

# Careers in the Hospitality Industry

**Unit:** Career Exploration Skills

**Problem Area:** Explore Family and Consumer Sciences Careers

**Lesson:** Careers in the Hospitality Industry

- **Student Learning Objectives.** Instruction in this lesson should result in students achieving the following objectives:

- 1 Describe the hospitality industry.**
- 2 Identify careers in the hospitality industry.**
- 3 Investigate careers in the hospitality industry.**

- **List of Resources.** The following resources may be useful in teaching this lesson:

ACTE Online. Accessed Nov. 12, 2007 <<http://www.acteonline.org/>>.

U.S. Department of Labor: Bureau of Labor Statistics. Occupational Outlook Handbook. Accessed Nov. 15, 2007 <<http://www.bls.gov/oco/>>.

U.S. Department of Labor: Employment & Training Administration. Accessed Nov. 14, 2007 <<http://www.doleta.gov/>>.



## ■ List of Equipment, Tools, Supplies, and Facilities

- ✓ Overhead or PowerPoint projector
- ✓ Visual(s) from accompanying master(s)
- ✓ Copies of sample test, lab sheet(s), and/or other items designed for duplication
- ✓ Materials listed on duplicated items
- ✓ Computers with printers and Internet access
- ✓ Classroom resource and reference materials

## ■ Terms. The following terms are presented in this lesson (shown in bold italics):

- ▶ food-service occupations
- ▶ hospitality industry
- ▶ lodging occupations
- ▶ recreation occupations
- ▶ travel occupations

## ■ Interest Approach. Use an interest approach that will prepare the students for the lesson. Teachers often develop approaches for their unique class and student situation. A possible approach is included here.

*Ask students if they have traveled with their families. Have them give examples of where they went, what they did, where they stayed, how they got there, and what they ate. Use their examples to point out various careers within the hospitality industry (e.g., desk clerk, maid, bellhop, busser, flight attendant, and amusement park worker).*

# SUMMARY OF CONTENT AND TEACHING STRATEGIES

**Objective 1:** Describe the hospitality industry.

**Anticipated Problem:** What is the hospitality industry?

- I. The **hospitality industry** refers to a wide variety of service-oriented businesses, including travel, recreation, lodging, and food service.
  - A. Businesses in this diverse industry can be found:
    1. Locally
    2. Nationally
    3. Globally

- B. Jobs in this industry vary in requirements pertaining to skill level and education.
  - 1. Entry-level jobs tend to require little or no formal education.
  - 2. Managerial jobs and culinary positions often require college degrees or trade school certificates.
- C. The industry's annual performance is dependent upon the economy because less people travel, engage in recreational opportunities, and dine out when the economy is weak. Currently, the industry averages earnings that exceed 3 trillion dollars annually.

*Many techniques can be used to help students master this objective. Take a field trip to a large hotel for a tour of the facility. Arrange to have people working in various areas of the hotel discuss their positions, training, salary range, and job descriptions.*

**Objective 2:** Identify careers in the hospitality industry.

**Anticipated Problem:** What careers exist in the hospitality industry?

- II. A variety of careers exist in the hospitality industry.
  - A. **Travel occupations** refer to jobs for businesses related to travel, such as airlines, travel agencies, and car-rental companies.
    - 1. Airlines
      - a. Pilots
      - b. Flight attendants
      - c. Grounds crew members
      - d. Security guards
      - e. Porters
      - f. Ticket agents
    - 2. Travel agents
      - a. Independent
      - b. Corporate
      - c. Commercial
    - 3. Travel guides or tour group leaders
    - 4. Car-rental companies
      - a. Ticket agents
      - b. Clean-up crews
      - c. Bus drivers
  - B. **Recreation occupations** are jobs that assist people in the pursuit of their hobbies or extracurricular interests.
    - 1. Sports/athletics
      - a. Coaches

- b. Players
  - c. Umpires
  - d. Referees
  - e. Trainers
  - f. Sport-facilities workers
2. Amusement-park workers
- C. **Lodging occupations** are typically positions located in hotels, motels, bed and breakfasts, and resorts.
1. Managers
  2. Desk clerks
  3. Concierges
  4. Bellhops
  5. Housekeeping (maids and janitors)
- D. **Food-service occupations** are jobs in restaurants, cafeterias, bistros, cafes, and catering facilities; most positions involve the creation/preparation, service, or clean up of food.
1. Server
  2. Cook/chef
  3. Busser
  4. Host/hostess
  5. Dishwasher

*Many techniques can be used to help students master this objective. Have students look at newspaper ads for job openings in the hospitality field. Try to find as many of the above careers as possible. A newspaper with a large circulation would be most helpful for this activity.*

**Objective 3:** Investigate careers in the hospitality industry.

**Anticipated Problem:** What are major aspects of the hospitality industry?

- III. The hospitality industry is considered a high-growth industry for many reasons.
  - A. Employment is predicted to grow 18% between 2002 and 2012, adding more than 1.6 million new jobs (U.S. Bureau of Labor Statistics).
  - B. Of the 8,740,000 total workers employed in this industry in 2003, 5,343,000 worked full-time (61%) and 3,397,000 worked part-time (39%) (U.S. Bureau of Labor Statistics).
  - C. High turnover contributes to negative stereotypes of workers in this field.
  - D. Targeting an untapped labor pool (older workers, transitioning military and their spouses, veterans, people with disabilities, ex-offenders, workers transitioning from other industries) will help recruit workers.

- E. The range of activities for this industry provides excellent job opportunities for people with various skill levels and educational backgrounds.
- F. Jobs are plentiful for first-time job seekers, senior citizens, and those seeking part-time or alternative work schedules.

*Many techniques can be used to help students master this objective. Have students use Web sites listed in the “List of Resources” section to investigate the hospitality industry and various jobs within this field.*

- **Review/Summary.** Use the student learning objectives to summarize the lesson. Have students explain the content associated with each objective. Student responses can be used in determining which objectives need to be reviewed or taught from a different angle. Questions at the ends of chapters in the textbook may also be used in the review/summary.
- **Application.** Use the included visual masters and lab sheet to apply the information presented in the lesson.
- **Evaluation.** Evaluation should focus on student achievement of the objectives for the lesson. Various techniques can be used, such as student performance on the application activities. A sample written test is provided.

## ■ **Answers to Sample Test:**

### **Part One: Matching**

1. d
2. b
3. a
4. e
5. c

### **Part Two: Short Answer**

- Travel: Answers will vary. Some examples are flight attendants, grounds crew members, security guards, porters, ticket agents, travel agents, bus drivers, pilots, and travel guides.
- Recreation: Answers will vary. Some examples are coaches, players, umpires, referees, trainers, sports park workers, and amusement park workers.
- Lodging: Answers will vary. Some examples are hotel, motel, bed and breakfast, or resort managers, desk clerks, concierges, bellhops, and maids/janitors.
- Food service: Answers will vary. Some examples are chef/cook, server, busser, host/hostess, and dishwasher.

### Part Three: True or False

1. T
2. F
3. F
4. F
5. T
6. F

# Careers in the Hospitality Industry

## ► Part One: Matching

**Instructions:** Match the term with the correct definition.

- a. lodging
- b. food service
- c. hospitality industry
- d. recreation
- e. travel

- \_\_\_\_ 1. Sports, amusement parks, athletics, gaming
- \_\_\_\_ 2. Baker, bartender, dishwasher, manager, waitress
- \_\_\_\_ 3. Desk clerk, concierge, bellhop, housekeeping
- \_\_\_\_ 4. Airlines, ticket agents, travel agents, tour guides
- \_\_\_\_ 5. Travel, recreation, lodging, food service

## ► Part Two: Short Answer

**Instructions:** Complete the following.

List four areas of the hospitality industry and give two examples of an occupation within each area.



► **Part Three: True or False**

**Instructions: Write T for true or F for false.**

- \_\_\_\_ 1. The hospitality industry is global.
- \_\_\_\_ 2. Employment in the hospitality industry is predicted to decline in the next few years.
- \_\_\_\_ 3. Turnover is low in the hospitality industry.
- \_\_\_\_ 4. Entry-level positions are difficult to find in the hospitality industry.
- \_\_\_\_ 5. Travel, recreation, and lodging occupations are all part of the hospitality industry.
- \_\_\_\_ 6. Pilots, travel agents, and bus drivers are all recreation occupations.



# AREAS WITHIN THE HOSPITALITY INDUSTRY

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- ◆ Travel
- ◆ Lodging
- ◆ Food Service
- ◆ Recreation



# CAREERS WITHIN THE HOSPITALITY INDUSTRY

## ◆ Travel

- Airlines
- Travel Agents
- Travel/Tour Guides
- Car Rental

## ◆ Recreation

- Sports/Athletics
- Amusement Parks

## ◆ Lodging

- Managers
- Desk Clerks
- Concierges
- Bellhops
- Housekeeping



# Occupations Within the Hospitality Industry

## Purpose

The purpose of this activity is to identify occupations within the hospitality industry.

## Objective

1. List several occupations from each area of the hospitality industry.

## Materials

- ◆ class notes
- ◆ textbooks
- ◆ previous class activities
- ◆ computers with Internet access

## Procedure

1. Review class notes and textbooks to create a list of occupations from each area within the hospitality industry.
2. Use the Internet, if needed, to supplement your answers.
  - I. Travel occupations
    - A.
    - B.



C.

D.

II. Recreation occupations

A.

B.

III. Lodging occupations

A.

B.

C.

D.

E.

IV. Food-service occupations

A.

B.

C.

D.

E.