



MODULE

Career Exploration



MODULE

Introduction to the Hospitality Industry

MODULE GUIDE

► ENDURING UNDERSTANDING

The values of the hospitality industry reflect the virtues of polite society.

► LEARNING OUTCOMES

At the end of this module, students will be able to do the following:

- Define hospitality and explain its various components.
- Explain the various careers one may have in the hospitality industry.
- Apply the principles of the hospitality/service industry when participating in a service project.

We have developed a **Module Guide** to assist you with delivering **Introduction to the Hospitality Industry**. It is intended as a guide only and can be adapted to best meet the needs of the students. The overarching objective of the presentation is to **INSPIRE** the students to do their best!

The **Module Guide** begins with the **Enduring Understanding** and **Learning Outcomes**. The Guide contains a **Module Overview**, which may be used to plan the delivery of the segments. The **segments**, which are mini-lessons, allow the classroom teacher and facilitator(s) to collaborate for effective grouping of segments into a flexible time frame. The short segments also enable choices among facilitators, as they may select which topic/segment they would like to cover. Some of the longer or more complex segments include specific **Enhancement(s)** or **Follow-up Idea(s)**. These optional ideas may be utilized by either the facilitator(s) or by a classroom teacher, who may be interested in extending the module.

Resources to Enrich and Extend the module are provided in the Succeed Through Service Resource Guide to help facilitators and the classroom teacher further expand the segments in the module. These resources are aligned with the **Universal Design for Learning (UDL)**. The Succeed Through Service Resource Guide also provides additional information including links to the **Common Core Standards**.

Remember to incorporate FUN into the module. Consider using music, additional visuals, personal stories and examples, and/or some of the additional resources to bring the presentation alive!

MODULE OVERVIEW

This first presentation to the students will introduce them to the Succeed Through Service program. It will lay the groundwork for a relationship between the class and the employees at your property. The overall goal of the relationship is to inspire the students to study and become the best they can be. This first in a series of presentations, **Introduction to the Hospitality Industry**, consists of 13 segments captured under four categories that follow.

Welcome and Purpose

1. Welcome to Succeed Through Service
2. Overview of today's session
3. Icebreaker
4. What is Hospitality?
5. The Hospitality Industry

Introduction to Our Hotel

6. About our hotel
7. The hotel and restaurant experience

Hotel Industry Specifics

8. Jobs in the hotel Industry
9. Meet our team
10. Great service
11. How to remember names

Preparing For One's Dream Job

12. Best foot forward
13. Recap and post-assessment

TIME: 3 hours+

(including tour of hotel, employee panel and other suggested activities outlined in the Succeed Through Service Resource Guide on page 16).

LOCATION: Ideally at the partner hotel but can be adapted to the school location.



EQUIPMENT: Laptop, LCD projector, document camera/overhead, and screen.

MATERIALS: Chart paper and markers, sticky notes and pencils.

FACILITATORS: Succeed Through Service Team, made up of employees from a selection of departments. The suggested **Script(s)** and **Segues** with their italicized words are provided as a guide.

OVERVIEW: This module is designed to actively involve the participants in developing the knowledge, skills and abilities crucial to achieving the **Enduring Understanding** and demonstrating the outcomes listed to the left.

WELCOME AND PURPOSE

Topic/Timing	Scripting/Direction	Resources
SEGMENT 1: Welcome to Succeed Through Service TIME: 8 minutes	ACTIVITIES: <ol style="list-style-type: none"> 1. Brief introductions to the facilitators (Names only – positions and career paths are introduced later in the presentation). 2. Teacher introduces class. 3. Give an overview of the Succeed Through Service relationship with the class. 	
SEGUE: <i>Let's find out what we're going to do today.</i>		
SEGMENT 2: Overview of Today's Session TIME: 2 minutes	<p><i>During the next 75 minutes that we spend together, we will provide you with the necessary knowledge to help you:</i></p> <ul style="list-style-type: none"> • <i>Find out about the hospitality industry.</i> • <i>Understand the various positions.</i> • <i>Find out about skills that will help you be successful.</i> • <i>Take a tour of our hotel and meet our employee team.</i> <p><i>Note: You may want to conduct the hotel tour at this stage so the students can put the presentation into context.</i></p>	

SEGUE: (If tour is being conducted later in the program). *Let's start with a fun exercise!*

SEGMENT 3:**Icebreaker****TIME:** 15 minutes**ACTIVITIES:****“I’d like to introduce ...”**

1. Students sit in a circle. Give one sticky note to each student and ask each student to write his/her first name and one way that he/she has provided “service” to other(s). Note the service and where it was done. (Example: Brought canned goods to church, babysat for a family friend, did grocery shopping for an elderly neighbor, etc.,).
2. Each student is paired with the person sitting at his/her right elbow. Give two minutes for pairs to share the contents of their sticky notes.
3. Go around the circle. Each student will introduce his partner and service activity by saying, **“I’d like to introduce (partner’s name) who has provided service to others by (tell WHAT and WHERE).”**



SEGUE: *That was fun! Now let's start talking about the Hospitality Industry.*

SEGMENT 4:**Pre-Assessment —
What is
Hospitality?****TIME:** 10 minutes**ACTIVITIES:**

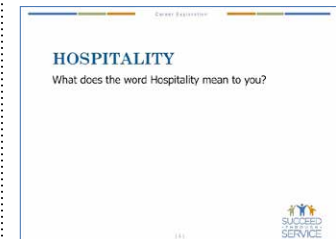
1. *What does the word hospitality mean to you?* (Solicit responses – write them on the black/white board or flip chart).

**ENHANCEMENT**

Consider mapping the word “hospitality” by using
<http://www.visuwords.com>

2. **Connect to Enduring Understanding:** Explain the Enduring Understanding to be explored during the module:

The values of the hospitality industry reflect the virtues of polite society.



SEGMENT 4:

Pre-Assessment —

What is Hospitality?

cont ...

3. **Turn and Talk:** Students may either discuss in table groups or work with a small group and then share with large group.

- **Question:** *How do the following reflect “polite society,” and how are they mirrored in the hospitality industry?*

- **Examples:**

- Warmly welcoming people when they arrive at a restaurant.
- Learning the proper way to introduce someone as demonstrated during Icebreaker.
- Ensuring they receive the service or product they want.



ENHANCEMENT / FOLLOW-UP IDEAS

- Consider discussing the various language registers as a way of clarifying the difference between formal and informal language and appropriate contexts for each.

<http://www.genconnection.com/English/ap/LanguageRegisters.htm>.

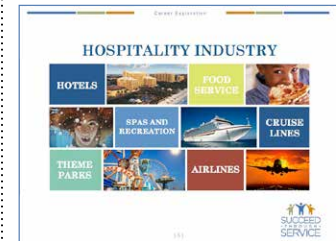
- Create Simulation Cards and allow pairs of students to practice how they would utilize/maintain a given register when encountering various situations (*Example: restaurant—angry customer—steak not cooked to his liking*).

SEGUE: *Many of these items factor into the Hospitality Industry and the different businesses that are part of it.*

SEGMENT 5:**The Hospitality Industry****TIME:** 15 minute**ACTIVITIES:**

Lecturette/Script: *The Hospitality Industry consists of companies within the lodging, food services, recreation, and travel and tourism sectors.*

1. **Lodging:** *This sector provides accommodation for people when they are away from home. Types of lodging include hotels, motels, guesthouses, campsites and cruise lines.*
2. **Food Service:** *Nearly half of all adults in the United States have worked in the Food Service sector of the industry at some point during their lives, and more than one out of four adults got their first job experience in a restaurant. This sector includes restaurants, cafes and bars.*
3. **Recreation:** *Activities such as golf courses, spas, and theme parks would be included in this sector.*
4. **Travel and Tourism:** *This sector includes airlines and travel agencies.*
5. **Summary:** *All segments of the Hospitality Industry share a very important component – service to customers – making them feel welcome, providing what they want and caring for their well-being*

**FOLLOW-UP IDEAS**

- Provide students with a list of Apps to explore the different sectors, e.g. The Restaurant Game.
- Create a set of Exploration Cards that outline popular examples of the various sectors.

SEGMENT 5:**The Hospitality Industry**
*cont ...***FOLLOW-UP IDEAS, cont...**

Ask students to use a vacation planning website(s) to plan a fictional three-day/ long weekend experience. A specific budget could be determined for students, and they would include transportation, lodging, activities, and at least three dining experiences. They could use websites such as the following to plan the trip:

- www.kayak.com
- www.orbitz.com
- www.cheaphotels.com

SEGUE: *Now let's find out about our hotel which is part of the Lodging sector of the Hospitality Industry.*

INTRODUCTION TO OUR HOTEL

Topic/Timing

Scripting/Direction

Resources

SEGMENT 6:**About our Hotel**

TIME: 10 minutes

ACTIVITIES:

1. **Presentation:** Provide the students with details of your hotel.
2. **Visual:** Provide an overview of your property. Consider what visuals you can share to bring this segment alive.

**ENHANCEMENT / FOLLOW-UP IDEAS**

Create “Explore” resource cards about some of the hotels in your company or areas of interest for people to visit in your vicinity.



SEGMENT 7:

The Hotel and Restaurant Experience

TIME: 3 minutes

ACTIVITIES:

1. Pre-Assess for Prior Knowledge:

Have you ever been to a hotel or nice restaurant?

How did it make you feel?

(Solicit responses). Write these on the blackboard or flip chart under the heading **“Service Top 10 List.”** Look for words such as “made to feel special” and “welcomed.”



SEGUE: *Now that we understand what service is, let's find out about the different types of jobs available in hotels.*

HOTEL INDUSTRY SPECIFICS

Topic/Timing

Scripting/Direction

Resources

SEGMENT 8:

Jobs in the Hotel Industry

TIME: 15 minutes

ACTIVITIES:

1. Turn and Talk (with a partner) Question: *Describe the jobs that are necessary to run a successful hotel.*

2. Transition to Visual/Script: *Let's take a look at the positions in the Hotel Industry. They may vary a bit from company to company but in general they fall into five categories: Rooms, Food & Beverage and Culinary, Staff Services, Technical, and Sales. Let's take a look at the positions within each job family. There are positions at every level, for example:*

- *In the kitchen the positions will start with a cook who helps to prepare the food, all the way up to the Executive Chef or Head Chef who is responsible for the overall kitchen operation, including menu creation.*



SEGMENT 8: Jobs in the Hotel Industry

cont ...

- *In the Housekeeping Department an employee may start as a Housekeeper but can grow to a Housekeeping Supervisor role and then Housekeeping Manager and beyond.*
- *Every hotel has a General Manager who is responsible for the overall operation, ensuring that the hotel is clean, that the customers receive great service, that the employees enjoy their roles and have career opportunities, and that the hotel is profitable. He or she will have worked in many different departments and will have had experience in many of the positions.*
- *Add other examples specific to your property.*

SEGUE: *Now that you have some idea about the different positions, let's talk with a few members of our team!*

SEGMENT 9: Meet our Team

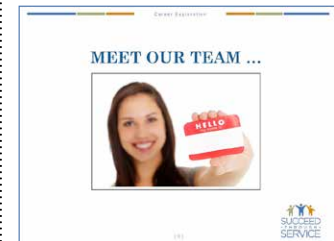
TIME: 15 minutes

ACTIVITY: Use a panel format for a minimum of five of your employees, including a manager, talking briefly about their careers and answering questions.



ENHANCEMENT

Students should prepare at least two questions for at least one member of the panel. Teacher will review these prepared questions prior to meeting with the panel.



SEGUE: *You've heard a lot of talk today about service. Let's discuss what the steps are to delivering great service.*

SEGMENT 10: Great Service

TIME: 10 minutes

ACTIVITY:

1. Script: *We've talked a lot about service today. How do we deliver service?* Solicit answers and write on flip chart.
 - Greet the guest or customer warmly, using their name, if possible.
 - Fulfill their request in a timely manner.
 - Give them a warm goodbye when they leave the premises.
2. Visual – PowerPoint Slide



ENHANCEMENT

Pose the following question to small groups of students:
How can the basic steps of service be applied to a real-life situation?



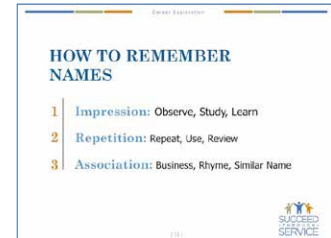
SEGUE: *Let's find out how to remember names.*

SEGMENT 11: How to Remember Names

TIME: 15 minutes

ACTIVITIES:

1. Script: *It is important that we remember the names of our guests. How do we do that? There are three important steps.*
2. Visual – PowerPoint Slide:
 - Impression: *Observe the person, study what they're doing & listen to what they're saying.*
 - Repetition: *Repeat their name, use it again review.*
 - Association: *What can you associate the name with? Maybe the business they're in? Does the name rhyme with something to help you remember it? Is it similar to another name/word that will help you recall the name?*



SEGMENT 11:**How to Remember Names***cont ...*

3. **Practice:** *We're going to do a fun exercise to practice the Impression, Repetition, and Association tips.*
 - Give every student a piece of paper with a name written on it.
 - Tell them not to show it to anyone.
 - If it's a 6th to 8th grade class you can use cartoon characters. If it's an older group consider using movie stars or historical characters.
 - Invite the students in groups of eight to line-up at the front of the room and in turn to say their "name."
 - Once each group returns to their seats ask for a volunteer to stand up and try to remember each student's "name."
4. **Closure:** *What did this exercise teach you?* (Solicit responses).



SEGUE: *First class everyone! Now we're going to talk about how to prepare or your dream job.*

PREPARING FOR ONE'S DREAM JOB

Topic/Timing

Scripting/Direction

Resources

SEGMENT 12:**Best Foot Forward****TIME:** 15 minutes**ACTIVITIES:****ENHANCEMENT**

Consider having students create clouds that list their names and their dream careers on the front. On the back, students can list responses to the pre-assessment question that follows.

SEGMENT 12:**Best Foot Forward***cont ...*

1. **Pre-Assessment Script:** *It's never too soon to start preparing yourself for your dream job! What does a person have to do to be successful?*
(Solicit responses).

- Punctual
- Grooming
- Always prepared
- Team work
- Learn to take responsibility, gain confidence, and have self-respect

*Well done! These are all important things to do. We'll be talking about this in more detail in future **Succeed Through Service** programs such as **Social Skills and Etiquette** and **The Power of Teamwork**.*

**ENHANCEMENTS**

- Consider having students also list possible barriers to securing one's dream job.
- Invite discussion on how education and training would be necessary in order to make one a "qualified candidate."



SEGUE: *We've covered a lot of information today, so let's see what you've learned.*

SEGMENT 13:**Recap and Post-Assessment****TIME:** 5 minutes**ACTIVITIES:**

1. **Post-assessment:** Ask students to work in pairs to create a one-sentence summarization of the key ideas of the **Introduction to the Hospitality Industry** module. OR
Ask students to complete a DLIQ survey, which can guide either follow-up by the facilitator(s) or classroom teacher.
2. **Closure:**
 - Share next steps
 - Fond farewell



MODULE

Introduction to the Hospitality Industry SURVEY

Did? What did you *do* during this presentation?

Learn? What did you *learn* during this presentation?

Interesting? What did you find *interesting* during this presentation?

Questions? What *questions* do you have about something in this presentation?

