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| **TEXAS CTE LESSON PLAN**  [www.txcte.org](http://www.txcte.org) | |
| **Lesson Identification and TEKS Addressed** | |
| **Career Cluster** | Hospitality and Tourism |
| **Course Name** | Hotel Management |
| **Lesson/Unit Title** | Types of Lodging Properties |
| **TEKS Student Expectations** | **130.259. (c) Knowledge and Skills**  (7) The student understands roles within teams, work units, departments, organizations, and the larger environment of the lodging industry. The student is expected to:  (A) identify lodging departments and distinguish among the duties and responsibilities within each department;  (D) identify, compare, and contrast all types of lodging properties;  (E) compare and contrast lodging revenue and support centers;  (F) compare and contrast chain and franchise lodging properties; |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | **Students will:**   * Compare and contrast full service hotels and limited service properties * Develop job-specific technical vocabulary * Develop, deliver, and critique presentations |
| **Rationale** | Students will learn the differences among the types of lodging properties in order to identify their interests and skill levels for a career in the Hotel Industry. Comparing and contrasting the different types of lodging will further enhance their ability to determine how each property achieves success.  The goal is for students to interact with hospitality industry professionals with informed conversation. |
| **Duration of Lesson** | Five 45-minute class periods |
| **Word Wall/Key Vocabulary**  *(ELPS c1a,c,f; c2b; c3a,b,d; c4c; c5b) PDAS II(5)* | **Amenity:** An extra item or service that adds to a traveler’s comfort or convenience  **Budget Hotels:** Lowest rates and least service properties  **Concierge:** Hotel staff member who helps guests decide such as dinner reservations; also advises guests on what to do and see in the area  **Conference Center:** A property where 60% or more of the occupancy is generated by conferences  **Continental Breakfast:** Consists of breakfast foods that do not need to be cooked and can be served in a building that does not have a kitchen  **Convention:** A large meeting usually sponsored by a group for its members  **Convention Center:** A large building designed to hold large meetings, conventions, and trade shows; usually no sleeping rooms. Developed by the city in which it is located  **Dormitory:** A large sleeping room filled with beds for many guests  **Double-Occupancy:** A guest room for two or more people  **Exhibit Hall:** The space where a trade show is held  **Extended Stay guest:** Guests that stay 5-29 days in the property  **Hostel:** An inexpensive place to stay where sleeping rooms, bathrooms and kitchen facilities are shared  **Leisure Travel:** Travel done for rest and relaxation; also called pleasure travel  **Limited Service Property:** A smaller property that provides fewer services and is less expensive than a full-service hotel  **Long Stay guest:** Guests that stay 30 or more days on the property  **Luxury Hotel:** Provides the highest level of amenities, service, room furnishings, public spaces, and technology  **Motels:** The first limited-service hotels  **Resort Hotel:** A place that caters to a leisure traveler and provides entertainment, recreation, and relaxation  **Senior Housing:** Provides places to live for people over 55  **Suite:** Hotel accommodation that consists of more than one room  **Time-Share:** The owner owns the right to use the unit for a specific length of time per year  **Trade Show:** An exhibit where people sell goods and services |
| **Materials/Specialized Equipment Needed** | **Equipment:**   * Computer with projector for PowerPoint presentation   **Materials:**   * Flip chart paper or poster boards * Markers /dry erase markers * Copies of handouts   **PowerPoint:**   * Types of Lodging Properties I * Types of Lodging Properties II   **Websites:**  Students may include a video link from a hotel website into the slide presentation project.   * Hospitality Net  Visit this site for photos that may be used as examples of the different kinds of properties. Click on the photos tab on the left of the homepage. Sign up for the weekly newsletter for up to date industry information. Great site for students to use for current event assignments. <http://www.hospitalitynet.org> * Trip Advisor Lists worldwide hotel sites. Students can view the site for information and link to the actual hotel site. Due to copyright rules, students cannot cut and paste information, but can link for information purposes.<http://www.tripadvisor.com>   **Graphic Organizer:**   * Amenities and Properties T Chart   **Handouts:**   * Hotel Tour Worksheet * Rubric for PowerPoint Presentation * Types of Lodging Properties Guided Notes Worksheet * Types of Lodging Properties PowerPoint Project Types of Lodging Properties Quiz |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | **Before class begins:**  Arrange several sets of different size suitcases at the front of the room so that students may see them when they enter.  Divide the class into subgroups of three. Provide each group with a poster board and markers. Instruct each group to create a list of traits that come to mind when they think of a full-service hotel and a list of traits of a limited service hotel. The posters will be hung in a selected area of the classroom.  Revisit the posters at the end of lesson to see how well students predicted full service hotel amenities. |
| **Direct Instruction \*** | Review terms, definitions, and objectives.  Distribute Types of Lodging Properties Student Notes handout so that students may take notes during slide presentation.  Begin with Types of Lodging Properties I and later Types of Lodging Properties II PowerPoints and begin discussion with students. Allow for questions and answers to check for understanding.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * highlighting materials for emphasis * providing students with vocabulary list with definitions prior to lesson * working with a peer tutor (assign a peer tutor to assist the student with completing the Types of Lodging Properties Guided Notes handout) * using study guides * provide printed PowerPoint Types of Lodging Properties Presentation Notes to assist with completion of Types of Lodging Properties Guided Notes Worksheet. |
| **Guided Practice \*** | Assign research project: Types of Lodging Properties Project. Students may work in sub groups of 2 or 3 to gather information needed. Explain assignment in detail.  Introduce and view Rubric for PowerPoint Presentation so that students understand how each project component will be assessed.  Model and guide students through an example of a search for a hotel web page. Focus on aspects you are looking at to determine the type of lodging property such as amenities and services.  Review general expectations for presentations:   * Student must stand at front of class * Student must face the audience * Do not read the slides verbatim * No gum chewing * Business posture   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * working with a peer tutor * using of a study guide * providing printed slide presentation notes |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Students will independently gather information for the Types of Lodging PowerPoint Properties Project. Offer assistance as needed. Students may visit reliable hotel websites to create a slide presentation, providing an example of each of the types of properties.  Each example should include the following:   * A picture of the property * The name of the property * The physical address of the property; city and state (we want to know where the property is located) * The type of property and the definition or justification for your selection (you may have to discuss some of the amenities of the property)   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * reducing length of assignments * providing extra time for assignments |
| **Lesson Closure** | Distribute Amenities and Properties T Chart. Ask students to record information they can recall. Students may work in sub groups of 2-3 and use their notes. Review chart results, lesson objectives, terms, and definitions.  Revisit the posters created at the beginning of the lesson (list of traits of full service hotels and list of traits of limited service hotels) to see how well students predicted full service hotel amenities and limited service hotel amenities.  Review for lesson objectives, terms, and definitions. |
| **Summative/End of Lesson Assessment \*** | Assess Types of Lodging Properties PowerPoint Project with rubric.  Option: Administer and assess Types of Lodging Properties Quiz.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * allowing extended time for testing * allowing students to use notes and printed vocabulary for quiz |
| **References/Resources/**  **Teacher Preparation** | **Textbooks:**   * Reynolds, Johnny Sue. *Hospitality Services Food & Lodging.* Second. Tinley Park, Illinois: The Goodheart-Willcox Company, Inc., 2010. Print.   *Lodging Management Program Year One* AHLA Educational Institute ISBN 0-86612-214-1 |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** | * Use “word wall” for vocabulary words * Work with a peer tutor * Peer to read materials * Highlighted materials for emphasis * Shortened simplified instructions |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** | **Magazine:**  Hotel Business Trade Magazine   Allow students to research and identify examples of the different types of lodging properties. Use the pre-reading strategy prediction. |
| **Quotes** | Aim for service and success will follow.  **-Albert Schweitzer**  Do something wonderful, people may imitate it.  **-Albert Schweitzer**  Do something. If it works, do more of it. If it doesn’t, do something else. **-Franklin D. Roosevelt** |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** | **Journal Entries:**   * My family and I most often stay in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (type of hotel, not the brand) hotels because………. * When I am paying for my own travel, I would most likely stay in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (type of hotel, not the brand) hotels because… * I think that celebrities should stay in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (type of hotel, not the brand) hotels because   **Writing Strategies:**   * RAFT writing strategy – Role, audience, format, topic Write a letter to your parents asking to stay in one of the properties that you have included in your PowerPoint Project. Be sure to include your reasons for wanting to stay at that hotel. |
| **Communication**  **90 Second Speech Topics** | * My most impressive hotel experience to date has been… * My worst hotel experience to date has been… |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) | Visit a local hotel. Identify the type of property. Take at least five pictures which support your selection of the type of property. Create a poster with your pictures to present in class.  **Math Assessment Question**  Question 2. The chart below shows the results of an advertising survey given by a hotel.  (View chart in showme video link: www.showme.com/sh/?h=qvy9OgS)  Which of the following is a conclusion that is not supported by the advertising survey?  a. More than twice as many people watch TV as read the newspaper.  b. 18% of the hotels business comes from referrals.  c. Most people came to the hotel because of television advertising.  d. A total of 28 people took the survey. |
| **Family/Community Connection** | Take a tour of a hotel or lodging property in your community. This can be done as a class or individually as a homework assignment. Refer to Hotel Tour Worksheet. Present findings to class. |
| **CTSO connection(s)** | Family, Career, Community Leaders of America (FCCLA)  <http://www.texasfccla.org>  **Star Events:**   * Applied Technology – An individual or team event – recognizes participants who develop a project using technology that addresses a concern related to Family and Consumer Sciences and/or related occupations. The project integrates and applies content from academic subjects.   PowerPoint presentations can be used for Applied Technology STAR Event Participation. Lesson is preparation for Hospitality LEO Test. |
| **Service Learning Projects** | True service learning is developed with student voice about concerns and needs. As the students are learning and researching this topic, ask them to think about ways they can maximize their learning to benefit others. Ask students how they will use what they have learned about types of lodging.  Brainstorm with your students for a service project pertaining to this lesson. Example: Students design a flyer to promote a local business (grocery store, medical facility, bank, library, etc.) for tourists. Ask local hotel properties to post the flyer to help boost the local economy. |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)