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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** | Hotel Management and Ownership |
| **TEKS Student Expectations** | **130.259. (c) Knowledge and Skills**  (1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:  (D) examine and apply how scientific principles are used in the hotel industry  (7) The student understands roles within teams, work units, departments, organizations, and the larger environment of the lodging industry. The student is expected to:  (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:**   * Evaluate and distinguish between chain and franchise hotels * Expand job-specific technical vocabulary * Pursue procedures independently |
| **Rationale** | Sometimes it’s difficult to know who owns a hotel property. While the hotel manager may be visible to the guests, the hotel owner may not be. The owner and manager may be two totally separate entities. In this lesson, we will learn about the different forms of ownership in the hotel industry. You will learn the advantages and disadvantages of each of the types of ownership. |
| **Duration of Lesson** | Six 45-minute class periods |
| **Word Wall/Key Vocabulary**  *(ELPS c1a, c, f; c2b; c3a, b, d; c4c; c5b) PDAS II (5)* | **Chain:** A business that has more than one location under the same name and the same ownership  **Franchise:** The right to do business using the brand and products of another business  **Hotel Management:** The day-to-day running of the hotel  **Independent:** A business that has one location and one unit  **Management Companies:** Organizations that operate properties owned by other entities  **Partnership:** A form or ownership in which two or more people own the business  **Referral Group:** A group of independent hotels that create a central office for reservations and marketing  **Sole Proprietorship:** The form of ownership in which only one person owns the business |
| **Materials/Specialized Equipment Needed** | **Equipment:**   * Computer with projector for PowerPoint presentation * Computer lab with internet access * Light projector (Elmo)   **Material:**   * Copies of hotel business magazines * Flip chart paper or poster boards * Markers/dry erase markers * Copies of handouts   **PowerPoint:**   * Hotel Management and Ownership   **Technology:**   * Infographics:   + History of Hotels Hotels have come a long way since they first began. After all, can you imagine peoples’ reactions if they were asked to bring a hammock with them to an American hotel? Just 235 years ago, that was the expectation at American seaport inns. Hotel and their amenities have improved dramatically over the years – some, such as the Oriental Hotel in Bangkok and the Chelsea Hotel in New York have even become notorious for their high-class service and the famous people who have stayed there.<http://www.creditdonkey.com/history-of-hotels.html> * **YouTube:**   + Cool Careers: Hotel Manager Uploaded by jansonmedia on Jan 12, 2009 Cool Careers, a DVD designed specifically for high school and junior high school students, which deals with the challenges, issues and choices facing today’s youth about their future lives and career choices. Anchored by two hip, young hosts, Paula Haffner and KippLightburn, Get A Life! Cool Careers consists of feature stories from an incredibly diverse range of career opportunities and job profiles. Produced in a fast-paced and zany style by an award-winning Canadian production company, Cool Careers helps today’s youth come to grips with some of the most important decisions of their lives, and yet does it in a fun and hip style that appeals to the MTV Generation.<http://youtu.be/3ioXSUGsHlo>   **Graphic Organizer:**   * Hotels Venn Diagram   **Handouts:**   * Hotel Management and Ownership Guided Notes Worksheet * Hotel Ownership and Management Quiz * Ownership/Management of Hotels Current Event Activity |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | **Before class begins:**  Acquire several hotel brochures from the local chamber of commerce or tourist bureau. You will need at least one per student. Place them around the room so that students may see them when they enter.   As students enter the classroom, encourage then to browse through the brochures.  Once students have had an opportunity to scan several of the brochures, have them select one, and ask the following questions:   * Is it a franchise or chain hotel? * Can you tell if it’s locally owned and managed? * Is it a luxury or budget hotel? * Who has stayed at one of these hotels in town or in another city? * What is a bed and breakfast? Who owns a B & B? |
| **Direct Instruction \*** | Introduce lesson objectives, terms, and definitions. Distribute handout, Hotel Management, and Ownership Guided Notes Worksheet, and prepare students to take notes on upcoming slide presentation.  Introduce and begin slide presentation, Hotel Management, and Ownership.  Allow time for questions, answers, and discussion throughout the slide presentation.  Discuss the difference between owning and managing a hotel.  Distribute graphic organizer, Hotels Venn Diagram, and have students fill in the difference between chain and franchise hotels and the common characteristics.  Assign current event activity to be completed in a computer lab or by using trade magazines such as Hotel Business Magazine.  *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 student with vocabulary list with definitions prior to lesson * working with a peer tutor |
| **Guided Practice \*** | Introduce current event activity assignment, Hotel Management, and Ownership. Students are to select a current article, from a hotel business magazine or from an article located on the internet, and answer Who, What, When, Where, Why and How questions, as well as describe the management /ownership of the hotel or company in the news and justify their selection. Students must also prepare to present their findings to the class.  Some students may require specific questions. Examples:   1. What company is mentioned in the article? 2. What is happening? Why are they in the news? 3. When did this occur? When will it occur? 4. What is the location of the event? 5. Where is the company headquarters located (city and state)? 6. Why is this occurring? 7. Describe the management /ownership of the hotel or company in the news. 8. Justify your selection.   Provide assistance as needed, as student’s complete handout and graphic organizer.   Demonstrate how to locate information needed for their current event activity. Review rubric components so that students understand how their assignment will be assessed.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * provide specific questions to answer * limit the number of questions * working with a peer tutor * use study guides |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Allow students to complete the current event activity assignment, Hotel Management, and Ownership. Provide assistance as needed. Students should work independently on the current event assignment and should be prepared to present their findings to the class. Written work will be submitted for a grade.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * allowing student to work with a peer tutor on the Hotel Management and Ownership current event assignment * allow extra time for assignment completion * simplifying assignment. Instead of writing out current event, allow student to create a poster with an outline of the major points |
| **Lesson Closure** | Students will present, discuss, and evaluate information from current event activity assignment.   * Review terms, definitions, and lesson objectives. Check for understanding. |
| **Summative/End of Lesson Assessment \*** | Assess current event activity assignment with rubric.  Administer Hotel Management and Ownership Quiz. Answers may vary, use slide presentation to assist with assessment.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * allowing student to use Hotel Ownership and Management Guided Notes Worksheet and Hotel Ownership and Management Vocabulary when completing the Hotel Ownership and Management Quiz. * allowing extra time for completion * allowing students to take quiz home for additional completion time |
| **References/Resources/**  **Teacher Preparation** | **Textbooks:**  Reynolds, Johnny Sue. *Hospitality Services Food & Lodging*. Second. Tinley Park: The Goodheart-Willcox Company, Inc., 2010. Print.  *Lodging Management Program Year One*. AHLA Educational Institute |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** | * Word wall * Use prior knowledge and experiences to understand meanings in English * Internalize new basic and academic language by using and reusing it in meaningful ways in speaking and writing activities that build concept and language attainment- Written portion of current event assignment. * Provide opportunities for discussion |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** | Provide students with current year’s issues of trade publications such as Hotel Business Magazine or Lodging Magazine or have students locate current articles from the internet about hotel management or hotel ownership. Complete current event activity assignment, Hotel Management, and Ownership. Students should be prepared to present their work to the class. |
| **Quotes** | A leader’s job is to look into the future and see the organization, not as it is, but as it should be. **-Jack Welch**  Next to ensuring that its business practices are legal and ethical, nothing is more important for an organization than serving customers. NOTHING! **-Eric Harvey** |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** | **Journal Entries:**   * The best thing about owning a hotel would be…. * I think that wealthy people often own hotels because….   **Writing Strategies:**   * RAFT   + Role – student   + Audience – General Manager of a local hotel   + Format – letter   + Topic – Pros and cons of running a hotel |
| **Communication**  **90 Second Speech Topics** | * I would like/not like to be an owner of a company/hotel because . . . * I would like/not like to be a manager of a company/hotel because. |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) | Select an individual from the hospitality industry and create a time line of the individual’s life to share with the class or select one of the hotel companies on the current event activity assignment and create a timeline of the company to share with the class.  You may create a poster or slideshow. Be sure to include significant and interesting events in the person’s life or in the history of the company.  **Infographics:**  Infographics are graphic visual representations of information, data or knowledge intended to present complex information quickly and clearly.  The infographic below is related to this lesson. Allow students to view the image on a projector and lead a discussion concerning the information provided.  History of Hotels Hotels have come a long way since they first began. After all, can you imagine peoples’ reactions if they were asked to bring a hammock with them to an American hotel? Just 235 years ago, that was the expectation at American seaport inns. Hotel and their amenities have improved dramatically over the years – some, such as the Oriental Hotel in Bangkok and the Chelsea Hotel in New York have even become notorious for their high-class service and the famous people who have stayed there.<http://www.creditdonkey.com/history-of-hotels.html> |
| **Family/Community Connection** | Ask a general manager from a local hotel to speak to your class about his responsibilities.  Students may ask their parents about a favorite hotel they have stayed at and what they liked about it. |
| **CTSO connection(s)** | Family Community and Career Leaders of America (FCCLA) <http://texasfccla.org/>  **STAR Events:**  Career Investigation: An individual event: Recognizes participants for their ability to perform self-assessments, research and explore a career, set career goals, create a plan for achieving goals, and describe the relationship of Family and Consumer Sciences coursework to the selected career |
| **Service Learning Projects** | Successful service learning project ideas originate from student concerns and needs. Allow students to brainstorm about service projects pertaining to lesson. For additional information on service learning see [http://www.servicelearningtexas.org](http://www.servicelearningtexas.org/)  Suggestions:   * Make arrangements with hotels in the community to provide room(s) for families displaced from their homes by fire, storms, etc. * Fundraising event for a charity: Ask hotels in community to donate a room(s) for a worthy cause. |

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)