the effectiveness of existing procedures, and implement corrective actions to enhance safety and security in the lodging establishment.
- Cultural competency initiatives promote cultural understanding, empathy, and adaptability among employees, enabling them to deliver personalized service and anticipate the needs of guests from diverse cultural backgrounds.

Driving/Essential Question	How do legal standards, safety protocols, and cultural diversity policies shape the operations and enhance sustainability within the hotel, resort, and lodging industry?
Exemplar High Quality Task	Develop a presentation that examines how legal standards, safety protocols, and cultural diversity policies impact operations and sustainability in the hotel, resort, and lodging industry. Presentation should outline practical strategies for enhancing sustainability while adhering to these aspects.

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts and Activities	Equipment, Technology and Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
Discuss the role of industry associations and advocacy groups in shaping industry standards and influencing government policies affecting the hotel and lodging sector.	Formative: video, class discussion	Begin the lesson by watching a video clip of a panel discussion where representatives from industry associations and advocacy groups discuss the importance of setting industry standards and influencing government policies in the hotel and lodging sector. Facilitate a brief class discussion on the role these organizations play in shaping the industry.	ELA: After watching a video on the role of the industry associations and advocacy groups, students will write a response based on what they saw. There will then be a class discussion on the students' views of the importance of the two groups. Social Studies: Create a timeline of the origins of these associations and advocacy groups. Identify how the government policies have changed over time.	Industry association Panel discussion video Whiteboard and markers Projector and screen for presentations Access to online resources for research
Identify local, state, and national regulations for the hotel, resort, and lodging industry.	Formative: checklist, class discussion	Create a regulatory compliance checklist. Divide the class into small groups and assign each group a specific aspect of	ELA: Create a chart that identifies local, state, and national regulations for the hotel, resort, and lodging industry.	Whiteboard and markers Projector and screen for presentations Access to online resources for research

		<p>hotel regulations (e.g. safety standards, employment laws, environmental regulations). Have them research and create a regulatory compliance checklist that hotels must adhere to at the local, state, and national levels. This hands-on activity will challenge students to think critically, collaborate effectively, and apply their knowledge in a practical way.</p>	<p>ELA: Create an infographic that identifies current local, state, and national regulations for the hotel, resort, and lodging industry.</p> <p>Social Studies: Explore regulations in other countries and compare them to the United States.</p> <p>Choose 5 states and compare and contrast the regulations in each.</p>	
<p>Develop procedures that ensure compliance with industry regulations for various property departments, including housekeeping, food service, maintenance, and finance.</p>	<p>Formative: Class discussion, case studies</p> <p>Summative: Scenario quiz</p>	<p>Present scenario where a hotel faces legal issues due to non-compliance with industry regulations. Participate in a brief discussion on the importance of following regulations in property departments like housekeeping, food service, maintenance, and finance.</p> <p>Divide into small groups and provide each group with case studies highlighting different compliance issues in property departments. Analyze the case studies to identify the specific</p>	<p>ELA: Working with a partner or small group, research current compliance guidelines in order to create their own procedures that ensure compliance with industry regulations for various property departments, including housekeeping, food service, maintenance, and finance.</p> <p>Social Studies: Research how these regulations originated and how they have evolved to today.</p> <p>Make a guidebook for new employees to teach the</p>	<p>Scenario cards Scenario quiz Whiteboard and markers Projector and screen for presentations Access to online resources for research</p>

		<p>regulations that were violated and discuss the potential consequences of non-compliance. Students will create procedures in their groups for ensuring compliance with industry regulations in each property department. They consider factors such as staff training, documentation, audits, and reporting mechanisms. Each group presents their procedures to the class for feedback and discussion.</p> <p>Complete a quiz that includes scenario-based questions where students must apply their knowledge to identify compliance issues and propose solutions.</p>	<p>most important ones to follow.</p>	
<p>Identify local, state, and federal laws that establish employee rights and the agencies that oversee these regulations.</p>	<p>Formative: virtual field trip</p>	<p>Take a virtual tour of a local business in the hospitality industry. Discuss with experts about employee rights and regulations in these establishments.</p>	<p>ELA: Create a graphic organizer that identifies current local, state, and federal laws that establish employee rights and the agencies that oversee these regulations.</p> <p>Social Studies: Research the origins of these organizations.</p>	<p>Whiteboard and markers Projector and screen for presentations Access to online resources for research</p>

			Identify a court case that addressed employee rights in the industry and share how it was solved.	
Explain procedures for reporting workplace harassment, discrimination, or other violations of employee rights, including the role of human resources departments and grievance procedures.	Formative: class discussion, research and presentation	Divide into small groups and assign each group a specific type of workplace violation (e.g., harassment, discrimination, safety violations). Provide resources (articles, videos, case studies) for students to explore. Each group must: Define their assigned violation. Research the procedures for reporting it. Identify the role of human resources departments in handling these reports. Groups will prepare a brief presentation to share their findings with the class.	ELA: Create a quick reference guide that explains procedures for reporting workplace harassment, discrimination, or other violations of employee rights, including the role of human resources departments and grievance procedures. Social Studies: Identify a court case that addressed employee rights in the industry and share how it was solved. Research how these violations are handled in other states and countries.	Whiteboard and markers Projector and screen for presentations Access to online resources for research
Describe safety regulations and procedures designed to protect employees from workplace hazards and ensure a safe working environment, such as Occupational Safety and Health Administration (OSHA) standards and workplace safety training programs.	Formative: lecture, summary handout	Provide a brief lecture on the history of OSHA, its purpose, and the importance of workplace safety training programs.	ELA: Write an essay describing safety regulations and procedures designed to protect employees from workplace hazards and ensure a safe working environment, such as Occupational Safety and Health Administration (OSHA) standards and	pen/paper summary worksheet Whiteboard and markers Projector and screen for presentations Access to online resources for research

			<p>workplace safety training programs.</p> <p>ELA: Create a quick reference guide of the safety regulations and procedures designed to protect employees from workplace hazards and ensure a safe working environment, such as Occupational Safety and Health Administration (OSHA) standards and workplace safety training programs.</p> <p>Social Studies: Research how OSHA was formed and the reasons that led to it's establishment.</p> <p>Science- Review common safety symbols found on workplace chemicals. Safety Symbols and Their Meanings (safeopedia.com)</p>	
<p>Research and describe legal responsibilities and liabilities that lodging establishments have towards guests, employees, and third parties, including obligations under contract law, tort law, and statutory</p>	<p>Summative: written report and presentation.</p>	<p>Divide into groups to create a safety training program for a hypothetical workplace, incorporating at least three OSHA standards. This will include a presentation and a written report.</p>	<p>ELA: Conduct research and write an essay to describe legal responsibilities and liabilities that lodging establishments have towards guests, employees, and third parties, including</p>	<p>Whiteboard and markers Projector and screen for presentations Access to online resources for research</p>

law.		Groups will provide feedback on each other's presentations based on a rubric provided by the teacher.	<p>obligations under contract law, tort law, and statutory law.</p> <p>ELA: Create an infographic describing the legal responsibilities and liabilities that lodging establishments have towards guests, employees, and third parties, including obligations under contract law, tort law, and statutory law.</p> <p>Social Studies: Make a brochure for guests outlining their rights.</p> <p>Identify a court case that led to the establishment of such laws and explain how it changed the industry.</p>	
Explain duty of care obligations owed to guests, including responsibilities related to guest safety, security, and well-being while on the premises.	Formative: video clip, class discussion	View a short video clip showing a situation where a guest's safety was compromised (e.g., a hotel fire or theft incident). Ask to share thoughts on how the establishment could have improved guest safety. Introduce the term "duty of care" and ask for initial understanding or examples.	<p>ELA: Write an essay on duty of care obligations owed to guests, including responsibilities related to guest safety, security, and well-being while on the premises.</p> <p>ELA: Create a quick reference guide with an explanation of duty care and the duty of care obligations owed to guests,</p>	Guest Safety video Whiteboard and markers Projector and screen for presentations Access to online resources for research

		<p>Provide a lecture on the legal definitions of duty of care, including relevant laws and regulations in hospitality. Discuss the key responsibilities: safety measures, security protocols, and ensuring guest well-being</p>	<p>including responsibilities related to guest safety, security, and well-being while on the premises.</p> <p>Social Studies: Make a brochure for guests outlining their rights.</p> <p>Identify a court case that led to the establishment of such laws and explain how it changed the industry. Research an instance that was reported on that violated a guest obligation and share how it was handled.</p>	
<p>Identify common signs and indicators of human trafficking, such as individuals who appear disoriented, fearful, or controlled by others.</p>	<p>Formative: small group discussion, case study</p>	<p>Divide into small groups and provide them with case studies that describe various scenarios involving potential human trafficking situations.</p> <p>Each group will identify signs and indicators within their case study, such as: Individuals who appear disoriented or fearful. Signs of control by others (e.g., someone monitoring their movements). Sudden changes in behavior or appearance.</p>	<p>ELA: Create an infographic of the common signs and indicators of human trafficking, such as individuals who appear disoriented, fearful, or controlled by others, to share with personnel.</p> <p>Social Studies: Create a brochure for guests and employees to help them identify instances of human trafficking.</p>	<p>Printed case studies, markers, and chart paper Whiteboard and markers Projector and screen for presentations Access to online resources for research</p>

<p>Understand legislation and hotel policies pertaining to human trafficking prevention and response, including requirements for reporting suspicions and providing assistance to potential victims.</p>	<p>Formative: webquest</p>	<p>Navigate a webquest to learn about the reporting procedures for suspected human trafficking cases in the hospitality industry. Use online resources and tools.</p>	<p>ELA: Write an informative essay to demonstrate an understanding of legislation and hotel policies pertaining to human trafficking prevention and response, including requirements for reporting suspicions and providing assistance to potential victims. A rubric will be used for grading.</p> <p>Social Studies: Research human trafficking in other countries and the laws that protect against it. Compare that to the United States.</p> <p>Create a checklist for employees to follow to report to authorities.</p>	<p>Whiteboard and markers Projector and screen for presentations Access to online resources for research</p>
<p>Explain emergency response procedures, including protocols for handling medical emergencies, fire emergencies, natural disasters, and other crisis situations.</p>	<p>Formative: small group discussion, presentation</p>	<p>Divide students into small groups and distribute scenario cards that describe various emergencies (e.g., fire alarm, medical emergency, power outage, natural disaster). Each group will read their scenario and discuss: What immediate actions should be taken? Who should be notified?</p>	<p>ELA: Create a quick reference guide that explains emergency response procedures, including protocols for handling medical emergencies, fire emergencies, natural disasters, and other crisis situations.</p> <p>ELA: Write an expository essay that explains emergency response</p>	<p>Scenario skits Whiteboard and markers Projector and screen for presentations Access to online resources for research</p>

		<p>What safety protocols should be followed? Groups will then present their scenarios and proposed responses to the class</p>	<p>procedures, including protocols for handling medical emergencies, fire emergencies, natural disasters, and other crisis situations.</p> <p>Science: review basic workplace safety tips. Workplace Safety Tips Every Employee Should Know - eSafety</p> <p>Social Studies: Research the types of natural disasters that occur in different areas of the country and world and how those are handled.</p> <p>Social Studies: Research instances of emergencies and share how they were handled.</p> <p>Share how these instances are handled in other countries.</p>	
<p>Discuss the role of safety committees or teams in developing and implementing safety policies, conducting drills and training exercises, and promoting a culture of safety among employees.</p>	<p>Formative: class discussion</p>	<p>After group presentations, provide an overview of standard emergency protocols in lodging facilities. Discuss the roles of staff members during emergencies and the</p>	<p>ELA: With a partner, discuss the role of safety committees or teams in developing and implementing safety policies, conducting drills and training exercises, and promoting a culture of safety among employees,</p>	<p>Whiteboard and markers Projector and screen for presentations Access to online resources for research</p>

		importance of training and preparedness. Introduce the concept of an Emergency Response Plan and its components.	writing key discussion points. Social Studies: Use what you know about natural disasters in different parts of the country to create safety guidelines specific to certain regions.	
Describe housekeeping security procedures to protect guests and employees from potential threats, including procedures for securing guest rooms, handling lost and found items, and responding to suspicious activity or security incidents.	Formative: security plan	In groups, design a comprehensive security plan for a hotel, outlining procedures for different security incidents, including procedures for securing guest rooms, handling lost and found items, and responding to suspicious activity or security incidents.	ELA: Create a step-by-step guide that describes housekeeping security procedures to protect guests and employees from potential threats, including procedures for securing guest rooms, handling lost and found items, and responding to suspicious activity or security incidents.	Whiteboard and markers Projector and screen for presentations Access to online resources for research
Practice hands-on skills, such as CPR and bandaging techniques, in simulated scenarios to reinforce their understanding of first aid procedures.	Summative: scenario rotation, skills assessment, peer feedback	CPR Demonstration: Invite a certified instructor or use an online tutorial to demonstrate proper CPR techniques on a mannequin. Bandaging Techniques: Show various types of bandages (e.g., adhesive bandages, gauze, triangular bandages) and their uses.	Science: Flinn science safety course for GHS data sheets. Basic chemical awareness Lab Safety Courses (flinnsci.com) Review Basic anatomy of Cardiovascular and Respiratory systems Social Studies:	adhesive bandages, gauze, triangular bandages CPR mannequin Whiteboard and markers Projector and screen for presentations Access to online resources for research

		<p>Divide into small groups. Each group will practice CPR on mannequins and practice applying different bandaging techniques on each other using the provided materials.</p> <p>Set up simulated emergency scenarios (e.g., a person collapsed, a deep cut). Students rotate through each scenario in pairs, taking turns performing CPR and applying bandages.</p> <p>Encourage students to think critically about what they would do in real-life situations and how to adapt their skills based on the scenario.</p>		
<p>Demonstrate proper usage of an eyewash station, including how to activate it, position the eyes under the water stream, and rinse thoroughly for the recommended duration.</p>	<p>Formative: lecture, class discussion, skills demonstration,</p>	<p>Explain the proper usage of an eyewash station: Activate the station: Demonstrate how to turn on the water flow. Positioning: Show how to lean over the eyewash station and position the eyes under the water stream. Duration: Explain that rinsing should occur for at least 15 minutes.</p>	<p>ELA: Working with a partner or small group, create a video of the proper usage of an eyewash station, including how to activate it, position the eyes under the water stream, and rinse thoroughly for the recommended duration.</p> <p>ELA: Create an infographic of the proper usage of an eyewash</p>	<p>eyewash station Safety goggles Whiteboard and markers Projector and screen for presentations Access to online resources for research</p>

		<p>Discuss the importance of rinsing thoroughly and the potential consequences of not using the eyewash station properly.</p> <p>Conduct a demonstration using a simulated eyewash station setup (or an actual one if available). Invite students to practice activating the station and positioning themselves correctly, ensuring they understand the steps. Discuss the importance of notifying a teacher or supervisor immediately after an incident, even if the eyewash station was used.</p>	<p>station, including how to activate it, position the eyes under the water stream, and rinse thoroughly for the recommended duration.</p>	
<p>Define cultural diversity policies and their importance in fostering an inclusive and respectful work environment within the hotel, resort, and lodging industry.</p>	<p>Formative: small group, lecture, class discussion, research, presentation</p>	<p>Divide students into small groups (4-5 students) and assign each group a specific cultural diversity policy relevant to the hospitality industry (e.g., anti-discrimination policies, language accessibility, training programs for staff). Each group will: Research their assigned policy using provided resources (articles, case studies). Prepare a presentation that covers:</p>	<p>ELA: Write an essay that defines cultural diversity policies and their importance in fostering an inclusive and respectful work environment within the hotel, resort, and lodging industry.</p> <p>Social Studies: Use the cultural diversity policy to implement practices that accommodate people from various cultures.</p>	<p>Whiteboard and markers Projector and screen for presentations Access to online resources for research</p>

		The definition of the policy Its significance Examples of hotels or resorts that implement this policy		
Discuss potential obstacles to providing an inclusive and welcoming environment to all guests, including communication barriers and differing cultural norms.	Formative: small group, lecture, class discussion	Start with a brief video presentation highlighting various cultural practices in different countries related to hospitality. Follow this with a class discussion on the importance of understanding cultural diversity in a globalized world. Discussion Questions: Why is it essential to recognize and respect cultural differences in the hospitality industry? Can you think of any personal experiences where cultural diversity played a role in your interactions?	ELA: With a partner, discuss potential obstacles to providing an inclusive and welcoming environment to all guests, including communication barriers and differing cultural norms, writing key discussion points for sharing with the whole class. Social Studies: Create a checklist and guide for employees to support them in handling such obstacles.	video presentation Whiteboard and markers Projector and screen for presentations Access to online resources for research
Practice inclusivity and cultural competence with coworkers through role-play scenarios and case studies.	Formative: class discussion, skills demonstration, presentation	Provide a case study of a hotel that faced challenges due to a lack of cultural diversity policies. Activity: In pairs, students will analyze the case study and propose a set of diversity policies that could be implemented to improve the situation. They should consider:	ELA: Create a video to demonstrate inclusivity and cultural competence with coworkers through role-play scenarios and case studies. Social Studies: Create a checklist and guide for employees to support them in handling such obstacles.	Hotel challenges case study Whiteboard and markers Projector and screen for presentations Access to online resources for research

		Training programs Hiring practices Communication strategies Share: Have pairs share their proposals with the class.		
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Key Vocabulary

hospitality laws, food regulations, health and safety, local government policies, environmental management, workplace laws, legal obligations, specific country regulations, Fair Labor Standards Act (FLSA), Occupational Safety and Health Act (OSHA), Americans with Disabilities Act (ADA), Equal Employment Opportunity Commission (EEOC), Family and Medical Leave Act (FMLA), National Labor Relations Act (NLRA), employee rights, minimum age, overtime pay, workplace safety standards, discrimination laws, harassment policies, workers' compensation right to privacy, collective bargaining agreements, Occupiers Liability Act, hotel duty of care, hotel negligence, premises liability, contract law, tort law, statutory law, human trafficking, legislation, hotel standard operating procedures (SOP), fire safety, basic first aid procedures, eyewash station, cultural diversity, diverse workforce, inclusivity, organizational culture. market segmentation, diversity, intercultural activities, multicultural issues, cultural training

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Demonstrate proper usage of an eyewash station, including how to activate it, position the eyes under the water stream, and rinse thoroughly for the recommended duration.

CTSO Connection:

FCCLA STAR Event: Hospitality, Tourism and Recreation

Certification/Credential Connection:

Certified Front Desk Representative
CPR Certification
AED Certification
OSHA 10 Certification

Topic 4 Title: Management and Financial Operations

Content Standards

11. Describe management functions of hotels related to different types of ownership, including franchised, independent, short-term, extended stay, and chain-related properties.
Examples: human resources, health and safety, sales and marketing, financial management, payroll, taxes, capital improvement, uniformity
12. Compare and contrast costs, revenues, and cost efficiency for resorts, large hotel brands, and independently-owned lodging establishments.
Examples: Compare the annual operating budgets of a small hotel and a large convention hotel. Explain the differences in buying power, marketing, and staffing between a large lodging property and a small one.
13. Summarize fiscal management procedures utilized in the hotel, resort, and lodging industry, including creating budget reports; forecasting room availability for the day, month, and year; compiling an annual budget; and calculating quarterly profit and loss.
14. Research and summarize in-house strategies and opportunities for sales in the hotel, resort, and lodging industry.
15. Compare various marketing strategies, advertising methods, and public relations strategies used in the hotel, resort, and lodging industry to attract business.
Examples: social media, print, event sponsorship, familiarization tours
16. Describe management responsibilities of the front desk, including using technology with a guest registration system, tracking guest accounts, creating work schedules, creating departmental log reports, applying time management techniques, and communicating guest-related issues.
17. Calculate revenue per available room (RevPAR), average daily rate (ADR), occupancy, loyalty points and levels, par levels, guest-in-house, due-outs, due-ins, stay-over, forget-me-not items, and folio.
18. Explain methods of controlling and eliminating pests.
Examples: bed bugs, rodents, cockroaches

Unpacked Learning Objectives

Students know:

- Management functions in hotels vary depending on the type of ownership structure, including franchised, independent, short-term, extended stay, and chain-related properties.
- Franchised hotels operate under a franchise agreement with a parent company or brand, where the franchisor provides brand recognition, standards, and support, while franchisees own and manage the individual properties. Management functions in franchised hotels may

involve adhering to brand standards, implementing corporate policies and procedures, and maintaining consistency in service delivery and guest experiences.

- Effective management in hotels requires strong leadership, strategic planning, operational excellence, and customer-centric approaches to ensure guest satisfaction, employee engagement, and financial performance in alignment with ownership goals and objectives.
- Analyzing and comparing costs, revenues, and cost efficiency metrics across different types of lodging establishments can provide insights into their competitive positioning, financial performance, and strategic opportunities for improvement
- Fiscal management procedures in the hotel, resort, and lodging industry involve managing financial resources effectively to achieve organizational goals and objectives.
- Creating budget reports involves developing detailed financial plans that outline expected revenues, expenses, and allocations for various departments and operational activities within the hotel or lodging establishment.
- Public relations (PR) strategies aim to build positive relationships with the media, influencers, and key stakeholders to generate favorable publicity, media coverage, and brand mentions for the hotel.
- Using technology with a guest registration system involves utilizing property management systems (PMS) and other software platforms to facilitate check-in, check-out, room assignments, payment processing, and guest communication.
- Methods of controlling and eliminating pests in the hotel, resort, and lodging industry involve a combination of proactive measures and reactive treatments to prevent, monitor, and manage pest infestations effectively.

Students are able to:

- Discuss common challenges and opportunities associated with different types of ownership in the hotel industry, including market competition, brand recognition, operational flexibility, and financial performance.
- Compare revenue streams and operational costs for each type of lodging establishment, including room revenue, food and beverage revenue, ancillary revenue (such as spa services or recreational activities), and revenue from events or conferences.
- Discuss techniques for forecasting room availability for the day, month, and year based on historical data, market trends, and demand factors such as seasonality, events, and economic conditions.
- Identify the features of budget reports, annual budgets, profit and loss statements, and other financial reports commonly used in the hotel, resort, and lodging industry.
- Research and summarize in-house sales strategies employed by hotels, resorts, and lodging establishments to increase revenue and maximize occupancy.
- Identify opportunities for upselling and cross-selling of room upgrades, amenities, and additional services to enhance guest experiences and generate incremental revenue.
- Analyze the effectiveness and costs of different advertising methods in reaching target audiences and driving bookings, including online advertising (such as display ads, pay-per-click campaigns, and retargeting), print advertising (such as magazine ads and billboards), and broadcast advertising (such as radio and television commercials)
- Discuss the role of effective communication skills in interacting with guests, colleagues, and other stakeholders at the front desk, including verbal communication, active listening, and non-verbal communication cues.
- Organize the calculated metrics into a comprehensive report or presentation to demonstrate understanding and application of revenue management concepts in the hotel, resort, and lodging industry.
- Identify common pest issues encountered in the hotel, resort, and lodging industry.

- Describe methods for preventing pest infestations through proper sanitation practices, including regular cleaning of rooms, kitchens, and common areas, sealing cracks and openings, and disposing of food waste properly.

Students understand:

- Management functions in franchised hotels involve collaborating with the franchisor to uphold brand standards, implement operational procedures, and ensure consistency across franchised properties.
- Independent hotel management entails full autonomy and responsibility for all aspects of operations, including branding, marketing, staffing, and financial management, allowing for greater flexibility and customization.
- Centralized management systems and support services provided by hotel chains facilitate efficient operations, branding consistency, and access to resources such as marketing, training, and technology solutions.
- Forecasting room availability for the day, month, and year involves analyzing historical occupancy patterns, booking trends, and market demand to predict future room reservations and optimize room inventory management.
- Annual budgeting enables lodging establishments to prioritize investments, control costs, and align financial resources with strategic objectives and business priorities.
- Effective fiscal management is essential for lodging establishments to achieve financial sustainability, optimize profitability, and achieve long-term success in a competitive hospitality market.
- Content marketing initiatives create and distribute valuable, relevant, and informative content, such as blogs, articles, videos, and social media posts, to attract and engage potential guests, showcase the property's unique features, and establish credibility and trust.
- Public relations strategies involve building relationships with media outlets, journalists, bloggers, and influencers to generate positive media coverage, press releases, and editorial features, enhancing brand visibility, credibility, and reputation.
- Utilizing technology with a guest registration system involves familiarizing staff with property management systems (PMS), online booking platforms, and mobile check-in/out apps to streamline guest registration processes, capture guest information, and facilitate room assignments.
- Communicating guest-related issues involves addressing guest inquiries, resolving complaints, and handling special requests promptly and professionally, while maintaining a positive attitude and ensuring guest satisfaction.
- Integrated Pest Management (IPM) involves implementing a comprehensive approach to pest control that focuses on prevention, monitoring, and control strategies while minimizing risks to human health and the environment.
- Regular inspection, monitoring, and documentation of pest activity, treatment effectiveness, and follow-up actions are essential components of pest management programs to ensure ongoing control and prevention of pest problems.

Driving/Essential Question	How do strategic management practices across different types of lodging establishments impact financial performance, guest satisfaction, and operation efficiency in the hotel and resort industry?
Exemplar High Quality Task	Create a podcast to explore how strategic management practices affect financial performance, guest satisfaction, and operational efficiency in the hotel and resort industry. Analyze different types of lodging establishments and identify key strategies that lead to successful management.

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Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts and Activities	Equipment, Technology and Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
<p>Discuss common challenges and opportunities associated with different types of ownership in the hotel industry, including market competition, brand recognition, operational flexibility, and financial performance.</p>	<p>Formative: lecture, class discussion</p>	<p>Engage students with a scenario: "Imagine you are tasked to manage a small independent hotel and a large chain hotel. What differences in management functions do you think you would encounter?" -Present key points through a visual presentation with real-world examples -Address a common misconception: "All hotels operate the same way regardless of their ownership type."</p>	<p>ELA: Working with a partner, discuss common challenges and opportunities associated with different types of ownership in the hotel industry, including market competition, brand recognition, operational flexibility, and financial performance, writing key discussion points.</p> <p>Math: Create an operating budget and analyze costs versus revenue.</p> <p>Social Studies: Identify the economic impact of the challenges and opportunities.</p>	<p>manager scenario card Whiteboard and markers Projector and screen for presentations Access to online resources for research</p>

			Identify social media marketing strategies to increase profit.	
Compare revenue streams and operational costs for each type of lodging establishment, including room revenue, food and beverage revenue, ancillary revenue (such as spa services or recreational activities), and revenue from events or conferences.	Formative: Case studies, group discussion, budget report	Provide case studies for students to analyze and compare costs and revenues Student will participate through group discussions and individual responses Students will create a budget report for a hypothetical hotel based on given financial data	Math: Create a daily, monthly, and annual budget. Social Studies: Create a plan that maximizes profit for each type of lodging.	revenue case study Whiteboard and markers Projector and screen for presentations Access to online resources for research
Discuss techniques for forecasting room availability for the day, month, and year based on historical data, market trends, and demand factors such as seasonality, events, and economic conditions.	Formative: data sets graphic organizer, class discussion, presentation, peer feedback	Divide into small groups. Each group will be assigned different historical data sets (room bookings, local events, weather patterns) from the past year. Task: Analyze the data to identify trends in room availability. Groups will use graphing tools to create visual representations of their findings. Data Sources: Provide students with sample data sets that include: Monthly occupancy rates Local events calendar Seasonal trends (e.g., holidays, summer vacations)	ELA: Working with a partner or small group, discuss techniques for forecasting room availability for the day, month, and year based on historical data, market trends, and demand factors such as seasonality, events, and economic conditions, writing key points for sharing with the whole class. Math: Calculate daily, monthly, and annual profits and losses. Social Studies: Use this knowledge to set long term goals for a potential lodging.	Historical data sets (printed or digital) Graphing tools (software or paper) Case study materials Whiteboard and markers Projector and screen for presentations Access to online resources for research

<p>Identify the features of budget reports, annual budgets, profit and loss statements, and other financial reports commonly used in the hotel, resort, and lodging industry.</p>	<p>Formative: data sets graphic organizer, class discussion, presentation, peer feedback</p>	<p>Each group will be given a scenario card that describes a hotel's financial situation. Groups will analyze their assigned report and use it to answer questions related to their scenario (e.g., "What adjustments would you recommend based on this report?").</p> <p>Each group presents their findings to the class, explaining the features they identified and their recommendations based on their scenario. Facilitate a discussion on how these reports impact decision-making in the hospitality industry.</p>	<p>ELA: Conduct research to identify and create a detailed list of the features of budget reports, annual budgets, profit and loss statements, and other financial reports commonly used in the hotel, resort, and lodging industry.</p> <p>Social Studies: Analyze the documents and make a plan to improve profitability.</p>	<p>Examples of budget reports, annual budgets, and profit and loss statements (printed copies) Whiteboard and markers Projector for presentations Computers or tablets with spreadsheet software (e.g., Excel, Google Sheets) Handouts with financial terminology and definitions Scenario cards for group activity Calculators Whiteboard and markers Projector and screen for presentations Access to online resources for research</p>
<p>Research and summarize in-house sales strategies employed by hotels, resorts, and lodging establishments to increase revenue and maximize occupancy.</p>	<p>Formative: small group, class discussion, mind map, presentation, peer feedback</p>	<p>Divide into small groups (4-5 students each). Assign each group a specific type of lodging establishment (e.g., luxury hotels, budget motels, resorts, boutique hotels). Instruct groups to research in-house sales strategies used by their assigned establishment type. Encourage them to look for case studies or examples.</p>	<p>ELA: Research and write a summary on in-house sales strategies employed by hotels, resorts, and lodging establishments to increase revenue and maximize occupancy.</p> <p>Math: Create a spreadsheet and calculate the revenue per room based on RevPAR, ADR, occupancy, etc. Calculate Revenue Per Available Room (RevPAR)</p>	<p>Presentation software (PowerPoint, Google Slides, etc.) Handouts with guidelines for research and presentation Whiteboard and markers Projector and screen for presentations Access to online resources for research</p>

		<p>Each group will create a mind map on butcher paper outlining the sales strategies they discovered. Groups will share their mind maps with the class to facilitate a collaborative learning environment.</p> <p>Each group will present their findings to the class, highlighting key strategies, effectiveness, and any unique approaches. Encourage classmates to ask questions and provide feedback after each presentation.</p>	<p>by dividing total room revenue by the total number of available rooms. Calculate Average Daily Rate (ADR) by dividing total room revenue by the total number of rooms sold. Calculate Occupancy Rate by dividing the total number of rooms sold by the total number of available rooms, then multiplying by 100.</p> <p>Social Studies: Write a plan with short and long term goals including marketing strategies to increase revenue and maximize occupancy.</p>	
<p>Identify opportunities for upselling and cross-selling of room upgrades, amenities, and additional services to enhance guest experiences and generate incremental revenue.</p>	<p>Formative: brainstorming worksheet, Summative: presentation, rubric group evaluation</p>	<p>Divide students into small groups and provide them with various hotel scenarios (e.g., a couple on a honeymoon, a family vacationing with children, a business traveler). Task: Each group will brainstorm potential upselling and cross-selling opportunities specific to their scenario, focusing on room upgrades, amenities, and additional services (e.g., spa packages, meal deals).</p>	<p>Social Studies: Use the opportunities to create a long-term business plan.</p>	<p>Video clip of hotel guest interactions Scenario handouts for group activities Presentation materials (e.g., poster boards, markers) Rubric for evaluating presentations Whiteboard and markers Projector and screen for presentations Access to online resources for research</p>

		<p>Develop a mock sales pitch based on their group’s scenario. They must include at least two upselling and two cross-selling opportunities in their pitch.</p> <p>Presentation: Each group will present their sales pitch to the class.</p> <p>Encourage classmates to provide constructive feedback focusing on communication style and effectiveness of the proposed strategies.</p> <p>Each group evaluates the other group’s presentation based on a rubric that includes criteria such as clarity, creativity, and use of upselling and cross-selling techniques.</p>		
Analyze the effectiveness and costs of different advertising methods in reaching target audiences and driving bookings, including online advertising (such as display ads, pay-per-click campaigns, and retargeting), print advertising (such as magazine ads and billboards), and broadcast	<p>Formative: poster, digital slideshow, budget</p> <p>Summative: advertisement mock-up, campaign evaluation</p>	<p>Divide into small groups. Assign each group a specific advertising method:</p> <p>Group 1: Online Advertising (display ads, pay-per-click, retargeting)</p> <p>Group 2: Print Advertising (magazine ads, billboards)</p> <p>Group 3: Broadcast Advertising (radio, television)</p>	ELA: Create a graphic organizer to analyze the effectiveness and costs of different advertising methods in reaching target audiences and driving bookings, including online advertising (such as display ads, pay-per-click campaigns, and retargeting), print advertising (such as	<p>Rubric for campaign evaluation</p> <p>Whiteboard and markers</p> <p>Projector and screen for presentations</p> <p>Access to online resources for research</p>

<p>advertising (such as radio and television commercials).</p>		<p>Research Task: Each group will research their assigned method, focusing on: Effectiveness in reaching target audiences Cost analysis (budgeting for an advertising campaign) Case studies of successful campaigns</p> <p>Hands-On Component: Groups will create a visual presentation (poster or digital slideshow) illustrating their findings.</p> <p>Project: Students will individually create a mock advertising campaign for a product of their choice. They must: Choose one advertising method to focus on. Develop a budget for their campaign. Outline their target audience and how they plan to reach them using their chosen method. Create a mock-up of their advertisement (poster, digital ad, radio script, etc.).</p>	<p>magazine ads and billboards), and broadcast advertising (such as radio and television commercials).</p> <p>Math: Create a budget for pest control.</p> <p>Social Studies: Create ads for various types of target audiences. Ensure your ads are culturally responsible.</p>	
<p>Discuss the role of effective communication skills in</p>	<p>Formative:</p>	<p>Analyze case studies or real-world scenarios to</p>	<p>ELA: With a partner, discuss the role of effective</p>	<p>Scenario cards, props (optional)</p>

<p>interacting with guests, colleagues, and other stakeholders at the front desk, including verbal communication, active listening, and non-verbal communication cues.</p>	<p>small group, role-play, class discussion</p> <p>Summative: skits, communication plans, presentation, peer feedback</p>	<p>illustrate how front desk management responsibilities are executed in practice, including handling challenging situations, resolving conflicts, and maintaining professionalism.</p> <p>Divide into small groups and provide each group with a set of scenarios (e.g., a guest checking in, a colleague needing assistance, a stakeholder inquiry) to act out. Instructions: Each group will prepare a short skit demonstrating effective verbal communication, active listening, and non-verbal communication cues. They will then present their skit to the class</p> <p>Foster a conversation about real-life experiences where communication impacted the outcome of a service interaction. Have students reflect on their own experiences in service roles (if applicable) or discuss how effective communication can change</p>	<p>communication skills in interacting with guests, colleagues, and other stakeholders at the front desk, including verbal communication, active listening, and non-verbal communication cues, writing key discussion points to share with the whole class.</p> <p>Social Studies: In your discussion make sure to include how you will communicate with people from various cultures and non-English speakers.</p>	<p>Whiteboard and markers Projector and screen for presentations Access to online resources for research</p>
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		<p>interactions in different contexts (e.g., customer service, teamwork). create a communication plan for a hypothetical front desk operation, outlining strategies for verbal, active listening, and non-verbal communication. Groups will present their communication plans to the class, explaining their chosen strategies and anticipated outcomes.</p>		
<p>Organize the calculated metrics into a comprehensive report or presentation to demonstrate understanding and application of revenue management concepts in the hotel, resort, and lodging industry.</p>	<p>Formative: case study analysis, data calculations</p> <p>Summative: presentation</p>	<p>Divide into small groups and provide each group with a case study featuring a hotel or resort. Each case study should include data on occupancy rates, average daily rates, and revenue metrics. Groups will analyze the provided data to calculate key performance metrics such as: Revenue per Available Room (RevPAR) Average Daily Rate (ADR) Occupancy Rate Use Excel or Google Sheets to input data and perform calculations.</p> <p>Create a presentation that includes:</p>	<p>Social Studies: Develop a business plan that will maximize profit.</p>	<p>Case studies on hotels/resorts Access to computers with Excel or Google Sheets Projector for presentations Video on revenue management in hospitality</p>

		<p>An overview of revenue management concepts</p> <p>Calculated metrics from their case studies</p> <p>Recommendations for optimizing revenue for their assigned hotel or resort</p> <p>Encourage students to incorporate visual aids, such as graphs and charts, to enhance their presentations.</p>		
<p>Identify common pest issues encountered in the hotel, resort, and lodging industry.</p> <p>Describe methods for preventing pest infestations through proper sanitation practices, including regular cleaning of rooms, kitchens, and common areas, sealing cracks and openings, and disposing of food waste properly.</p>	<p>Formative: Graphic organizer, worksheet, powerpoint presentation, worksheet</p>	<p>Complete a graphic organizer after reviewing the presentation about Pest and Pest Control in Hotel</p> <p>Read How to deal with pest infestation in a hotel.</p> <p>Complete the worksheet on <i>How to deal with pest infestation in a hotel</i> and in groups of evaluate 1 strategy discussed and develop the steps to properly deal with each issue with customers, management, and facility staff. Each group will present their strategies to the class.</p>	<p>ELA: Create a list of common pest issues encountered in the hotel, resort, and lodging industry.</p> <p>ELA: Create a step-by-step guide on methods to use to prevent pest infestations through proper sanitation practices, including regular cleaning of rooms, kitchens, and common areas, sealing cracks and openings, and disposing of food waste properly.</p> <p>Science: proper techniques for Waste disposal Edpuzzle</p> <p>Social Studies: Determine the financial impact not handling pest issues can cause.</p>	<p>Whiteboard and markers</p> <p>Projector and screen for presentations</p> <p>Access to online resources for research</p> <p>Managing Pest Infestation in Hotels Rentokil SG</p> <p>Tackling Pest Problems: A Guide for The Hospitality Industry</p> <p>Pest and Pest Control in Hotel PPT</p>

Key Vocabulary:

management functions, franchised, extended stay, chain-related revenues, cost efficiency, independently-owned lodging establishments, fiscal, management lodging industry, budget reports, forecasting, quarterly profit and loss, in-house, Revenue Per Available Room (RevPAR), Average, Daily Rate (ADR), loyalty points, loyalty levels, par levels, guest-in-house, due-outs, due-ins, polio, Integrated Pest Management (IPM), biological, control, chemical control, mechanical control, pesticides, herbicides, insecticides, fungicides

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Calculating key performance metrics such as: Revenue per Available Room (RevPAR), Average Daily Rate (ADR), Occupancy Rate
Simulated effective communication skills in interacting with guests, colleagues, and other stakeholders at the front desk, including verbal communication, active listening, and non-verbal communication cues.

CTSO Connection:

FCCLA STAR Event: Hospitality, Tourism and Recreation

Certification/Credential Connection:

Certified Front Desk Representative
ServSafe Managers Certificate
AHLEI Guest Services Gold Certificate

Topic 5 Title: Careers

Content Standards

19. Describe the functions and career paths of the various departments of a lodging property, including management, accounting, security, engineering, front desk, concierge, housekeeping, food and beverage, maintenance, human resources, and sales and marketing.

Unpacked Learning Objectives

Students know:

- Management: Oversees overall operations, strategic planning, and decision-making processes to ensure the efficient and effective functioning of the lodging property.
- Accounting: Manages financial transactions, budgeting, payroll, accounts payable and receivable, financial reporting, and tax compliance.
- Security: Maintains safety and security of guests, employees, and property through surveillance, access control, patrols, and emergency response procedures.
- Engineering: Manages maintenance, repairs, and renovations of the property's physical infrastructure, including HVAC systems, plumbing, electrical, and mechanical systems.
- Front desk: Handles guest check-in and check-out procedures, reservations, inquiries, requests, and complaints, providing personalized guest services and ensuring guest satisfaction.
- Concierge: Assists guests with travel arrangements, transportation, dining reservations, entertainment bookings, and other special requests to enhance their overall experience.
- Housekeeping: Cleans and maintains guest rooms, public areas, and facilities to ensure cleanliness, comfort, and hygiene standards are met, providing a positive impression for guests.
- Food and Beverage: Manages dining outlets, catering services, room service, and banquets, overseeing menu planning, food preparation, service delivery, and quality control.
- Maintenance: Conducts routine maintenance, repairs, and inspections of equipment, facilities, and grounds to ensure operational efficiency, safety, and compliance with regulations.
- Human Resources: Recruits, trains, schedules, and manages staff, handles employee relations, performance evaluations, and development programs, and ensures compliance with labor laws and regulations.
- Sales and Marketing: Develops and implements strategies to attract guests, generate revenue, and promote the property through advertising, promotions, public relations, and sales initiatives.

Students are able to:

- Explain the role of management in overseeing the overall operation and strategic direction of a lodging property, including setting goals, policies, and procedures, and ensuring efficient and effective operations.
- Describe the functions of the accounting department in managing financial transactions, budgeting, forecasting, payroll, and financial

- reporting to maintain financial integrity and compliance.
- Discuss the responsibilities of the security department in maintaining a safe and secure environment for guests, employees, and assets through surveillance, access control, and emergency response protocols.
- Explain the role of the engineering department in maintaining and repairing building systems, equipment, and facilities to ensure functionality, safety, and compliance with regulations.
- Describe the functions of the front desk department in providing guest services, including check-in, check-out, reservations, and guest assistance, to ensure a seamless and positive guest experience.
- Discuss the responsibilities of the concierge department in providing personalized services, information, and assistance to guests, including arranging transportation, making reservations, and organizing activities.
- Explain the role of the housekeeping department in cleaning and maintaining guest rooms, public areas, and facilities to ensure cleanliness, hygiene, and guest satisfaction.
- Describe the functions of the food and beverage department in planning, preparing, and serving food and beverages to guests, including restaurant operations, room service, banquets, and catering.
- Discuss the responsibilities of the maintenance department in conducting preventive maintenance, repairs, and renovations to preserve the physical assets and appearance of the property.
- Explain the role of the human resources department in recruiting, hiring, training, and managing employees, including payroll, benefits administration, and compliance with labor laws and regulations.
- Describe the functions of the sales and marketing department in generating revenue and attracting guests through advertising, promotions, sales efforts, and relationship management.
- Discuss career paths and advancement opportunities within each department, including entry-level positions, supervisory roles, and management positions, as well as specialized roles and opportunities for professional development and growth.

Students understand:

- Management: Oversees overall operations, sets strategic goals, and ensures efficient and profitable functioning of the lodging property.
- Accounting: Manages financial transactions, prepares budgets, analyzes financial reports, and ensures compliance with accounting standards.
- Security: Maintains safety and security of guests, staff, and property assets through surveillance, access control, and emergency response procedures.
- Engineering: Manages building systems, conducts maintenance, repairs, and upgrades, and ensures the efficient operation of facilities and equipment.
- Front Desk: Handles guest check-in/out, reservations, inquiries, and provides information and assistance to guests during their stay.
- Concierge: Assists guests with travel arrangements, dining reservations, entertainment bookings, and provides personalized services and recommendations.
- Housekeeping: Cleans and maintains guest rooms, public areas, and facilities to ensure cleanliness, hygiene, and guest satisfaction.
- Food and Beverage: Manages restaurant, bar, catering, and room service operations, oversees menu planning, food preparation, and service standards.
- Maintenance: Conducts repairs, preventive maintenance, and upgrades to building systems, equipment, and facilities to ensure functionality and safety.

- Human Resources: Recruits, trains, and manages staff, administers payroll, benefits, and employee relations, and ensures compliance with labor laws and regulations.
- Sales and Marketing: Develops sales strategies, identifies market opportunities, and promotes the property to attract guests, increase bookings, and maximize revenue.
- All departments within a lodging facility serve vital functions that contribute to the success of the property and guest satisfaction.
- Each department within a lodging facility offers a diversity of careers with opportunities for advancement

Driving/Essential Question	How do the interconnected roles and career pathways within different departments of a lodging property contribute to the overall guest experience and operational success?
Exemplar High Quality Task	Create a comprehensive guidebook(employee handbook) that outlines the functions and career paths within the various departments of a lodging property.

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts and Activities	Equipment, Technology and Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
<p>Analyze the skills, qualifications, and attributes required for success in each department, including technical skills, customer service skills, leadership abilities, and attention to detail.</p>	<p>Formative: Class discussion, scenarios, list of departments</p>	<p>Discuss various training programs, certifications, and continuing education options available to individuals looking to advance their careers in hospitality. Encourage students to research specific programs and certifications that align with their career interests.</p> <p>Introduce the lesson by asking students to brainstorm various departments within a lodging industry. Discuss the roles and responsibilities associated within each department and prompt students to think about the different skills, qualifications, and</p>	<p>ELA: Create a graphic organizer of the the skills, qualifications, and attributes required for success in each department, including technical skills, customer service skills, leadership abilities, and attention to detail.</p> <p>ELA: Write an analytical essay of the skills, qualifications, and attributes required for success in each department, including technical skills, customer service skills, leadership abilities, and attention to detail.</p> <p>Social Studies: Use personality assessments to</p>	<p>Whiteboard and markers Projector and screen for presentations Access to online resources for research</p> <p>canva.com</p>

		<p>attributes required for success in each area.</p> <p>Divide students into small groups and assign each group a specific department within the lodging industry. Create a list of technical skills, customer service skills, and leadership abilities, and attention to detail needed for success in their assigned department. Each group will present their findings to the class.</p> <p>Facilitate a class discussion based on the group presentations. Highlight common skills and attributes needed across departments and discuss why these skills are essential in the lodging industry. Provide additional examples and real-life scenarios to emphasize the importance of each skill.</p>	<p>build a “dream team” for an establishment.</p>	
<p>Explore opportunities for career advancement and professional development within the lodging industry, including training programs, certifications, and continuing education</p>	<p>Summative: Employee Handbook Career Development Plan</p>	<p>Create a career development plan outlining their desired career path within the lodging industry. The plan should include short-term and long-term goals, as well as the steps</p>	<p>ELA: Research and write an essay on the opportunities for career advancement and professional development within the lodging industry, including training</p>	<p>Whiteboard and markers Projector and screen for presentations Access to online resources for research</p>

<p>options.</p>		<p>needed to achieve them. Students can present their career development plans to the class for feedback and discussion.</p> <p>Create an employee handbook for a lodging property outlining the functions of each department. Handbook should include an introduction, departmental descriptions with roles and responsibilities. Include educational requirements, skill development, and opportunities for advancement.</p>	<p>programs, certifications, and continuing education options.</p> <p>ELA: Create graphic organizers on opportunities for career advancement and professional development within the lodging industry, including training programs, certifications, and continuing education options.</p> <p>Social Studies: Research the requirements for continuing education in the industry and explain how they were established.</p>	
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Key Vocabulary

lodging property, management, accounting, engineering, front desk, concierge, housekeeping, food and beverage, human resources, sales and marketing

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Lodging Employee Handbook Project

CTSO Connection:

FCCLA STAR Event: Hospitality, Tourism and Recreation

Certification/Credential Connection:

ServSafe Managers Certificate
AHLEI Guest Services Gold Certification
Certified Front Desk Representative