

Hospitality & Tourism



Career Cluster Teacher Guide

Resource Description

Those who study culinary arts or hospitality and tourism in school often use that educational background as a springboard into a variety of careers, including those in restaurants, hotels and resorts, tourist attractions management, and tourism marketing.

Materials and Resources

- Teacher guide
- <http://mygpsforsuccess.com/hospitality-and-tourism/>
- Cluster student viewing guide
- KWL Chart
- Display paper or individual sheets
- Pen/Pencil
- 1:1 computer or laptops; or group students if limited resources

Vocabulary & Definitions

Appearance: The way that someone or something looks.

Customer Base: Group of customers who repeatedly purchase the goods or services of a business

Customer Service: Helping customers efficiently, in a friendly manner. It's essential to be able to handle issues for customers and do your best to ensure they are satisfied.

Demeanor: Outward behavior or bearing.

Franchise: Business owned by an entrepreneur or entrepreneurial group offering a product or service that provides assistance in every aspect of the business in return for a combination of a flat fee, plus fees based on profits/ sales.

Itinerary: a detailed list of planned events and/or activities.

Michelin Stars: A rating system used by the red Michelin Guide to grade restaurants on their quality.

OTA (Online Travel Agency): An agency engaged in selling and arranging accommodations, tours, transportation and trips for travelers online.

Overtourism: When too many tourists overwhelm a destination, shifting the balance from a positive experience to one where tourism becomes unsustainable.

Peak Season: Time of year when a lot of people travel and prices are usually at their highest.

Bell Ringer

1. Have the following displayed on an easel, whiteboard, or individual sheets of paper for students to review and write down their responses:

Think about a vacation you've gone on? Where did you stay? What did you do?

2. Have some students share responses.
3. Make a class list of responses and then open the floor to additional responses after the list is constructed.
4. Facilitate student discussions about how it takes several people in the tourism and hospitality field to make vacations and experiences possible for many people.

Objectives

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The student will be able to:

- Identify the central aspects of the Hospitality & Tourism Career Cluster including career paths, skills & interest, and education level
- Explore different careers within the Cluster
- Analyze what is known, wondered, and learned (KWL) about the career cluster to begin conceptualizing an individual career map

Anticipatory Set

1. Divide students into pairs – each student gets a KWL Cluster Chart.

Verbal instructions:

- *Review the list created during the bell ringer regarding Hospitality & Tourism careers.*
 - *With your partner, list at least 5 items you know about job details, necessary skills, etc. in the “Know” Section.*
2. Have two pairs of students join one-another to form a four-person group
- Verbal instructions:**
- *Compare and discuss each list.*
 - *With your group, list at least 5 things you want to know about the Hospitality & Tourism Cluster in the “Wonder” Section.*
3. Have groups share their new list with the class.

Introductory Questions

Introductory Questions:

Ask the following questions to the whole class with for students to write down their answers and/or discuss with a partner. Have 2-3 students share their answers:

- What does customer service mean? What do you think is good customer service?
- Why is the hospitality & tourism field so important? Think about your local area and how tourism & hospitality industries impact the community.
- What do you think it takes to be in the culinary field and how do you think you can progress in culinary arts?

Learning Task &
Exploration Activity

1. Introduce the Hospitality & Tourism Career Cluster Video.

Video Introduction:

The fields of hospitality & tourism offer many diverse career opportunities. Students who study culinary arts or hospitality & tourism often use that educational background as a springboard into a variety of careers including those in restaurants, hotels and resorts, tourist attractions management, and tourism marketing.

2. View the Hospitality & Tourism video (5:36 min length). Have students complete the Student Viewing Guide as they learn about the Career Cluster.
3. Students will fill out the “Career Cluster Research” section of the viewing guide and explore the Hospitality & Tourism webpage on <http://mygpsforsuccess.com/hospitality-and-tourism/>

Closing

1. Have students complete the “Learned” Section of their KWL with at least 3 pieces of information they learned about the cluster. Students may share out in class as well as discuss with a partner once they have finished.
2. Engage students in a whole class or small group discussion using the Discussion Questions section of this instructional plan – students may use their KWL chart as reference.

Discussion Questions

1. How would you define this Career Cluster?
2. What surprised you about this Career Cluster?
3. What career pathways were represented in this video?
4. How do the skills and/or training necessary to be successful in these fields differ from one another?
5. How does the hospitality industry relate to the travel and tourism industry?
6. What is good customer service? Why is it important?
7. What do all travel and tourism businesses have in common?
8. What is world class service?

Suggested activities to increase student learning and exposure to this Career Cluster.

- Visit local restaurants, hotels, and tourist attractions to learn more about customer service and the hospitality industry
- Have a cooking/baking class to have students work together to create a dish or meal using a recipe
 - Optional: Students sell something they bake to the school as part of a bake sale, fundraiser, or economic project
- Students plan a vacation itinerary based on a destination. This includes a budget, time, and other pertinent information needed to plan a one week vacation
- Have students compare and contrast good and poor customer service
- Have each student select a career from this Career Cluster. Students will research the career and present information to the class in the form of an oral presentation, poster, PowerPoint, video or Prezi presentation. Information to research and share might include: salary, education required, typical day schedule, roles and responsibilities, positive aspects of the job and challenges associated with the job.
- Have each student make a list of the Career Readiness Skills that are his/her personal strengths, as well as a list of the skills and behaviors required for a career as an educator. Students compare the lists to determine what Career Readiness Skills need to be strengthened.
- Have students complete a job application and/or job interview with a local employer.
- Help students construct a resume for a specific career in this Career Cluster.
- Arrange for students to meet with the school counselor to discuss classes that would help prepare a student for careers in this Career Cluster and certifications that can be obtained during high school that would be of value.
- Have each student identify a postsecondary institution that is offering certifications or degrees that are required for working in this Career Cluster. He or she should obtain and complete admissions and scholarship applications for the school or program.

Notes to Educator

This packet includes suggested activities questions, and materials to enhance student understanding of this career cluster. Each component may be used individually or modified to fit the needs of your classroom.

More information on this Career Cluster can be found at:

<http://mygpsforsuccess.com/hospitality-and-tourism/>

In addition, GPS For Success has an array of resources, including:

- Interest Profiler: *online quiz to assist students in categorizing their interests by possible careers those interests apply to.*
- Scholarship opportunities
- Information on internships
- Sample resumes and cover letters
- Interview preparation materials
- Opportunities for students with disabilities