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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** | Travel and Tourism Management |
| **Lesson/Unit Title** | Ethics in Travel and Tourism Management – What would you do? |
| **TEKS Student Expectations** | **130.258. (c) Knowledge and Skills**  (8) The student knows and understands the importance of professional ethics and legal responsibilities. The student is expected to:  (A) discuss ethical reasoning to a variety of workplace situations in order to make decisions; and  (B) research information on organizational policies in handbooks and manuals. |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | **Students will:**   * Analyze laws and regulations in the hotel industry * Understand the guidelines of ethical behavior * Determine what they would do in workplace situations * Create a skit depicting professional work ethics |
| **Rationale** | It is essential to know travel industry laws and regulations to comply with state and federal legal responsibilities. Students should learn ethical and professional decision-making in the work place. |
| **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)* | **Discrimination:** Treating people unfairly, based on irrelevant characteristics  **Employee Handbook:** A document, usually in a book or pamphlet form, that explains all company policies and procedures concerning employees  **Embezzlement:** Occurs when a trusted employee takes either money or goods entrusted to them  **Ethics:** Moral principles that govern a person’s behavior  **Honesty:** When you are truthful and loyal in your words and actions  **Integrity:** The quality of being honest and having strong moral principles; moral uprightness  **Laws:** Established rules  **Sexual harassment:** Considered to be any unwelcome behavior of a sexual nature that creates an intimidating, hostile, or offensive work environment  **Regulations:** Rules by which government agencies enforce minimum standards of quality |
| **Materials/Specialized Equipment Needed** | **Equipment:**   * Computer with projector for multimedia presentation * Computers with Internet access (be sure to follow district guidelines) * Headphones   **Supplies:**   * Cardstock (for scenarios) * Employee handbook * Gavel * Handcuffs * Justice scale (if available) * Law books (if available)   **Materials:**   * Code of Ethics from the following: (one copy)   + Hilton Hotels Corporation – Code of Business Conduct and Ethics<http://media.corporate-ir.net/media_files/irol/88/88577/corpgov/codeofethics_013004.pdf>   + Hyatt Hotels Corporation – Code of Business Conduct and Ethics<http://investors.hyatt.com/phoenix.zhtml?c=228969&p=irol-govconduct>   + Marriott – Business Conduct Guide<http://files.shareholder.com/downloads/MAR/509713320x0x153737/BC21397A-7576-4F6D-B870-22EDECC6BF9A/conduct_guide.pdf>   Also download a copy of the FLSA in PDF (file is too large to include in attachments section)   * The Fair Labor Standards Act of 1938 * Employee Rights Poster * Family and Medical Leave Act * Job Safety and Health – It’s the Law! Poster * U.S. Department of Labor Basic Information Poster * Copies of handouts   **PowerPoint:**   * What Would You Do? Ethics in Travel and Tourism Management * Presentation Notes – What Would You Do? Ethics in Travel and Tourism Management   **Technology:**   * Free iPad App:   + The Moral Dilemma Chronicles America’s rapid moral decline<https://itunes.apple.com/us/app/the-moral-dilemma/id602827884?mt=8>   **Graphic Organizers:**   * Guidelines for Ethical Behavior * Guidelines for Ethical Behavior (Key) * KWL for Ethics * Professional Conduct Guidelines * Questions for Making Ethical Decisions * Questions for Making Ethical Decisions (Key) * What Would You Do Notes * What Would You Do Notes (Key)   **Handouts:**   * Employee Rights Poster * Family and Medical Leave Act * Job Safety and Health – It’s the Law! Poster * Rubric for Ethics Skit or Role Play * U.S. Department of Labor Basic Information Poster * What Would You Do Scenarios |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | Before class begins:  Note to teacher – Become familiar with:   * The Texas Work Prep Learning Management System (LMS) designed and hosted by the Texas Workforce Commission. The Job Hunter’s Guide Course – This course will allow the student to gain knowledge and skills to attain employment. The course is approximately an hour and a half long. Students will receive a certificate upon completion of this course. Certificate can be printed and added to their professional portfolio.<https://www.texasworkprep.com/texasworkprep.htm>   Display as many items from the Materials or Specialized Equipment Needed section as you have available on a table in the front of the room.  Divide the board or a large sheet of paper into three sections. Label each section – Honesty – Integrity – Respect for others. Assign a scribe to write student answers for each section.  Begin class discussion by asking students how they would describe Honesty, Integrity, and Respect of others.  Distribute KWL for Ethics – Travel and Tourism Management and allow students to answer first two questions. They will complete the last question in the Lesson Closure section. |
| **Direct Instruction \*** | Introduce lesson objectives, terms, and definitions.  Distribute graphic organizer What Would You Do? Notes so that students may take notes during slide presentation.  Introduce PowerPoint What Would You Do? Ethics in Travel and Tourism Management and discuss laws and regulations in the food service industry. Continue discussing ethics.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * check for understanding * preferential seating |
| **Guided Practice \*** | Introduce the Texas Work Prep Learning Management System.  Direct students to the Texas Succeed at Work Course. <https://www.texasworkprep.com/texasworkprep.htm>  Inform students that this is an interactive free assessment that will allow them to enjoy their job and learn more about ethics.   * Succeed at Work Stages   + Acting Self-Employed   + Starting a New Job   + Being an Excellent Employee (Work Ethics)   + Living a Balanced Life   + Enjoying Your Current Position   After completing the course, students will be able to successfully pass a short quiz to receive their printable certificate.  Stress the importance of having this type of documentation in their professional portfolio.  Distribute graphic organizer Professional Conduct Guidelines and discuss with your students how they feel professionals should conduct themselves in the work environment.  Guidelines may include:   * Dress code * Technology use * Work schedule * Social media * Language * Skin art (tattoos)   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * encourage participation * close captioning * monitor progress |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Separate What Would You Do Scenarios – Travel and Tourism Management cards and place in a basket. There are ten scenarios with various situations. Blank cards have been provided for writing any other situations you may think of.  Divide the students into subgroups of three or four and explain that they will choose a scenario to role play and brainstorm solutions to the scenario.  Distribute Rubric for Ethics Skit or Role Play so that students understand what is expected. Students may make a video of their skit and present it to the class.  Allow time for discussion of the topic.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * encourage participation * praise efforts |
| **Lesson Closure** | Students will complete KWL for Ethics – Travel and Tourism Management to answer final question:   * What did you learn about ethics?   Display a few copies of the following handouts and discuss in class:   * Employee Rights Poster * Family and Medical Leave Act * Job Safety and Health – It’s the Law! Poster * U.S. Department of Labor Basic Information Poster * Also, a copy of the FLSA in PDF (file is too large to include in attachments section) * The Fair Labor Standards Act of 1938 |
| **Summative/End of Lesson Assessment \*** | Students will present their scenario with appropriate solutions.  Students will be assessed with appropriate rubric.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * visual representation of ideas * extra time for presentation * praise efforts |
| **References/Resources/**  **Teacher Preparation** | **Textbook:**   * *Reynolds, J. S. (2010). Hospitality services: Food & lodging. Tinley Park, IL: Goodheart-Willcox Company.*   **Website:**   * Ethics Resource Center ERC is a nonprofit, nonpartisan research organization, dedicated to independent research that advances high ethical standards and practices in public and private institutions.<http://www.ethics.org/> |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** | * Word wall * Journal entries * Utilize Four Corners Vocabulary/Word Wall Activity |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** | Allow student to read the code of ethics from the following hotels:   * Code of Ethics from the following: (one copy)   + Hilton Hotels Corporation – Code of Business Conduct and Ethics<http://media.corporate-ir.net/media_files/irol/88/88577/corpgov/codeofethics_013004.pdf>   + Hyatt Hotels Corporation – Code of Business Conduct and Ethics<http://investors.hyatt.com/phoenix.zhtml?c=228969&p=irol-govconduct>   + Marriott – Business Conduct Guide<http://files.shareholder.com/downloads/MAR/509713320x0x153737/BC21397A-7576-4F6D-B870-22EDECC6BF9A/conduct_guide.pdf>   Encourage students to connect reading to their life experiences or prior knowledge. |
| **Quotes** | Things change so fast, you can’t use 1971 ethics on someone born in 1971. **-Grace Slick**  My personal philosophy of life is one of ethics. **-Alva Myrdal**  We need a tougher enforcement program and, most importantly, we need to fix the badly broken ethics system. **-Marty Meehan** |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** | **Journal Entries:**   * Doing the right thing means …. * Cheating is ……. * Stealing from my employer would mean ….   **Writing Strategy:**   * RAFT Writing Strategy   + Role – customer   + Audience – manager   + Format – informal letter   + Topic – possible stealing of supplies from or by staff |
| **Communication**  **90 Second Speech Topics** | * Three things about ethics are …. * The three most important values to me are …. |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) | Allow students to create their own code of ethics for your classroom. This will encourage them to follow their own rules in the classroom. Display the code of ethics in a prominent area to be reviewed during the school year. |
| **Family/Community Connection** | Discuss ethics with your family and decide on the most important values for your family. |
| **CTSO connection(s)** | **Family, Career, and Community Leaders of America (FCCLA)**  [www.fcclainc.org](http://www.fcclainc.org)   * 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 lesson.  Example:  Students can research character building exercises to host an after-school program at the middle school. |

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)