htmp

hospitality and tourism management program

AHLEI
AMERICAN HOTEL & LODGING
EDUCATIONAL INSTITUTE

YOUR STUDENTS CAN BE THE NEXT GENERATION OF HOSPITALITY

The hospitality and tourism industry is looking for people who enjoy variety, challenge, and above all, people. If this sounds like the young people you teach, the hospitality and tourism industry is waiting for your students.

Tourism is recognized as a major driver of economic growth and development. The World Trade Organization (WTO) forecasts international tourism to increase by 3% to 4% for the next several years. A well-trained workforce is required to meet the needs of the travel and tourism industry–both in the U.S. and on a global scale.

The **Hospitality and Tourism Management Program** (HTMP) provides the proper training for your students with classroom learning for the knowledge and skills the industry is seeking from the workforce. Along with real-life learning experiences, students will gain the advantage of the boundless opportunities available in this dynamic industry.

The capacity of the tourism industry offers significant job creation and long-term career pathways.

General Manager
$85,200

Catering Director
$82,200

Director of Security
$70,200

Assistant General Manager
$56,100

Sales Manager
$55,600

Front Office Manager
$53,400

Convention Services Manager
$52,800

Housekeeping Manager
$52,800

Sous Chef
$43,900

Line Cook
$28,500

Front Desk Associate
$23,000

Housekeeping Attendant
$20,900

Information based on 2014 Survey provided by WageWatch, Inc. | 888 330 9243
Please note that the salaries reflected for the lodging industry are the median average rate and each position has the potential to earn a higher salary.

HTMP
Hospitality and Tourism Management Program

The **Hospitality and Tourism Management Program** helps and encourages high school juniors and seniors to take their first real steps toward promising careers. The American Hotel & Lodging Educational Institute's (AHLEI) new high school curriculum introduces the hospitality and tourism industry on a global scale with a large focus on diversity. The program is delivered with graphic-rich textbooks, workbooks that give students the opportunity to apply what they've learned, and optional online coursework ideal for tech-savvy teens.

Most importantly, this curriculum is industry driven as evidenced by the fact that we invited more than 60 industry leaders to serve as subject matter experts, ensuring that today's program matches the needs of hospitality employers across the world. And with the stamp of the American Hotel & Lodging Educational Institute, you can guarantee that this program comes packed with industry insight and professional development activities to take students straight from the classroom into the workforce.

Program Benefits:

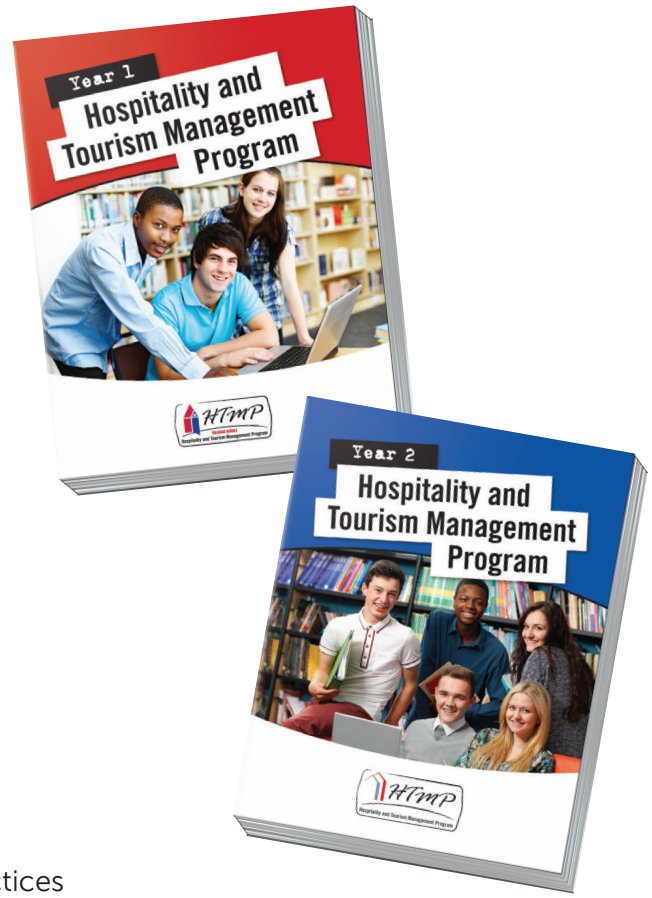
- Provides specific skills knowledge for students, leading to an industry-recognized and portable professional certification from the American Hotel & Lodging Educational Institute—**Certified Hospitality and Tourism Management Professional** (CHTMP)
- Aligned to the Common Core State Standards
- Offers teacher training and the opportunity for instructors to earn a professional certification from the American Hotel & Lodging Educational Institute—Certified Hospitality Instructor (CHI)
- Showcases Career Pathways for a dynamic and fast-growing industry
- Reinforces hospitality on a global scale, with increased focus on diversity
- Teaches employability skills and job-specific technical skills for the Hospitality & Tourism Career Cluster
- Includes everything the instructor will need to teach the program, from lesson plans to assessments and examinations
- Leads to advanced placement in college through articulation agreements
- Includes work-based learning experiences with an industry internship
- Offers an International Competition for students to showcase their skills and earn scholarship opportunities

HOSPITALITY AND TOURISM MANAGEMENT PROGRAM—YEARS 1 AND 2

The course objective of the Hospitality and Tourism Management Program (HTMP) is to provide students with broad-based learning on the tasks, knowledge, and skills required by anyone wishing to build a career within the hospitality and tourism industry. The Year 1 content deals specifically with information required for operational level employee positions and responsibilities. The Year 2 content focuses on the leadership and managerial aspects, responsibilities, knowledge, and skills required by an entry-level leader in the hospitality and tourism industry.

Year 1 Units

- Introduction to Hospitality and Tourism Program
- Hospitality Soft Skills
- Operational Areas
- Sales and Marketing
- Safety and Security



Year 2 Units

- Introduction to Leadership and Management
- Hospitality Leadership Skills
- Operational Leadership
- Managing Food and Beverage Operations
- Managing Business Operations
- Sales and Marketing
- Safety and Security

Textbook chapters include:

- Industry profiles: focusing on career-building best practices
- Chapter Competencies
- Terms You Should Know sidebar definitions
- Boldface vocabulary terms in text
- Pineapple Fun Fact Box: featuring history, heritage, and future of hospitality and tourism industry
- Americans with Disabilities Act (ADA) Box: featuring responsibilities and requirements
- Diversity Box: highlighting the way in which diversity affects the hospitality and tourism industry
- Green Practices Box: highlighting sustainable conservation methods
- Graphics, charts, and diagrams to engage student learning
- Apply Your Learning chapter review

RECOMMENDED SYLLABUS FOR THE HTMP CURRICULUM

The Hospitality and Tourism Management Program is fully aligned with the Common Core State Standards and the national Hospitality & Tourism Career Cluster frameworks.

Hospitality and Tourism Management Program (HTMP) Year 1	Chapter Sections	Recommended hours needed to teach chapter
Unit 1: Introduction to Hospitality and Tourism Program		
Chapter 1: Hospitality and Tourism	7	12
Chapter 2: Careers in Hospitality	10	12
Unit 2: Hospitality Soft Skills		
Chapter 3: Guest Cycle	4	11
Chapter 4: Guest Experience Cycle	5	14
Chapter 5: Financial Processes and the Guest Cycle	5	12
Chapter 6: Communication	7	13
Unit 3: Operational Areas		
Chapter 7: Front Office Operations	9	16
First Semester Total		90
Chapter 8: Executive Housekeeping Operations	8	12
Chapter 9: Facilities Management	7	9
Chapter 10: Food and Beverage Services	11	11
Chapter 11: Resort Operations	5	7
Chapter 12: Operational Finance	6	13
Unit 4: Sales and Marketing		
Chapter 13: Marketing	8	9
Chapter 14: Sales	5	8
Unit 5: Safety and Security		
Chapter 15: Operational Safety	5	11
Chapter 16: Security	6	10
Second Semester Total		90

RECOMMENDED SYLLABUS FOR THE HTMP CURRICULUM

The Hospitality and Tourism Management Program is fully aligned with the Common Core State Standards and the national Hospitality & Tourism Career Cluster frameworks.

Hospitality and Tourism Management Program (HTMP) Year 2	Chapter Sections	Recommended hours needed to teach chapter
Unit 1: Introduction to Leadership and Management		
Chapter 1: Preparing for a Leadership Career	7	13
Chapter 2: Hospitality and Tourism Leadership	7	13
Unit 2: Hospitality Leadership Skills		
Chapter 3: Leadership and the Guest Cycle	4	9
Chapter 4: Managing the Guest Experience Cycle	6	11
Chapter 5: Leadership, Employees, and Communication	8	14
Unit 3: Operational Leadership		
Chapter 6: Front Office Leadership	7	13
Chapter 7: Managing Housekeeping Operations	7	13
First Semester Total	**46**	**86**
Chapter 8: Leadership and Facilities Management	6	11
Unit 4: Managing Food and Beverage Operations		
Chapter 9: Food and Beverage Service Leadership	8	14
Chapter 10: Managing Banquets and Catered Events	5	10
Unit 5: Managing Business Operations		
Chapter 11: Human Resources	5	10
Chapter 12: Managing Operational Finance	6	11
Unit 6: Sales and Marketing		
Chapter 13: Marketing	6	11
Chapter 14: Sales	6	11
Unit 6: Safety and Security		
Chapter 15: Safety	4	7
Chapter 16: Security	4	9
Second Semester Total	**50**	**94**

HTMP RESOURCES FOR STUDENTS

Student Textbook (one for each year)

The textbooks engage students through activities with learning objectives that can be taken straight from the classroom into the workplace.

Student Workbook (one for each year)

The workbooks enrich classroom learning by reinforcing learning activities through core academic standards with:

- Case studies
- Industry-related calculation and formula usage
- Written exercises
- Problem-solving scenarios

Workbook Package Includes:

- Exam scan sheet to administer the exam for **Year 1 and Year 2 of the curriculum**
- Workplace voucher for certification
- Workplace evaluation form for Certified Hospitality and Tourism Management Professional (CHTMP) designation

CHTMP

Certified Hospitality and Tourism Management Professional (CHTMP):

Students have the opportunity to earn the Certified Hospitality and Tourism Management Professional (CHTMP) designation by passing both the HTMP Year 1 and Year 2 final exams and by gaining 100 hours of work experience in a qualifying position.

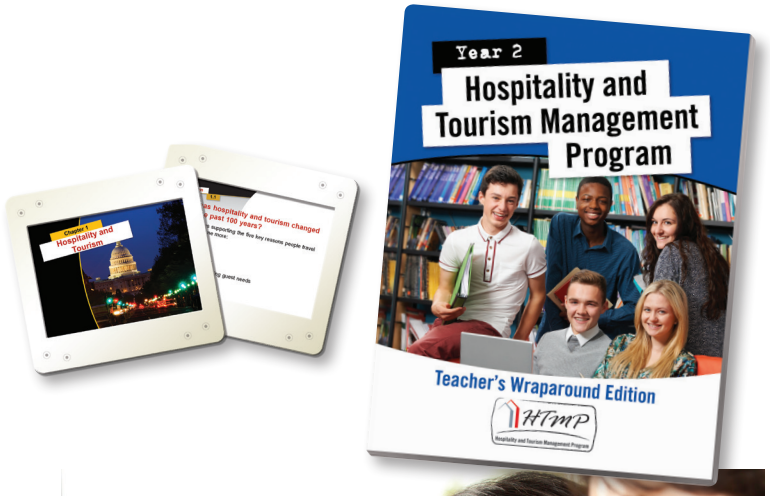
HTMP RESOURCES FOR INSTRUCTORS

Instructor/Teacher Wraparound Edition (one for each year)

The wraparound editions present a page-by-page guide to effectively lead classroom discussion. Each page mirrors the pages found in the student textbooks, with supplemental information for the instructor. Instructor talking points are presented in an easy-to-follow, color-coded system that directly links to lesson plans, supplemental media, and workbook activities. Icons for supplemental learning materials such as a PowerPoint slide, workbook activity, Apply Your Learning questions, or quiz will appear on the page where the materials will be delivered in the classroom.

Instructor/Teacher Resource

The instructor/teacher wraparound edition includes an access code for the online portal where teachers can access all of the resources they need to effectively teach the Year 1 and Year 2 material. A full library of ready-to-use documents is provided in editable format, allowing the instructor to quickly and easily access:



Classroom Materials

- Lesson plans
- PowerPoints
- Classroom resource materials/activities
- Assessments, including section quizzes and chapter tests
- Answer key for student workbook & support materials

Teacher Resource Guide

- Syllabus
- Course outlines
- Articulation crosswalk
- Common Career Technical Core (CCTC) Hospitality & Tourism Career Cluster Standards
- Common Core Standards Matrix

ONLINE MEDIA BUNDLES WITH PROFESSIONAL CERTIFICATION

Today's educational climate demands that students not only graduate with a solid foundation of knowledge, but with professional certification in their area of expertise.American Hotel & Lodging Educational Institute (AHLEI) offers several portable, stackable, industry-based certifications that will ensure that your students leave high school with recognizable credentials that can give them a leg up on their hospitality careers. Guest Service Gold® and START for Individual Positions are available as supplemental certification programs.

Certified Hospitality and Tourism Management Professional (CHTMP)

Graduates of the Hospitality and Tourism Management Program receive a Certificate of Completion from AHLEI after passing each final exam for Year 1 and Year 2. In addition, after the workplace requirement has been met, students are eligible for a professional certification from AHLEI. This designation is called the Certified Hospitality and Tourism Management Professional (CHTMP).

Guest Service Gold®

Guest Service Gold® is the official preparatory course for the Certified Guest Service Professional (CGSP®) designation, and can be completed in as little as three hours. Unlike other certifications from AHLEI, CGSP® does not include an on-site workplace requirement. This offers HTMP students the opportunity to achieve an industry-recognized professional certification in their first month of the program.

The CGSP® certification exam is included with the online training; no separate fee or application is required.

Skills, Tasks, And Results Training (START) for Individual Positions

Provide your students with targeted training for in-demand hospitality positions, combined with industry-recognized professional certification—no time in position required! These new online programs cover four key areas:

START: Front Desk Representative	▶ Certified Front Desk Representative (CFDR)
START: Guestroom Attendant	▶ Certified Guestroom Attendant (CGA)
START: Maintenance Employee	▶ Certified Maintenance Employee (CME)
START: Restaurant Server	▶ Certified Restaurant Server (CRS)

START for Individual Positions is presented as an online training program that includes knowledge for all hospitality employees, position-specific knowledge, and job breakdowns. Each program includes 4-8 hours of online content, which prepares students to take the professional certification examination for that position. The certification exam is included with the program; no separate fee or application is required.

OPTIONAL SUPPLEMENTAL MEDIA RESOURCES

DVD Package

Enhance classroom learning with a selection of AHLEI DVD titles.

- Front Desk First Impressions
- Enabling Independence: Service for Guests with Disabilities
- Courtesy Rules! Telephone Skills Now
- Housekeeping: Quality Guestroom Cleaning
- Stay Safe: Awareness Training for Housekeepers
- Bed Bugs: Facts & Prevention
- Preventive Guestroom Maintenance
- Restaurant Server
- Lodging SafetyWorks

Special pricing is available for HTMP schools on these DVD titles sold separately or as a package.

INTERNATIONAL HIGH SCHOOL COMPETITION

Each year the American Hotel & Lodging Educational Institute (AHLEI) hosts high school students from around the world who come to Orlando, Florida, to showcase their skills in a two-day competition that challenges participants with events based on real-world job scenarios. The competition provides opportunities for students and instructors alike to network with representatives from colleges, hotels, and hospitality associations.

Students compete for scholarship dollars from leading hospitality universities and the ultimate prize—a trip to New York City for the AH&LA Fall Conference and International Hotel, Motel + Restaurant Show (IHMRS) where they will rub elbows with some of the most important leaders in our industry.

During the competition, teams of students display their proficiency while competing in three contests:

Hotel Operations: Students apply their knowledge in a three-part challenge: room inspection, in which students have 10 minutes to find 10 housekeeping cleaning errors in a typical guestroom using an executive housekeeping checklist; night audit, in which teams perform financial calculations and manually post front desk accounting information; and case studies in food and beverage, guest service, and sales and marketing, in which students have 20 minutes to prepare solutions to case study scenarios.

The Hospitality Project: Teams demonstrate their knowledge, skills, and abilities in event planning. They are given a scenario that includes budget parameters, proposal design, banquet event order, menu, and floor plan.

The Knowledge Bowl: Teams demonstrate their knowledge through a multi-round quiz program.

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