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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** | Hospitality Services |
| **Lesson/Unit Title** | Take a Byte: Technology in the Hospitality Services Industry (focus on hotel industry) |
| **TEKS Student Expectations** | **130.260. (c) Knowledge and Skills**  (5) The student uses information technology tools specific to hospitality service careers to access, manage, integrate, or create information. The student is expected to:  (A) examine types of technology used to manage hospitality service operations;  (B) research website information on hospitality service operations; and  (C) evaluate current and emerging technologies provided by the hospitality industry. |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | **Students will:**   * identify and discuss the impact of technology on the hotel industry * use technology to research and analyze technology in the hotel industry * examine types of technology used in the hotel industry |
| **Rationale** | **Script:**  Technology is here to stay, and it is ever changing. Consumers’ lives usually revolve around some type of technology; laptop, smart phone, tablet. To attract and retain customers, one must keep in step with current technology and its’ ability to serve guests and assist with daily operations. In preparation for careers in the field of Hospitality Services, this lesson will provide an excellent opportunity to better understand technology applications in the hospitality industry |
| **Duration of Lesson** | Three 45-minute class periods |
| **Word Wall/Key Vocabulary**  *(ELPS c1a, c, f; c2b; c3a, b, d; c4c; c5b) PDAS II (5)* | **Airbnb©:** A community marketplace that connects people looking to rent their homes to people looking for accommodations  **Business intelligence tools:** A type of application software designed to retrieve, analyze and report data  **Boutique hotels:** A small, stylish hotel situated in a fashionable urban area  **Hoteliers:** A person who owns or operates a hotel  **Kiosk:** A small structure that provides information and services on a computer screen  **Millennials:** A person born in the 1980s or 1990s  **Mobile payments:** An alternate payment method such as using smart phones  **Predictive analytics:** Extracting information from existing data to determine patterns and predict future trends and outcomes  **Cloud computing:** Allows application software to be operated using Internet-enabled devices  **Wearable technology:** A small computer or advanced electronic device worn or carried on the body |
| **Materials/Specialized Equipment Needed** | **Equipment:**   * Computer with projector for PowerPoint presentation * Computers with Internet access (be sure to follow district guidelines)   **Materials:**   * Butcher paper * Markers   **Supplies:**   * Copy of hotel reviews * Hotel keys * Hotel receipt * Various electronic devices such as:   + - Laptop     - Smart phone     - Tablet   **Other appropriate lessons**   * Careers in the Hospitality Industry: Connecting Education and Employment * Practicum in Hospitality Services * Skills for Success in the Workplace * Practicum in Hospitality Services * Be Our Guest! Customer Service Skills * Hospitality Services * Copies of handouts   **PowerPoint:**   * Take a Byte: Technology in the Hospitality Industry   **Technology:**   * Free iPad App:   + Service 101  Free training app using learning material from emerit’s full online course “Providing Quality Service/Professionalism.”<https://itunes.apple.com/us/app/service-101/id634579670?mt=8> * Infographic:   + How Technology is Changing in the Hospitality Industry<http://visual.ly/how-technology-changing-hospitality-industry> * TEDx Talk:   + Chip Conley: Measuring what makes life worthwhile  When the dotcom bubble burst, hotelier Chip Conley went in search of a business model based on happiness. In an old friendship with an employee and in the wisdom of a Buddhist king, he learned that success comes from what you count.<https://www.ted.com/talks/chip_conley_measuring_what_makes_life_worthwhile#t-344652>   **YouTube:**   * Smart Hotel Room of the Future in Action  See the Smart Hotel Room in action, a collaboration with Caesars Entertainment. <https://youtu.be/JpnqT5VNuCs>   **Graphic Organizers:**   * Note-taking Take a Byte: Technology in the Hospitality Industry   **Handouts:**   * Anticipation Guide – Take a Byte: Technology in the Hospitality Industry * (Key) Anticipation Guide – Take a Byte: Technology in the Hospitality Industry * (Key) Take a Byte: Technology in the Hospitality Industry * Take a Byte: Technology in the Hospitality Industry * Technology in the Hospitality Industry Project * Rubric for Technology in the Hospitality Industry Project |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | Display as many of the lesson-related supplies (see Materials or Specialized Equipment Needed) as you have available on a table in front of the room. Supplies can include:   * Copy of hotel reviews * Hotel keys * Hotel receipt * Various electronic devices such as:   + - Laptop     - Smart phone     - Tablet   Place students in small groups. Provide each group with butcher paper and markers. Ask students to look at the items on the table and brainstorm how these, and other electronics could be used in the hospitality industry. Each group is to write down their ideas on the provided paper and share their list with the class.  Allow time for class discussion.  Distribute the Anticipation Guide – Take a Byte: Technology in the Hospitality Industry handout prior to viewing the PowerPoint. Prior to the start of this lesson, the students will read each statement and place a check mark by each statement they THINK is true. After they have answered each statement, students are to put the handout away for later use during Lesson Closure. |
| **Direct Instruction \*** | Note to teacher: Prior to beginning this lesson, review, preview and select the appropriate multimedia for your classes.  Introduce objectives, terms, and definitions.  Distribute the handout Note-taking Take a Byte: Technology in the Hospitality Industry. Teacher will determine the notes to be recorded by students. Inform students that they will be expected to take notes and participate in discussions while viewing the slide presentation.  Introduce and discuss the PowerPoint Take a Byte: Technology in the Hospitality Industry. Allow time for questions, answers, and classroom discussion.  Use appropriate notes from Presentation Notes for Take a Byte: Technology in the Hospitality Industry for discussion.  Using the Note-taking Take a Byte: Technology in the Hospitality Industry handout, students will have an opportunity to reflect upon, review and respond to the information pertaining to the PowerPoint. They will write a summary of topics or statements which reflect the information from the lesson:   * Discuss the topic * Write down your thoughts * Make a real-world connection to the lesson * How does this information help you in a career in Hospitality Services?   Allow for questions and answers to check for understanding.  Infographic included in slide presentation:   * How Technology is Changing in the Hospitality Industry  As common as credit and debit cards are, 55%, or 14.85 million businesses still operate in a cash-only basis. Is it really beneficial to hang onto traditional transaction practices? Here are some facts that may help your hospitality business make the jump into the new era.  [http://visual.ly/how-technology-changing-hospitality-industry](https://youtu.be/JpnqT5VNuCs)   Videos included in slide presentation:   * Smart Hotel Room of the Future in Action  See the Smart Hotel Room in action, a collaboration with Caesars Entertainment. <https://youtu.be/JpnqT5VNuCs>   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * checking for understanding * encouraging participation |
| **Guided Practice \*** | Distribute the Take a Byte: Technology in the Hospitality Industry handout. Individually, students will complete the handout. (Key) Take a Byte: Technology in the Hospitality Industry has been provided for your use.  Check for understanding.  Completion of handout can be assessed as a daily grade.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * repeating instructions * providing assistance |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Divide class into groups of three.  Read the following scenario:  You are employed as one of several assistants at a local hotel review agency and your team has been asked to review three hotel properties. Your team’s main objective is to determine the level of impact and utilization of technology at each hotel.  Distribute the Technology in the Hospitality Industry Project handout. Instruct groups to research three hotel properties to determine the level of impact and utilization of technology at each hotel. Students will compose a written report outlining their findings.  Written reports will be presented during Lesson Closure.  Distribute and review Rubric for Technology in the Hospitality Industry Project prior to the start of the assignment so that students are aware of assessment procedures.  Keep students focused and on task. Provide assistance if needed.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * extending ‘wait time’ * providing praise and encouragement |
| **Lesson Closure** | Review lesson objectives, terms, and definitions.  Each group will present their written report.  Re-distribute the graphic organizer Anticipation Guide – Take a Byte: Technology in the Hospitality Industry used in the Anticipatory Set and allow students to revisit each statement. Allow students to re-read each statement and place a check mark by statements they know are true. They should also provide information that proves other statements are not true. (Key) Anticipation Guide – Take a Byte: Technology in the Hospitality Industry has been provided for your use.  As class, compare the two sets of answers.  Allow for questions and class discussion. Check for understanding. |
| **Summative/End of Lesson Assessment \*** | Written reports will be presented in class and assessed with Rubric for Technology in the Hospitality Industry Project.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * grading according to work done * shortened, simplified instructions |
| **References/Resources/**  **Teacher Preparation** | **Images:**   * How Technology is Changing in the Hospitality Industry (Infographic) * Photos obtained through a license with Shutterstock.com®.   **Websites:**   * Associations Now  Technology Takeaways from the Hospitality Industry. <http://associationsnow.com/2013/09/technology-takeaways-from-the-hospitality-industry> * Hotel Business Review  Upping the Ante: The Evolutions of Hospitality Technology in 2015.<http://hotelexecutive.com/business_review/4136/upping-the-ante-the-evolution-of-hospitality-technology-in-2015> * The Center for the Future of Work  Digital Technologies Transforming the Hospitality Industry. <http://www.futureofwork.com/article/details/digital-technologies-transforming-the-hospitality-industry>   **YouTube:**   * Smart Hotel Room of the Future in Action  See the Smart Hotel Room in action, a collaboration with Caesars Entertainment. <https://youtu.be/JpnqT5VNuCs> |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** | * Practice newly acquired vocabulary, using it verbally and in writing during the exercises of this lesson plan. * Use various partners in pair-share opportunities so that ELL’s learn to speak and listen to various dialects within the classroom. * Use pre-reading supports such as graphic organizers, illustrations, and pre-taught topic-related vocabulary and other pre-reading activities to enhance comprehension of written text. |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** | Current Events:  Assign students to read about the importance of technology in the hospitality industry. Information can be found in newspaper articles, magazines, journals and online print.  Suggestions:   * Six Technology Trends Revolutionizing the Hospitality Industry<http://www.hospitalitynet.org/news/4060662.html> * Lindner Hotels & Resorts to Rollout Ariane Systems’ Self Check-in Solution Across Multiple Properties<http://www.hospitalitynet.org/news/154000320/4070647.html> * Technology Used by Hotel Front Desk Agents<http://smallbusiness.chron.com/technology-used-hotel-front-desk-agents-35952.html>   **Reading strategy:**  Encourage students to “visualize” as they read. Many students are visual learners and will benefit from making sketches or diagrams on scrap paper as they read. Providing students with graphic organizers to help them organize their thoughts is also helpful. |
| **Quotes** | Use technology to help guests first, the hotel second. People will always relate to “high touch” in our business. **-Dr. John Hogan**  Getting information off the internet is like getting a drink from a fire hydrant. **-Mitchell Kapor**  Tweeting is like sending out cool telegrams to your friends once a week. **-Tom Hanks** |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** | **Journal Entries:**   * How has technology changed since you have been in elementary school? * How do you think hotels can integrate technology? * What is the impact of technology in the hospitality industry?   **Writing Strategy:**  RAFT Writing Strategy   * Role – Hotel owner * Audience – Employees * Format – Interoffice memo * Topic – The importance of using proper and effective technology at the workplace |
| **Communication**  **90 Second Speech Topics** | * Give a brief oral review of your findings and information used in your written report. * Technology has changed the hospitality industry by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) | Research current and upcoming technology trend in hospitality. Predict how the technologies will be incorporated into the hotel industry. With a partner, create a newscast or talk show in which you discuss your findings and predictions.  **TED Talks:**  TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks videos and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x = independently organized TED event.  The video below is related to this lesson. Allow students to view the video, and lead a discussion concerning the TED Talk.  Chip Conley: Measuring what makes life worthwhile  When the dotcom bubble burst, hotelier Chip Conley went in search of a business model based on happiness. In an old friendship with an employee and in the wisdom of a Buddhist king, he learned that success comes from what you count.<https://www.ted.com/talks/chip_conley_measuring_what_makes_life_worthwhile#t-344652> |
| **Family/Community Connection** | * With your family, help plan a vacation, daycation, or staycation using technology and internet resources. Write an itinerary with important information and planned activities. * Invite a GM of a hotel to discuss how technology impacts the hospitality industry. |
| **CTSO connection(s)** | **Family, Career, Community Leaders of America (FCCLA)**   * Illustrated Talk – An individual or team event – recognizes participants who make an oral presentation about issues concerning Family and Consumer Sciences and/or related occupations. Participants use visuals to illustrate content of the presentation. * Interpersonal Communications – An individual or team event – recognizes participants who use Family and Consumer Sciences and/or related occupations skills and apply communication techniques to develop a project designed to strengthen communication. |
| **Service Learning Projects** | Successful service learning project ideas originate from student concerns and needs. Allow students to brainstorm about service projects pertaining to the lesson. For additional information on service learning see<http://www.ysa.org>  Senior technology workshop – at your local library set up a technology work shop for seniors in the community. Specifically, help them understand online hotel access and reservations and use of their smart phone – if they have one. |

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)