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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 Technology Tools and Website Design Challenge |
| **TEKS Student Expectations** | **130.259. (c) Knowledge and Skills**  (9) The student uses leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives. The student is expected to:  (C) apply decision-making and problem-solving skills  (D) apply leadership and teamwork qualities in creating a pleasant working atmosphere  (E) participate in community leadership and teamwork opportunities to enhance professional skills |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | **Students will:**   * Understand the purpose and the departments within the rooms division of a hotel * Be able to describe the six main tasks of a front desk agent * Understand the use of property management systems and point-of-sale systems * Be able to describe the guest cycle and the tasks and technology within each cycle * Compare and contrast, critique, and develop hotel websites * Design a hotel website using a template * Develop job-specific technical vocabulary |
| **Rationale** | This lesson is going to explore the information technology tools specific to hotel management. In today’s environment, almost all businesses need information technology tools to be efficient, productive, and successful. We will look at how technology is used to link different departments to provide a virtual seamless business to guests.  Understanding information technology will enable you to have a better understanding of the hotel industry and how businesses achieve success. It will also allow you to have meaningful and intelligent conversations with professionals in the hotel industry. |
| **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)* | **Bucket check:** A procedure used to physically verify the accuracy of a guest’s registration information to the Property Management System  **Guest folio:** A detailed list of the hotel guest’s room charges, as well as other authorized charges by the guest  **Point-of-Sale (POS):** A location at which hotel goods and services are purchased, including the front desk; the POS is often interfaced with the hotel’s PMS  **Property Management System (PMS):** A computerized system used by the hotel to manage its rooms revenue, room rates, room assignments, reservations, as well as other selected guest functions  **Recordable locking system:** A hotel guest room locking system designed such that when guests insert their “key” (typically an electromagnetic card) into the guest room lock for the first time, the lock is immediately recorded, canceling entry for any previous guest’s key |
| **Materials/Specialized Equipment Needed** | **Equipment:**   * Computer with projector for multimedia presentation * Computers with internet access (be sure to follow district guidelines for internet access.) * Presenter remote   **Materials:**   * Hotel guest bills – black out or hide any personal information such as name, address, and contact information * Hotel guest room card keys (several different keys, if available)   **Supplies:**   * Flip chart paper or poster boards * Magazines (optional) * Markers /dry erase markers   **Technology:**   * Microsoft® publisher * Copies of handouts   **PowerPoint:**   * Hotel Technology Tools   **Technology:**   * Free iPad Apps: * Hotel Management HD Magazine targeted latest news and trends in the hotel industry.   **Graphic Organizers:**   * Compare and Contrast Hotel Websites * Hotel Technology Tools Notes * Hotel Technology Tools Notes (Key) * KWL Chart – Hotel Technology * The Guest Cycle Exercise * The Guest Cycle Exercise (Key)   **Handouts:**   * Hotel Poster Design Certificate * Hotel Technology Tools Quiz * Hotel Technology Tools Quiz (Key) * Hotel Website Design Challenge * Hotel Website Design Certificate * Rubric for Hotel Poster Design * Rubric for Hotel Website Design |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | **Before class begins:**  Note to Teacher: Become familiar with Microsoft Publisher Website Templates to be able to assist students as they design their hotel websites.  If computers are not available, use the same criteria to design a visual poster board.  Display as many materials as you have available in the front of the classroom so that students see them as they enter (see Materials or Specialized Equipment Needed tab).   Begin the lesson by dividing the class into subgroups of three. Provide each group with a poster board and markers. Instruct each group to create a list of technology they think is required to manage a hotel. Have the students be specific and not just list computer with software. Have them list what the software should be able to do for the 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 what technology was needed and what the software should do for the hotel.  Distribute graphic organizer KWL Chart – Hotel Technology and allow students to fill in the first two boxes of the chart. Ask students to write down what they already know about hotel technology and software from their personal experiences and what they want to know about hotel technology tools. The last box will be completed during lesson closure. |
| **Direct Instruction \*** | Review lesson objectives, terms, and definitions.  Introduce the PowerPoint Hotel Technology Tools and begin discussion with students.   Distribute graphic organizer Hotel Technology Tools Notes. Students will be expected to take notes during the slide presentation.  Announce to students that a quiz will be administered at the end of the lesson.  There are several examples of property management systems available. This is one example: View YouTube video:   * Hotel Management System – Complete Hospitality Software  Hotel Management System HMS – Property Management Software PMS – Hotel Point of Sale POS – Hotel Software – Restaurant Software, professional hoteliers secret.<http://youtu.be/E4kkU4R7U5M>   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * highlight materials for emphasis * provide students with vocabulary list with definitions prior to lesson * work with a peer tutor * use study guides * provide printed slide presentation |
| **Guided Practice \*** | Distribute graphic organizer The Guest Cycle Exercise to each group. Guide the students through an example of an activity for each stage of the guest cycle.  Refer to the Guest Cycle Exercise Key for guidance on examples for activities with and without technology. Have the student complete the organizer with additional examples for each guest cycle. This can be done as a class or in smaller subgroups and then discussed as a class.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * work with a peer tutor * check for understanding * encourage participation |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Assign website project: Hotel Website Design Challenge. Challenge teams to create a fictitious hotel and design a website using tools learned in this lesson.  Students may work in subgroups of two or three to gather information needed. Explain assignment in detail.  Introduce students to the Microsoft Publisher Web site templates. They will be able to choose a design and create a hotel website using criteria described in handout.  Team with the best Hotel Website Design will be awarded a certificate to be placed in their portfolios.  Distribute graphic organizer Compare and Contrast Hotel Websites to research various hotels and their websites.  Introduce and review Rubric for Hotel Website Design Challenge so that students understand how each project component will be assessed.  If students do not have access to computers, this same project may be done on poster boards and may be assessed with handout Rubric for Hotel Poster Design.  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 elements of a good website page:   * Clear theme for hotel * Appropriate graphics, fonts, and color * Element layout (lack of “white space”) * Menus for easy navigation   Review general expectations for website creation:   * Theme * Fictitious hotel name and logo * Simple layout * Appropriate menus for navigation * Appropriate use of color, fonts, and graphics * Free of grammatical errors   *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 study guide * providing printed slide presentation notes |
| **Lesson Closure** | Review lesson objectives, terms, and definitions.  Review the students’ posters made at the beginning of the lesson and point out where students guessed correctly for technology needed to manage a hotel.  Have students complete the last column on their KWL Chart – Hotel Technology graphic organizer. Review these and answer questions in class. |
| **Summative/End of Lesson Assessment \*** | Student hotel websites will be assessed with the appropriate rubric.  Distribute Hotel Website Design Certificate to the students with the highest scores.  Administer and assess Hotel Technology Tools 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 Edition, Tinley Park, Illinois: The Goodheart-Willcox Company, Inc., 2010. Print. * Hayes, David K., Ninemeier, Jack D., Hotel Operations Management, Second Edition, Upper Saddle River, New Jersey: Pearson Education, Inc., 2007. Print.   **YouTube:**   * Hotel Management System – Complete Hospitality Software  Hotel Management System HMS – Property Management Software PMS – Hotel Point of Sale POS – Hotel Software – Restaurant Software, professional hoteliers secret.<http://youtu.be/E4kkU4R7U5M> |
| **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** | Encourage students to read more about information technology with the Rooms Division within hotel management.   * Hospitality Net A website to bring you hotel industry late breaking news, articles, newsletters, market reports, and job openings around the world.<http://www.hospitalitynet.org/index.html>   Encourage students to connect reading and their life experiences or prior knowledge. |
| **Quotes** | When one door closes, another opens; but we often look so long and so regretfully upon the closed door that we do not see the one that has opened for us. **-Alexander Graham Bell**  Action is the foundational key to all success.  **-Pablo Picasso**  The future belongs to those who believe in the beauty of their dreams. **-Eleanor Roosevelt**  The best thing about the future is that it comes one day at a time. **-Abraham Lincoln**  Everybody gets so much information all day long that they lose their common sense. **-Gertrude Stein** |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** | **Journal Entries:**   * If I could create a smart phone app for a hotel it would include … * I think a blog for a hotel is (or is not) a good idea because … * Three ways a hotel can improve a guest’s experience through technology are … * The technology I like to use best is … (and why) * If I were a front desk agent, I would …   **Writing Strategy:**  RAFT (Role/Audience/Format/Topic) writing strategy:   * + Role: front desk agent   + Audience: previous, current, and potential guests at your hotel   + Format: a daily blog entry for your hotel describing a typical day (activities, responsibilities, and interesting moments) for a hotel desk agent   + Topic: technology implementation and career investigation |
| **Communication**  **90 Second Speech Topics** | * Five ways a quick response code (QR) can be used in a hotel are … * Five ways point-of-sales systems can be integrated into the * Property Management System are … |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) | * Students can create a QR for a hotel website. * Students can outline and describe a new smart phone application.   Math Assessment Problem #2  Linked video file:"http://www.showme.com/sma/embed/?s=qvy9OgS" |
| **Family/Community Connection** | Students can visit a local hotel and get a tour of the front desk and communications areas within the hotel. Students can prepare questions ahead of visit to ask the front desk agents and the communications specialists. |
| **CTSO connection(s)** | Family, Career, Community Leaders of America (FCCLA)<http://www.texasfccla.org>  Star Events: Hospitality, Tourism and Recreation is an individual or team event that recognizes participants who demonstrate their knowledge of the hospitality, tourism, and recreation industries and ability to translate their knowledge into a hypothetical or real business.  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 information technology within a hotel.  Use the LEADERS Model from <http://www.servicelearning.org.> Brainstorm with your students for a service project pertaining to this lesson.  Example: Students can work with a small Bed and Breakfast or small limited service independent motel or hotel to create a website or blog that might not have the resources available to do this on their own. |

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)