

## Colorado CTE Course – Scope and Sequence

Course Name	Lodging & Resort Management 1		Course Details	60 90-minute periods (Full year course)		
			Course = 1.0 Carnegie Unit Credit			
<b>Course Description</b>	This two-year industry-developed curriculum by the American Hotel and Lodging Educational Institute covers careers in hospitality and restaurant operations, customer service, sales, marketing, employability and soft skills, communication, guest experience cycle and food and beverage services. Successful participants in the program will have the opportunity to receive college credits, earn industry certifications and credentials, opportunity to participate in a mentored internship, and apply for industry scholarships. FCCLA is also an integral part of this course.					
<b>Note:</b>	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all essential knowledge and skills are covered.					
SCED Identification #		Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.				
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at <a href="https://www.cde.state.co.us/standardsandinstruction/essentialskills">https://www.cde.state.co.us/standardsandinstruction/essentialskills</a> . The technical standards for Family and Consumer Sciences are found on the National Administrators for Family and Consumer Sciences website at <a href="http://www.nasafacs.org/national-standards-and-competencies.html">http://www.nasafacs.org/national-standards-and-competencies.html</a>						
Instructional Unit Topic	Suggested Length of Instruction	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration	
<b>Unit 1: Introduction to Hospitality and Tourism Program</b> <i>Ch 1: Hospitality and Tourism</i> <i>Ch 2: Careers in Hospitality</i>	<i>*Hours based on suggestions from HTMP curriculum</i>  Ch.1- 12 hours  Ch.2- 12 hours	10.1 Analyze career paths within the hospitality, tourism and recreation industries.	10.1.1 Explain the roles and functions of individuals engaged in hospitality, tourism, and recreation careers. 10.1.2 Analyze opportunities for employment in hospitality, tourism, and recreation careers. 10.1.3 Summarize education and training requirements and opportunities for career paths in hospitality,	1.1 Describe the changes hospitality and tourism have experienced in modern times. 1.2 Explain how hospitality and tourism depend on one another for success. 1.3 Describe the social impact of global travel and business on hospitality and tourism. 1.4 Describe the scope of industry services available for today's traveler. 1.5 Explain the need for respect and value for all guests by the hospitality and tourism industry.	FCCLA- Career Exploration  Career Connection  Job Interview  Leadership event	

		<p>10.4 Demonstrate practices and skills involved in hospitality and lodging occupations.</p>	<p>tourism, and recreation careers. 10.1.4 Analyze the correlation between the hospitality industry and local, state, national and global economies. 10.1.5 Create an employment portfolio to communicate hospitality, tourism, and recreation knowledge and skills. 10.1.6 Analyze the role of professional organizations in the hospitality, tourism, and recreation professions.</p> <p>10.4.1 Demonstrate front desk, office, and customer service skills. 10.4.2 Demonstrate accounting practices and financial transactions. 10.4.3 Manage convention, meeting, and banquet support functions. 10.4.4 Apply basic food preparation and service skills in catering operations. 10.4.5 Manage use, care, storage, maintenance, and safe operations of equipment, tools, and supplies.</p>	<p>1.6 Explain the purpose of quality guest service in the hospitality and tourism industry. 1.7 Identify the types of hotels available to hospitality and tourism guests.</p> <p>2.1 Identify the career options available to a person seeking to build a career in hospitality and tourism. 2.2 Identify the type of person found working in the hospitality and tourism industry. 2.3 Identify the importance of expertise building through on-the-job experience. 2.4 Identify the type of potential careers available in the hospitality and tourism industry. Explain the various career paths available in the hospitality and tourism industry. 2.5 Explain the role of the hospitality professional. 2.6 Explain the skills and responsibilities of a guest service professional. 2.7 Identify the steps required during the job hunt and interview process. 2.8 Identify the steps required during the job hunt and interview process. 2.9 Identify the steps required during the job hunt and interview process.</p>	
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<p><b>Unit 2: Hospitality Soft Skills</b> <i>Ch 3: Guest Cycle</i> <i>Ch 4: Guest Experience Cycle</i> <i>Ch 5: Financial Processes and the Guest Cycle</i> <i>Ch 6: Communication</i></p>	<p><i>*Hours based on suggestions from HTMP curriculum</i></p> <p>Ch.3- 11 hours</p> <p>Ch.4- 14 hours</p> <p>Ch.5- 12 hours</p> <p>Ch.6- 13 hours</p>	<p>10.3 Apply concepts of quality service to ensure customer satisfaction.</p>	<p>10.3.1 Apply industry standards for service that meets cultural and geographic expectations of guests or customers.</p> <p>10.3.2 Analyze how employee dispositions can impact customer satisfaction.</p> <p>10.3.3 Apply a system to evaluate and resolve employee, employer, guest, or customer complaints.</p> <p>10.3.4 Analyze effects of customer relations on success of the hospitality, tourism, and or recreation industry.</p> <p>10.3.5 Demonstrate effective cultural awareness and customer relations to meet the hospitality, tourism, and recreation needs of special populations.</p>	<p>3.1 Identify how a seamless guest experience is managed by employees and the property.</p> <p>3.1 Identify the tasks performed during pre-arrival, arrival, occupancy, and departure stages of the guest cycle.</p> <p>3.2 Identify how a seamless guest experience is managed by employees and the property.</p> <p>3.3 Identify how the emotional engagement of guests is influenced by each stage of the guest cycle.</p> <p>3.4 Explain how to determine guests' wants and needs in order to meet and exceed expectations with the global traveling public.</p> <p>4.1 Identify the reason for encouraging repeat guest business.</p>	<p>Career Connection</p> <p>STAR Event: Interpersonal Communications</p> <p>International Experience</p> <p>Public Speaking</p> <p>Job Interview</p>



			<p>10.6.3 Organize resources and information about locations, facilities, suppliers, and vendors for specific services.</p> <p>10.6.4 Prepare event materials for distribution.</p> <p>10.6.5 Demonstrate skills related to promoting and publicizing events.</p> <p>10.6.6 Manage programs and events for specific age groups or diverse populations.</p> <p>10.6.7 Promote wellness initiatives through recreation and leisure programs and events.</p> <p>10.6.8 Evaluate overall effectiveness of specific events.</p> <p>10.6.9 Describe tourism related organizations and agencies and their impact on hospitality, lodging, travel, and recreation operations.</p>	<p>6.1 Identify the purpose of implementing effective communication systems. Explain the role of tact and diplomacy in effective communication.</p> <p>6.2 Identify the various forms of communication.</p> <p>6.3 Explain the reasons for communicating clearly and effectively with guests.</p> <p>6.4 Explain the effect of verbal and nonverbal communication on guests and co-workers. Explain the importance of office etiquette to the hospitality and tourism industry.</p> <p>6.5 Identify the rules of written and electronic communication skills.</p> <p>6.6 Identify the seven barriers to effective communication.</p> <p>6.7 Identify the purpose of interdepartmental communication methods. Identify the purpose of a Comm Center in hospitality &amp; tourism operations.</p>	
<p><b>Unit 3: Operational Areas</b> <i>Ch 7: Front Office Operations</i> <i>Ch 8: Executive Housekeeping Operations</i> <i>Ch 9: Facilities Management</i> <i>Ch 10: Food and Beverage Services</i></p>	<p><i>*Hours based on suggestions from HTMP curriculum</i></p> <p>Ch.7-16 hours</p> <p>Ch.8-12 hours</p> <p>Ch.9-</p>	<p>10.1 Analyze career paths within the hospitality, tourism and recreation industries.</p>	<p>10.1.1 Explain the roles and functions of individuals engaged in hospitality, tourism, and recreation careers.</p> <p>10.1.2 Analyze opportunities for employment in hospitality, tourism, and recreation careers.</p>	<p>7.1 Identify the responsibilities of the front office and the front desk along with the role each plays with guests.</p> <p>7.2 Explain the structure of the rooms division and the two departments assigned to the division.</p> <p>7.3 Identify the categories under which the front office manager's responsibilities fall.</p>	<p>Front of House Thematic Table Setting</p>

<p><i>Ch 11: Resort Operations</i> <i>Ch 12: Operational Finance</i></p>	<p>9 hours  Ch.10-11 hours  Ch.11-7 hours  Ch.12-13 hours</p>	<p>10.2 Demonstrate procedures applied to safety, security, and environmental issues.</p> <p>10.4 Demonstrate practices and skills involved in hospitality and lodging occupations.</p>	<p>10.1.3 Summarize education and training requirements and opportunities for career paths in hospitality, tourism, and recreation careers.</p> <p>10.2.1 Explain the importance of safety, security, and environmental issues related to the hospitality, tourism, and recreation industries.</p> <p>10.2.2 Demonstrate procedures for assuring guest or customer safety.</p> <p>10.2.3 Evaluate evacuation plans and emergency procedures.</p> <p>10.2.4 Demonstrate management and conservation of resources for energy efficiency and protection of the environment.</p> <p>10.2.5 Design a system for documenting, investigating, and taking action on safety, security, and environmental issues.</p> <p>10.4.1 Demonstrate front desk, office, and customer service skills.</p>	<p>7.4 Identify the job positions that report through the front office.</p> <p>7.5 Identify the additional areas of responsibility typically performed by the front desk or front office employees.</p> <p>7.6 Describe the key functions of the front desk operation and the nine steps of the registration cycle.</p> <p>7.7 Identify the financial processes, and when each should occur, during the financial reporting cycle.</p> <p>7.8 Explain the need for performance standards for front desk and front office employees.</p> <p>7.9 Identify the types of room rate systems used by hotels.</p> <p>8.1 Identify the scope of responsibilities handled by the housekeeping department.</p> <p>8.2 Identify the functions and responsibilities of the executive housekeeper along with how to apply productivity and performance standards to housekeeping positions.</p> <p>8.3 Identify the correct process for guestroom cleaning, room inspections, and reporting of maintenance issues.</p> <p>8.4 Identify job positions reporting to the executive housekeeper.</p> <p>8.5 Describe how to calculate, track, order, and issue recycled</p>	
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				<p>by the facilities management department</p> <p>9.5 Identify the role of year-round routine maintenance for grounds, landscaping, high-traffic guest areas, and snow clearing.</p> <p>9.6 Discuss the four key planning areas for an emergency preparedness plan along with the role of maintaining emergency backup systems at a hotel.</p> <p>9.7 Identify the three E's of green initiatives and most common green practices that fall under the facilities management department.</p> <p>10.1 Identify the restaurant industry's position as a major source of jobs in the U.S.</p> <p>10.2 Identify the purpose for type of service, menu options, and cost in each of the five main categories of food service outlets.</p> <p>10.3 Explain the guest and employee segments of the food and beverage guest cycle.</p> <p>10.4 Explain the need for implementing, and consistently using, financial controls for labor costs, food costs, menu pricing, and cash control in a food and beverage operation.</p> <p>10.5 Identify the ADA requirements that typically affect a food and beverage operation.</p> <p>10.6 Identify the purpose of safety and sanitation in food</p>	
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				<p>service operations and the need for a written Sanitation Risk Management (SRM) program such as HACCP.</p> <p>10.7 Identify the four main styles of table service and the purpose of each.</p> <p>10.8 Explain the goal of providing excellent food to food service operations.</p> <p>10.9 Identify the need for responsible beverage operations, the role of a dram law, and liabilities, legalities, and responsibilities servers, bartenders, restaurants, bars, lounges, and other beverage service providers face when serving alcohol.</p> <p>10.10 Explain the role of banquets, catering, and special events in food and beverage operations.</p> <p>10.11 Identify the ten most common green practices used by food and beverage facilities.</p> <p>11.1 Identify the purpose of resorts, cruise lines, recreational vehicles, and tent camping in the hospitality and tourism industry.</p> <p>11.2 Identify the types of resorts and the target guest markets attracted to each type.</p> <p>11.3 Identify the role of cruise ships in the hospitality and tourism industry, the types of ships, and the target guest market for each type.</p>	
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				carbon footprint and also reduce operating costs.	
<p><b>Unit 4: Sales &amp; Marketing</b> Ch 13: Marketing Ch 14: Sales</p>	<p><i>*Hours based on suggestions from HTMP curriculum</i></p> <p>Ch. 13- 9 hours</p> <p>Ch. 14- 8 hours</p>	<p>10.3 Apply concepts of quality service to ensure customer satisfaction.</p> <p>10.4 Demonstrate practices and skills involved in hospitality and lodging occupations.</p>	<p>10.3.1 Apply industry standards for service that meets cultural and geographic expectations of guests or customers.</p> <p>10.3.2 Analyze how employee dispositions can impact customer satisfaction.</p> <p>10.3.3 Apply a system to evaluate and resolve employee, employer, guest, or customer complaints.</p> <p>10.3.4 Analyze effects of customer relations on success of the hospitality, tourism, and or recreation industry.</p> <p>10.3.5 Demonstrate effective cultural awareness and customer relations to meet the hospitality, tourism, and recreation needs of special populations.</p> <p>10.4.1 Demonstrate front desk, office, and customer service skills.</p> <p>10.4.2 Demonstrate accounting practices and financial transactions.</p> <p>10.4.3 Manage convention, meeting, and banquet support functions.</p>	<p>13.1 Identify the marketing activities used in the hospitality and tourism industry; know the difference between marketing and advertising.</p> <p>13.2 Identify the role of marketing in the hospitality and tourism industry and the purpose of measuring return on investment (ROI) for all marketing efforts.</p> <p>13.3 Identify the four Ps of marketing and the role of each in the development of a marketing plan.</p> <p>13.4 Identify the purpose of analyzing market segments when deciding which target market to focus on when build a marketing plan, strategy, and message.</p> <p>13.5 Explain the use of demographics and psychographics in researching and positioning products for specific market segments or target markets.</p> <p>13.6 Identify the purpose of communicating marketing messages to guests.</p> <p>13.7 Explain the role of ethics and ethical practices in hospitality and tourism marketing.</p> <p>13.8 Explain the purpose of implementing green practices as part of the marketing plan, strategy, or message.</p>	<p>Event Management</p> <p>Hospitality, Tourism and Recreation</p>

			10.4.8 Analyze sales and marketing functions in hospitality and lodging operations.	14.1 Identify the role of sales in the hospitality and tourism industry. 14.2 Identify the key objectives and various tasks of a hospitality and tourism sales department. 14.3 Identify the structure and positions found in a hospitality and tourism sales department. Explain the responsibilities of a hospitality and tourism sales professional. 14.4 Identify the purpose of prospecting and the role of the Internet, networking, relationship building, strategic alliances, and referrals in hospitality and tourism sales. 14.5 Identify the types of sales, the purpose of upgrading sales, and the role of specialty sales in hospitality and tourism.	
<p><b>Unit 5: Safety &amp; Security</b> <i>Ch 15: Operational Safety</i> <i>Ch 16: Security</i></p>	<p><i>*Hours based on suggestions from HTMP curriculum</i></p> <p>Ch. 15-11 hours</p> <p>Ch. 16-10 hours</p>	10.2 Demonstrate procedures applied to safety, security, and environmental issues.	<p>10.2.1 Explain the importance of safety, security, and environmental issues related to the hospitality, tourism, and recreation industries.</p> <p>10.2.2 Demonstrate procedures for assuring guest or customer safety.</p> <p>10.2.3 Evaluate evacuation plans and emergency procedures.</p> <p>10.2.4 Demonstrate management and conservation of resources for energy efficiency and</p>	<p>15.1 Identify the purpose of maintaining a safe, healthy environment for guests and employees.</p> <p>15.2 Identify the role of occupational safety and the purpose of a job safety analysis report in providing safe work conditions to employees.</p> <p>15.3 Explain the risk management process and the use of the 14 elements of a health and safety program in the workplace.</p> <p>15.4 Identify the role of the Occupational Safety and Health</p>	<p>STAR Event: Advocacy</p> <p>Sustainability Challenge</p>

			<p>protection of the environment.</p> <p>10.2.5 Design a system for documenting, investigating, and taking action on safety, security, and environmental issues.</p>	<p>Administration (OSHA) in ensuring a safe and healthy work environment for all American workers by overseeing Hazardous Materials Communication (HazCom) Standards.</p> <p>15.5 Identify the safety policies and procedures regarding operational safety for slips, trip, and falls along with fire safety and safe lifting.</p> <p>16.1 Explain the role of security in protecting people and property during criminal, severe weather, and emergency situations.</p> <p>16.2 Identify the security functions of providing reasonable care under the innkeepers laws requiring hotels to provide travelers with a safe haven at night.</p> <p>16.3 Identify the roles of a hotel's security officers and managers in protecting people and property.</p> <p>16.4 Describe the role of security in maintaining control over both metal and electronic key systems for a property.</p> <p>16.5 Identify the types of emergencies common during daily operations that are handled by the security team.</p> <p>16.6 Identify the role of emergency preparedness to guarantee an emergency response plan is in place for a variety of potentially life-</p>	
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