



# SAMPLE

## Hospitality and Tourism: Lodging

### Career Pathway Plan of Study for ► Learners ► Parents ► Counselors ► Teachers/Faculty

This Career Pathway Plan of Study (based on the Lodging Pathway of the Hospitality and Tourism Career Cluster) can serve as a guide, along with other career planning materials, as learners continue on a career path. Courses listed within this plan are only recommended coursework and should be individualized to meet each learner's educational and career goals. \*This Plan of Study, used for learners at an educational institution, should be customized with course titles and appropriate high school graduation requirements as well as college entrance requirements.

EDUCATION LEVELS	GRADE	English/ Language Arts	Math	Science	Social Studies/ Sciences	Other Required Courses Other Electives Recommended Electives Learner Activities	*Career and Technical Courses and/or Degree Major Courses for Lodging Pathway	SAMPLE Occupations Relating to This Pathway
Interest Inventory Administered and Plan of Study Initiated for all Learners								
SECONDARY	9	English/ Language Arts I	Algebra I	Earth or Life or Physical Science	State History Civics	All plans of study should meet local and state high school graduation requirements and college entrance requirements. Certain local student organization activities are also important including public speaking, record keeping and work-based experiences.	• Introduction to Hospitality and Tourism • Information Technology Applications	<b>Management Level</b> ▶ Chief Engineer ▶ Director of Human Resources ▶ Director of Operations ▶ Director of Sales and Marketing ▶ Executive Housekeeper ▶ Food and Beverage Director ▶ Food and Beverage Manager ▶ Front Office Manager ▶ General Manager ▶ Lodging Manager ▶ Owner ▶ Reservations Manager ▶ Revenue Manager ▶ Rooms Executive ▶ Services Manager
	10	English/ Language Arts II	Geometry	Biology	U.S. History		• Hospitality/Lodging Services	
	11	English/ Language Arts III	Algebra II	Chemistry	World History Economics		• Hospitality/Lodging Management	
	College Placement Assessments-Academic/Career Advisement Provided							
	12	English/ Language Arts IV	Research or Statistics or Finance/ Accounting	Physics	Psychology Geography		• Marketing for Hospitality and Tourism • Hospitality and Tourism Internship	
Articulation/Dual Credit Transcribed-Postsecondary courses may be taken/moved to the secondary level for articulation/dual credit purposes.								
POSTSECONDARY	Year 13	English Composition English Literature	Algebra Statistics	Nutrition Food Science	Political Science Economics	All plans of study need to meet learners’ career goals with regard to required degrees, licenses, certifications or journey worker status. Certain local student organization activities may also be important to include.	• Introduction to Lodging Operations • Customer Service and Guest Relations	<b>Skill Level</b> ▶ Bell Captain ▶ Concierge ▶ Front Desk Supervisor ▶ Laundry Supervisor ▶ Maintenance Worker ▶ Night Auditor  <b>Entry Level</b> ▶ Front Desk Employee ▶ Laundry Attendant ▶ PBX Operator ▶ Valet Attendant  (Many of the occupations listed on the Restaurants and Food/Beverage Services Pathway may also be obtained through this pathway.)
	Year 14	Speech/ Oral Communication	Accounting	Biological Science Physical Science	Sociology Psychology		• Front Office Management • Room and Housekeeping Management	
	Year 15	Continue courses in the area of specialization.					• Continue Courses in the Area of Specialization	
	Year 16						• Complete Lodging Major (4-Year Degree Program)	

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### *Creating Your Institution's Own Instructional Plan of Study*

**With a team of partners (secondary/postsecondary teachers and faculty, counselors, business/industry representatives, instructional leaders, and administrators), use the following steps to develop your own scope and sequence of career and technical courses as well as degree major courses for your institution's plan of study.**

- 1** Crosswalk the Cluster Foundation Knowledge and Skills (available at <http://www.careerclusters.org/goto.cfm?id=90>) to the content of your existing secondary and postsecondary programs/courses.
- 2** Crosswalk the Pathway Knowledge and Skills (available at <http://www.careerclusters.org/goto.cfm?id=43>) to the content of your existing secondary/postsecondary programs and courses.
- 3** Based on the crosswalks in steps 1 and 2, determine which existing programs/courses would adequately align to (cover) the knowledge and skills. These programs/courses would be revised to tighten up any alignment weaknesses and would become a part of a sequence of courses to address this pathway.
- 4** Based on the crosswalks in steps 1 and 2, determine what new courses need to be added to address any alignment weaknesses.
- 5** Sequence the **content** and **learner outcomes** of the existing programs/courses identified in step 3 and new courses identified in step 4 into a course sequence leading to preparation for all occupations within this pathway. (See list of occupations on page 1 of this document.)
- 6** The goal of this process would be a series of courses and their descriptions. The names of these courses would be inserted into the *Career and Technical Courses* column on the Plan of Study on page 1 of this document.
- 7** The SAMPLE on page 4 is a **sample result** of steps 1-6, and these course titles are inserted into the Plan of Study on page 1 of this document.
- 8** Crosswalk your state academic standards and applicable national standards (e.g., for mathematics, science, history, language arts, etc.) to the sequence of courses formulated in step 6.

***Below are suggested courses that could result from steps 1-6 above. However, as an educational institution, course titles, descriptions and the sequence will be your own. This is a good model of courses for you to use as an example and to help you jump-start your process. Course content may be taught as concepts within other courses, or as modules or units of instruction.***

**The following courses are based on the Cluster Foundation Knowledge and Skills found at <http://www.careerclusters.org/goto.cfm?id=90>. These skills are reinforced through participation in student organization activities.**

#### #1

*Introduction to Hospitality and Tourism:* This is a core course designed to give students an overview of careers in the hospitality and tourism industry. Areas of study include but are not limited to food service, lodging, travel and tourism, and recreation, amusements and attractions. A job-shadowing component is included, and this course gives the student a strong foundation for the hospitality and tourism career pathways. This may be taught as a career exploration course in conjunction with other foundation Career Cluster courses.

#### #2

*Information Technology Applications:* Students will use technology tools to manage personal schedules and contact information, create memos and notes, prepare simple reports and other business communications, manage computer operations and file storage, and use electronic mail, Internet applications and GIS to communicate, search for and access information. Students will develop skills related to word processing, database management and spreadsheet applications.

**The following course is based on the Cluster Foundation Knowledge and Skills as well as the Pathway Knowledge and Skills found at <http://www.careerclusters.org/goto.cfm?id=43>. These skills are reinforced through participation in student organization activities.**

#### #3

*Hospitality/Lodging Services:* This course integrates hospitality and lodging skills and processes used by many enterprises. Students are provided the opportunity to understand and implement concepts of human needs, hospitality skills, and the importance of housekeeping standards to assure guest satisfaction. Students will also compare entry-level, skilled-level and managerial positions in the lodging industry to gain awareness of the qualifications and skills required for career opportunities.

**The following courses expose students to Pathway Knowledge and Skills found at <http://www.careerclusters.org/goto.cfm?id=43> and should include appropriate student activities.**

#### #4

*Hospitality/Lodging Management:* Students will research the major duties and qualifications for managerial positions common to back-of-house and front-end operations in many lodging operations to create a menu of career opportunities. Students will review independently owned and chain-affiliated lodging facilities to compare advantages and disadvantages of each, and they will analyze the functions performed by different divisions within a lodging operation. Students will study limited-service versus full-service properties, staffing and duties, and the use and management of meeting facilities.

#### #5

*Marketing for Hospitality and Tourism:* This course includes marketing principles and practices specifically applied to the hospitality and tourism industry, including the analysis of various marketing strategies and the implications of those strategies. Students will develop marketing tools as an integral part of the hospitality and tourism industry, learn how to use principles of entrepreneurship to start and maintain a business in this field, and consider the impact of frequent traveler programs and related discounts.

#### #6

*Hospitality and Tourism Internship:* Students will coordinate learning employability knowledge and skills of the hospitality and tourism industry with an on-site internship in a lodging enterprise.

#### #7

*Introduction to Lodging Operations:* This course includes operational theory of lodging and an exploration of the lodging industry, nature of the work, organizational structure of lodging segments, the meaning of services, differentiation of brands, current industry issues and evaluation of the marketplace.

#### #8

*Customer Service and Guest Relations:* Students will examine the uses of various types of telecommunications equipment found at lodging facilities to optimize guest service, prepare a staffing guide to schedule various staff positions to ensure guest satisfaction and explain processes for managing inventories to maintain adequate quantities of both recycled and non-recycled items. Students will learn key control procedures that protect guests and explain how guests and property are protected to minimize loss or liabilities as well as to conserve resources.

#### #9

*Front Office Management:* Students will learn the importance of guest registration, rate and room assignment procedures to meet guest needs, and methods to ensure payment. Students will learn cash control procedures to protect funds and summarize and describe checkout procedures that ensure guest satisfaction, including settlement of their accounts. Students will learn how to employ effective reservation procedures to meet guest needs and maximize occupancy through revenue and pricing as well as working with neighboring lodging facilities. Students will learn how to handle oversold situations and walk-in guests as well as how to work with convention and housing bureau reservations.

#### #10

*Room and Housekeeping Management:* This course includes cleaning and maintaining rooms in the lodging establishment to meet housekeeping and brand standards including the purchase of linens and supplies based on varying occupancy levels. Students will study the use of forecasting for staffing and supplies as well as how to maintain rooms and public space.

