



# Hospitality & Tourism: Leading a Recovery Focused on Job Creation & High-Growth Career Pathways





# Pre-Test

What is average number of guests each night in all combined U.S. Hotels?

- A) 1.4 million people
- B) 2.5 million people
- C) 3.6 million people
- D) 4.7 million people



# Pre-Test

What was the total U.S. lodging sales revenue in 2012?

- A) \$42 billion
- B) \$155.5 billion
- C) \$275 billion
- D) \$11.5 billion

# American Hotel & Lodging Association (AHLA)



- Based in Washington DC
- World's largest hotel industry association
- Representing 1.8 million Hotel rooms with over 10,000 member properties
- Represents all sectors & stakeholders in the lodging industry; including individual hotel properties, corporate hotel companies & industry suppliers

# American Hotel & Lodging Educational Institute (EI)



- The non-profit education and training arm of the American Hotel & Lodging Association
- World's largest developer of training development solutions for the hospitality industry
- Non-profit organization
- Over 100 products available in a variety of training media
- Product development in conjunction with direct industry input

# American Hotel & Lodging Educational Institute (EI)



- Leading hotel brands and thousands of properties around the world use EI's products and courses for their corporate training
- More than 1,500 colleges, universities, vocational technical schools, and workforce related agencies use EI courses and textbooks in their classrooms
- Work in conjunction with AH&LA Board of Directors, councils, and member properties as well as (40) Partner State Associations across the US



# Educational Institute Professional Certification

- EI is widely recognized as the preeminent leader in hospitality certification worldwide.
- Highly encourages upward career growth in the industry; showcased by the fact that professional certification options begin at the front-line level and continue all the way through general management.
- The only certification programs in the hotel industry that are **portable, industry recognized**, supported by a network of 10,000 hotel members, and are **endorsed by** the American Hotel & Lodging Association.
- In the last 24 months, EI has certified over 14,000 employees across the world.





# Certification Career Pathway

	Front Office	Revenue Management	Food & Beverage	Housekeeping	Maintenance	Security	Human Resources	Sales
Executive	<b>CHA</b> Certified Hotel Administrator							
Department Head	<b>CRDE</b> Certified Rooms Division Executive		<b>CFBE</b> Certified Food and Beverage Executive	<b>CHHE</b> Certified Hospitality Housekeeping Executive	<b>CHFE</b> Certified Hospitality Facilities Executive	<b>CLSD</b> Certified Lodging Security Director	<b>CHT</b> Certified Hospitality Trainer	
Managerial		<b>CHRM</b> Certified Hospitality Revenue Manager						<b>CHSP</b> Certified Hospitality Sales Professional
Supervisor	<b>CHS</b> Certified Hospitality Supervisor					<b>CLSS</b> Certified Lodging Security Supervisor	<b>CHDT</b> Certified Hospitality Department Trainer	
Line	Certified Front Desk Representative		Certified Restaurant Server	Certified Guestroom Attendant	Certified Maintenance Employee	Certified Lodging Security Officer		
	<b>CGSP</b> Certified Guest Service Professional							
Specialty	<b>CMHS</b> Certified Master Hotel Supplier	<b>CHE</b> Certified Hospitality Educator	<b>CHI</b> Certified Hospitality Instructor	<b>CSS</b> Certified Spa Supervisor	<b>CHTMP</b> Certified Hospitality & Tourism Management Professional			





# Industry Outlook

# Travel Promotion Act



- For the first time ever, the U.S. now has a nation wide coordinated effort to attract new international visitors to our country
- Signed into law on March 4, 2010
- Created a Corporation for Travel Promotion (now Brand USA) that will help attract millions of new international visitors and promote the U.S. as a premier travel destination





# White House Executive Order

- In January 2012, the White House issued an Executive Order aimed at boosting travel and tourism as a response to the Travel Promotion Act.
- President Obama recognized the fact that hospitality and tourism plays a vital role in powering the economy and creating jobs, citing hospitality as a key high-growth sector for the U.S.

*“The more folks who visit America, the more Americans get back to work. That’s how we’re going to rebuild our economy.”* – President Obama



# Takeaways from Executive Order

## National Travel & Tourism Strategy Task Force on Travel & Competitiveness:

- U.S. Department of Commerce
  - U.S. Department of Interior
  - U.S. Department of State
  - U.S. Department of Treasury
- U.S. Department of Agriculture
  - U.S. Department of Labor
- U.S. Department of Transportation
- U.S. Department of Homeland Security
  - U.S. Army Corps of Engineers
  - Office of U.S. Trade Representative
- Export-Import Bank of United States
- U.S. Small Business Administration



WH  
GOV



# National Travel & Tourism Strategy

- Establishes an overarching goal of increasing American jobs and **welcoming 100 million international visitors**, who we estimate will spend \$250 billion, annually **by end of 2021**.
- Encourages Americans to travel within the United States and its territories to see all that our country has to offer.

*“Travel & tourism are critical to the American economy. This growing industry offers significant potential for job creation across all regions of the country.”*





# Task Force Goals & Strategy

- Identifies the leisure and hospitality sector as the fifth largest employer in the United States
- Names the industry as one of six priority sectors likely to drive domestic employment growth over the next 10 years.
- Projects the sector could **add between 2.1 million and 3.3 million jobs by 2021.**

“A well trained workforce is required to meet the needs of the travel and tourism industry. A skilled hospitality workforce is essential to a robust travel and tourism industry.”



# Current Industry Stats

- Lodging serves as a **Top 10 industry** in 48 out of 50 states.
- **Six consecutive quarters** of travel and tourism employment growth.
- The travel and tourism industry accounted for twice as many jobs as created by the construction and real estate industries combined in 2011.
- Within the travel category, the lodging industry has seen the largest rate of growth – with employment rising more than 6% during the most recent reporting.
- Growth projections forecast the industry to add additional 98,000 jobs to the economy by 2013.



# Current Industry Stats

- The industry currently accounts for 14.5 million employees.
- Hospitality job growth averaged 38,000 new jobs per month in 2013  
(source: Bureau of Labor Statistics and The Conference Board)
- There are 3,000 hotels in the pipeline of construction to open in 2014-15





# What's Happening in California?



# California Outlook

- 200,000+ lodging jobs (1.7 million in hospitality)
- 5,512 lodging properties with 211 properties in pipeline (as of 11/2013) Source: Smith Travel Research, 2013
- Revenue of \$95 billion in 2012.
- Additional hospitality jobs to be created from new properties: between 21,000 (min) and 51,624 (max) Source: World Tourism Organization Formula
- Number of jobs in hospitality expected to grow by 11.8% by 2017!



# California Outlook

- What is driving the growth?
  - Recovering economy
  - Rise in consumer confidence
  - Weakened dollar which makes it less expensive for international tourists
  - Recent expansion of California theme parks





# Career Pathways



# Two Primary Divisions



**ROOMS DIVISION**



**FOOD & BEVERAGE  
DIVISION**





# Entry Level

## Food & Beverage Division

- Restaurant Server
- Room Service Attendant
- Cocktail Server
- Banquet Set-Up Employee
- Kitchen Steward
- Bus Person
- Bartender
- Banquet Server

## Rooms Division

- Front Desk Representative
- Bell Attendant
- Concierge
- Reservationist
- Valet
- Guestroom Attendant
- Public Space Cleaner
- Laundry Attendant
- Maintenance Employee



# Entry Level Requirements

- A high school education or less
- No experience necessary
- Step #1 of career ladder; in as little as two years move up to Department Manager



# Supervisory Level Requirements

- A variety of education/skill backgrounds
- Many employees have moved up from entry-level jobs
- Some employees have learned a trade in another industry or graduate from technical schools



# Managerial Level Requirements

- Based on training, experience and individual initiative
- Many executive, managerial, and supervisory positions are offered to employees with college degrees, but opportunities are always available for those who have worked their way up.
- Often, division-head jobs are filled by employees who excelled in skilled-level positions.





# Salaries & Benefits

- Health insurance
- Personal time
- Retirement benefits
- Paid vacations and sick days
- Discounts on accommodations and food
- Incentive programs and bonuses
- World of opportunities for travel!

# Explore your career choices

## Housekeeping

If you take pride in making everything "just so" and want to play a key role in providing a hotel's main product—a spotless guestroom—housekeeping may be for you. You'll also help guests feel comfortable and safe in their rooms.



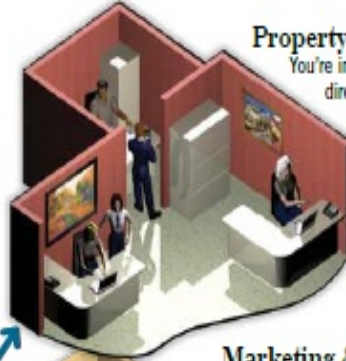
## Food & Beverage

Are you creative? Do you pay attention to even the smallest details? In the kitchen or the dining room, those abilities could be your key to a career in food and beverage preparation or service. Friendliness, cleanliness, and pride in your work are also essential.



## Property Management

You're in charge! As general manager, you directly or indirectly supervise every hotel employee and make sure the hotel is performing the way its owners want it to. You'll work with every department to make sure the entire hotel runs like clockwork and guests feel welcome.



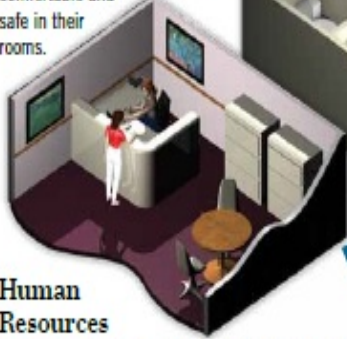
## Marketing & Sales

Being a good listener and communicator is crucial for marketing and sales. You'll find out what services guests want, suggest ways your hotel can provide those services, and let the world know how great those services are. Your hotel's business growth can depend on you.



## Human Resources

As the name indicates, being good with "humans" is critical. You'll recruit, select, and train the best job applicants, administer benefits programs, and handle other personnel matters. Hospitality labor shortages and the need to hire good people have put this department in the spotlight.



## Accounting & Financial Management

If people call you "organized" and comment on your ability with numbers, you might be a natural for this area. You'll guide management decisions, make important financial recommendations, and keep track of the dollars.



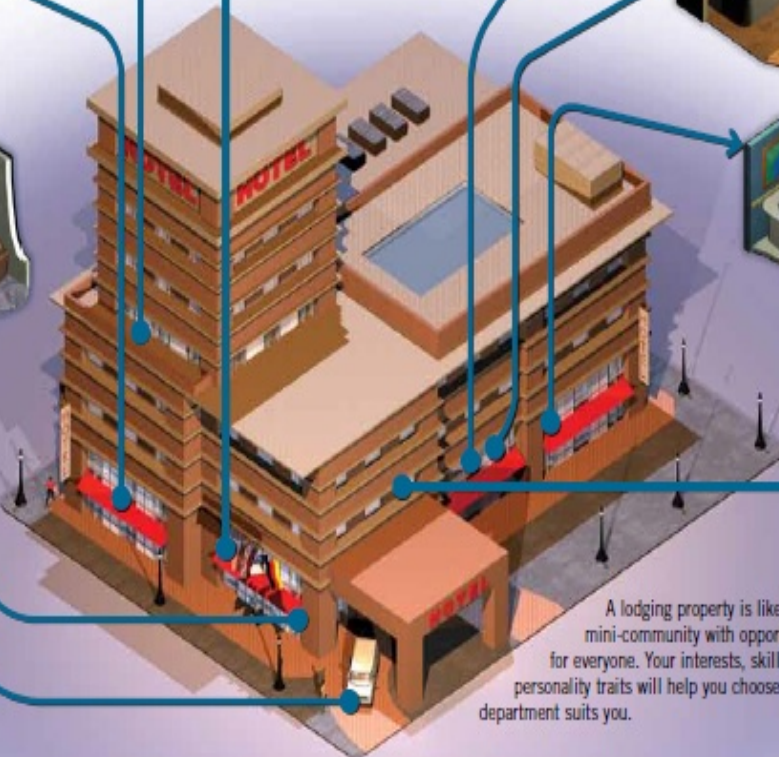
## Front Office

Are you a "people-person"? Do you like computers? Are you good on the phone? You could use those skills to check in guests, accept payments on accounts, exchange messages, and impress guests with the hotel's ability to provide great service. If you like the idea of being at the heart of a hotel's action, the front office is for you.



## Guest Service

Do you like making good first impressions? Being on the go? Making people feel welcome? You were made for this department! You could do anything from driving the hotel's van to handling luggage or amazing guests by getting them tickets to a sold-out show.



A lodging property is like a mini-community with opportunities for everyone. Your interests, skills, and personality traits will help you choose which department suits you.

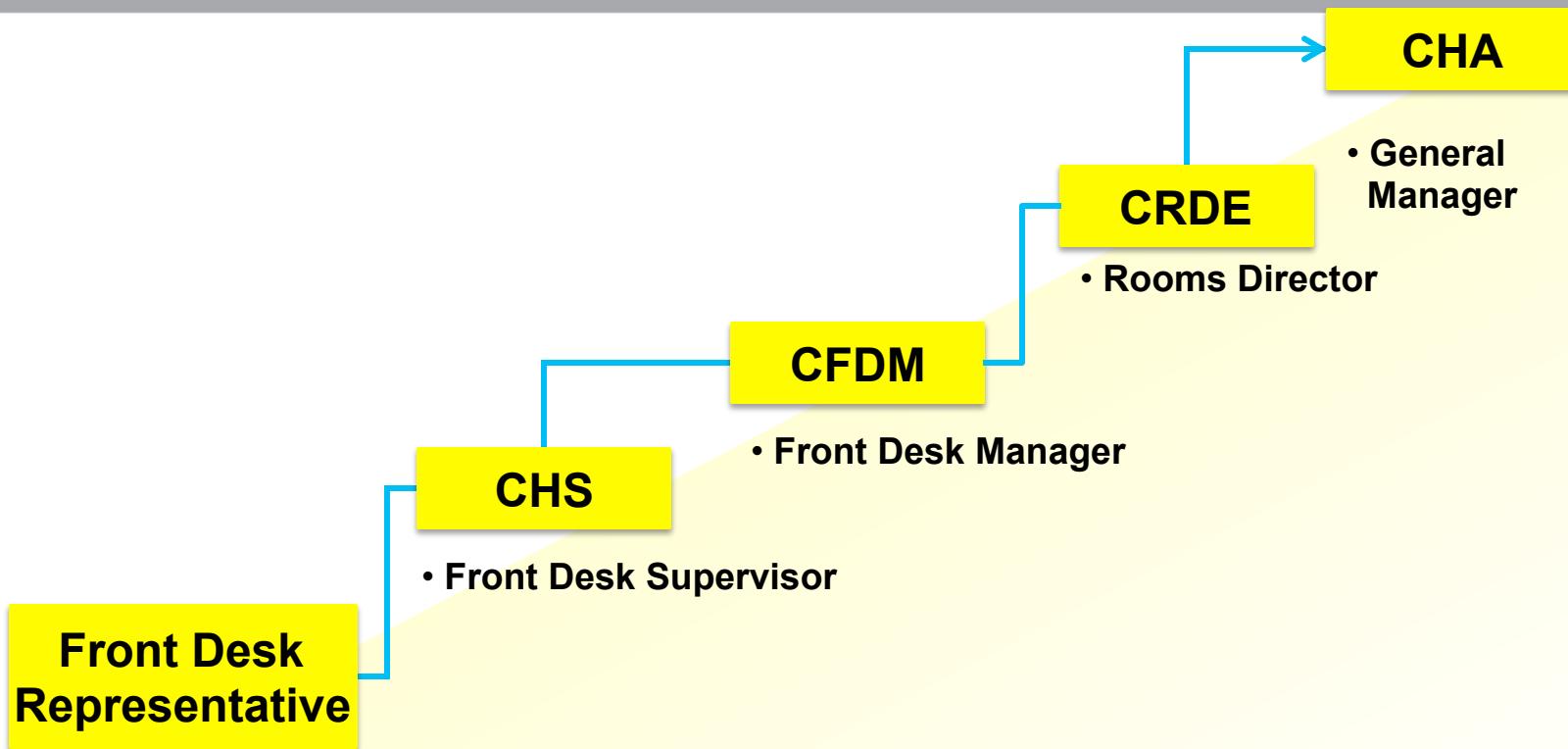
## Security

Detail-oriented. A problem-solver. Cool in a crisis. If those words describe you, there could be a career in security waiting for you. You'll balance guest relations with safety and security concerns, and have key input in your hotel's emergency procedures.





# Personal Career Planner





# Career Pathways





# Road to Success



Dan Enea  
President/COO  
Sunshine Restaurant Partners/IHOP

- Began as dishwasher 30 years ago
- Worked every operations position
- Unit level manager to district manager to vice president of operations



# Road to Success



Eric Danziger  
President/CEO (leaving end of March)  
Wyndham Hotel Group

- Began as bellman at Fairmont Hotel in San Francisco
- Hotel operations, general management, regional operations
- Worked at Carlson, Starwood as well





# How Do We Prepare Students for these Job Opportunities?



# Hospitality and Tourism Management Program





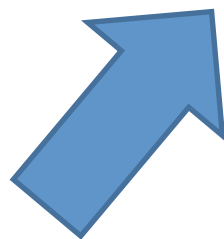
# National Career Clusters Frameworks

- Agriculture, Food & Natural Resources
- Architecture & Construction
- Arts, A/V Technology & Communications
- Business Management & Administration
- Education & Training
- Finance
- Government & Public Administration
- Health Science
- **Hospitality & Tourism**
- Human Services
- Information Technology
- Law, Public Safety, Corrections & Security
- Manufacturing
- Marketing
- Science, Technology, Engineering & Mathematics
- Transportation, Distribution & Logistics

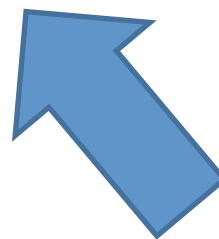


# Hospitality & Tourism Career Cluster

Hospitality & tourism encompasses the management, marketing and operations of restaurants/food services, lodging, attractions, recreation and travel related services.



ProStart



Hospitality &  
Tourism  
Management

HTMP meets the Career Cluster standards as set forth by  
**NASDCTE<sub>c</sub>**



# Hospitality and Tourism Management Program (HTMP)

**Section 2.3**  
**Exploring Careers in Hospitality and Tourism**

**TERMS YOU SHOULD KNOW**

Why are the questions listed in the previous section of this chapter so important? Exploring career options is important because the type of business people chooses for their first hospitality or tourism job will have a strong influence on the career path they will take.

Why? Because those job skills that are first learned will make a person feel comfortable in the job and at the same time provide a sense of belonging in that sector of the industry. Typically, once a person feels they belong somewhere doing something, they will naturally begin to take "ownership" of job duties and responsibilities. Once this happens, and without even thinking about it, a career has been born and a career path chosen. Eventually, industry workers and without even thinking about it, a career has been born and a career path chosen. Eventually, industry workers and without even thinking about it, a career has been born and a career path chosen.

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**Section 2.4**  
**Types of Hospitality and Tourism Careers**

It is estimated that more than 1.8 million people work in the U.S. lodging industry and an estimated 15 million work in the food service industry. These two simple facts make it very clear that the opportunities for a long-term career in just those industries alone are very possible. Add to that the millions of other jobs available in the other industries involved in hospitality and tourism and the potential career options are nearly limitless.

This graphic shows some of the types of businesses found in the four main operational categories of the hospitality and tourism industry. Just about any career you can think of will very probably be available in one or more of the four categories.

- Accommodations**
  - All-suite hotels
  - Casino hotels
  - Conference centers
  - Full-service hotels
  - Limited-service hotels
  - Resorts
  - Retirement communities
- Food Service**
  - Commercial caterers
  - Educational food service
  - Employee food service
  - Full-service restaurants
  - Health care
  - Lodging food service
  - Quick-service restaurants
  - Recreational food service
  - Social eaters
- Transportation**
  - Airlines
  - Bus lines
  - Car rental companies
  - Cruise ships
  - Tour/Coach operations
- Attractions/Other**
  - Campgrounds
  - Fitness centers
  - Country clubs
  - State and national parks
  - Tourist merchandise operations
  - Theme parks
  - Zoo

Chapter 2 - Careers in Hospitality

**Year 1**  
**Hospitality and Tourism Management Program**

HTMP  
 Hospitality and Tourism Management Program

**Year 2**  
**Hospitality and Tourism Management Program**

HTMP  
 Hospitality and Tourism Management Program



# Components of HTMP



- Student Textbook—one each year
- Student Workbook—one each year
- Teacher Classroom Materials
  - Teacher Wraparound Edition (Textbook)
  - Teacher Resource USB Drive
    - Instructions to Teachers on Key Program Elements
    - Lesson Plans
    - PowerPoints
    - Classroom Resource Materials/Activities
    - Assessments/Quizzes
    - Student Workbook answer key & support materials
    - Teacher Resource Guide
      - Syllabus
      - Articulation Crosswalk
      - Learning Competencies
      - Common Core Standards Matrix
- Media Package
  - Supplemental DVD Package
  - Supplemental Online Courses for Students







# Common Core State Standards

These standards define the knowledge and skills students should have within their K-12 education careers so that they will graduate high school able to succeed in entry-level, credit-bearing academic college courses and in workforce training programs.

- *Are aligned with college and work expectations;*
  - *Are clear, understandable and consistent;*
- *Include rigorous content and application of knowledge through high-order skills;*
  - *Build upon strengths and lessons of current state standards;*
- *Are informed by other top performing countries, so that all students are prepared to succeed in our global economy and society; and*
  - *Are evidence-based.*

HTMP integrates the Common Core State Standards (CCSS) and Common Career Technical Core (CCTC).



# Curriculum Outline

## Year 1

Students will focus on learning the aspects, responsibilities, knowledge, and skills required from the **operational perspective** of the hospitality and tourism industry.

## Year 2

Students will focus on the **leadership and managerial** aspects, responsibilities, knowledge, and skills required by an entry-level leader within the hospitality and tourism industry.



# Teacher Lesson Plans

- Discussion outline for each chapter section
- Link to Common Core Standards
- Link to Hospitality Cluster Standards
- Learning competencies
- Key terms and vocabulary
- Additional group or individual learning activities
- Classroom management guides
- Links to appropriate supporting materials
- Apply Your Learning answers



# HTMP Teacher Resource Guide

- Sample Syllabus
- Math & Communication Skills
- Learning Objectives/Competencies
- Articulation Crosswalk
- Common Core Standards Matrix
- HTMP Certificate of Achievement Template



# Supplemental Media Package

- **Year 1 DVD Package** (*One Time Purchase*)
  - Includes (9) DVD titles
  
- **Student Online Courses** (*Annual Renewal Fee*)
  - Includes individual student seat in (8) online courses/modules:
    1. Guest Service GOLD Course
    2. Supervisory Skill Builders: Effective Communication Module
    3. Skills Training: Front Desk Representative Course
    4. Front Office Manager; Module 1
    5. Skills Training: Guestroom Attendant Course
    6. Skills Training: Maintenance Employee Course
    7. Skills Training: Restaurant Server Course
    8. Eye on Awareness Course

# International Certification



## Certified Hospitality & Tourism Management Professional (CHTMP)

- Requirements:
  - Pass both HTMP Year 1 and HTMP Year 2 final exams with a score of 70% or higher
  - 100 hour work experience in qualifying position
    - Qualifying position is defined as working, whether paid or unpaid, in the hospitality industry
    - Hospitality industry is defined by four categories: Accommodations, Food & Beverage, Transportation, or Attractions (*see Page 11 of Year 1 text*)
    - There is no supervisory level requirement
    - Work requirement can be done over the course of the 2 year program, but must be completed within 120 days (4 months) of taking the Year 2 final exam
    - Students will receive a **Workplace Voucher** to have their supervisor sign to verify they have completed the 100 hour work requirement
    - Supervisor will also complete a 1-page **Evaluation Form** to be used as a personal portfolio for the student in order to showcase skills mastered. There is no minimum score requirement for the Evaluation.





# Stackable Certification Option

## Certified Guest Service Professional (CGSP)

- Complete Guest Service GOLD Curriculum included in the Supplemental Media Package within the Student Online Course annual package
- CGSP Certification available for purchase at a deeply discounted rate for HTMP students
- CGSP offers students the chance to earn an **internationally recognized**, industry supported professional certification in the first year of the program. There is no workplace requirement for CGSP.



# Additional Stackable Certification Option



## Position Specific Front-Line Certifications

The Skills Training courses offered in the Online Course Package are the official preparatory action for the designated entry-level certifications.

- Skills Training: Front Desk Representative = Certified Front Desk Representative (CFDR)
- Skills Training: Guestroom Attendant = Certified Guestroom Attendant (CGA)
- Skills Training: Maintenance Employee = Certified Maintenance Employee (CME)
- Skills Training: Restaurant Server = Certified Restaurant Server (CRS)

*Upon completing Skills Training courses, students have met the knowledge base requirement of the associated certification. From there, they simply need to meet the workplace requirements necessary to be awarded for the professional certification designation.*



# Articulation

More than 1,500 schools around the world use Educational Institute text and courses. Students are not limited, however, to articulating into programs where Educational Institute courses are taught.

The learning objectives of the HTMP match many of the competencies in (6) of the most popular EI courses.

- [A Century of Hospitality](#)
- [Hospitality Today: An Introduction](#)
- [Managing Front Office Operations](#)
- [Managing Housekeeping Operations](#)
- [Managing Service in Food and Beverage Operations](#)
- [Hospitality Facilities Management and Design](#)

Competencies from the following texts are also included in the HTMP:

- [Understanding Hospitality Law](#)
- [Leadership and Management in the Hospitality Industry](#)



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