Program of Study Guide:
Hotel and Resort Management - DRAFT

Comprehensive guidelines and course standards for the Accommodations pathway

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Purpose

The purpose of this document is to communicate the required Career and Technical Education (CTE) academic standards for the Hotel and Resorts Management Program of Study. The academic standards in this document are theoretical and performance based. The standards contain content from multiple state departments of education, the College Board, and the Adobe Certified Professional and have been reviewed and vetted by members of the Maryland business and industry community.

In addition to academic standards, the Maryland State Department of Education (MSDE) has incorporated into this document Labor Market Information (LMI) definitions and explanations for the Program of Study; program aligned Industry Recognized Credentials; and Work-Based Learning resources and requirements by course level.

This document is intended for use by educational administrators and practitioners. A similar document is available for each state-approved CTE Program of Study.

Sources of Standards

The development of the Hotel and Resort Management I-IV course standards is informed by several authoritative sources that provide comprehensive guidelines and frameworks for hotel and resort management education. These sources collectively provide a robust foundation for developing comprehensive and industry-aligned standards for the Hotel and Resort Management I-IV courses, ensuring that students acquire the necessary skills and knowledge to succeed in the field of lodging and accommodations.

Below is a list of these sources, along with descriptions, their applications in course development, and corresponding web links:

1. Advance CTE's Career Clusters Framework
   A. **Description:** The Advance CTE framework provides a nationally recognized structure for organizing career and technical education (CTE) into 16 Career Clusters. Each cluster represents a grouping of occupations and industries, with the Hospitality, Events, & Tourism Career Cluster focusing on careers related to lodging, food and beverage services, travel, tourism, recreation, and event planning.
   B. **Usage:** The framework serves as the foundational guideline for developing Hotel and Resort Management standards, ensuring alignment with industry expectations and highlighting the essential knowledge and skills for each course level.
   C. **Source:** Advance CTE Career Clusters: https://careertech.org/career-clusters/hospitality-events-tourism/

2. American Hotel & Lodging Educational Institute (AHLEI)
   A. **Description:** AHLEI offers globally recognized certifications and educational resources tailored to the hospitality industry, including certifications for front desk operations, guest service, and hospitality management. These certifications align with current industry standards and provide students with practical, career-focused credentials.
   B. **Usage:** AHLEI certifications such as the Certified Guest Service Professional (CGSP), Front Desk Representative Certification, and Hospitality and Tourism Management Program (HTMP) are incorporated into the program to ensure students gain industry-recognized qualifications.
   C. **Source:** American Hotel & Lodging Educational Institute: https://www.ahlei.org/

3. ServSafe by the National Restaurant Association
   A. **Description:** ServSafe offers a comprehensive food safety training and certification program widely recognized in the hospitality industry. The program ensures that individuals understand critical food safety practices, regulations, and standards necessary for maintaining health and safety in food service environments.
   B. **Usage:** The program prepares students for the **ServSafe Food Handler** and **ServSafe Food Manager** certifications, essential for ensuring health and safety compliance in hotel and resort food service operations.
   C. **Source:** ServSafe: https://www.servsafe.com/

4. Hospitality Sales and Marketing Association International (HSMAI)
   A. **Description:** HSMAI provides professional development and certifications for hospitality sales and marketing professionals, with a focus on strategies to maximize revenue, enhance guest engagement, and drive customer satisfaction.
   B. **Usage:** The **Hospitality Sales Professional (CHSP)** certification is incorporated as an optional credential in the program to prepare students for roles in sales and marketing within the hospitality sector.
   C. **Source:** HSMAI Certifications: https://www.hsmai.org/

Course Descriptions

Course Level	Course Information	Description
Required Core: Course 1	Hotel and Resort Management I SCED: <XX> Grades: 9-12 Prerequisite: None Credit: 1	Hotel and Resort Management I introduces students to the fundamental concepts of the hospitality industry, focusing on guest service, customer relations, and basic operations within hotel and resort environments. Students learn the essentials of guest check-in and check-out, reservation handling, and food safety practices, while also developing effective communication and professional etiquette skills.
Required Core: Course 2	Hotel and Resort Management II SCED: <XX> Grades: 10-12 Prerequisite: Hotel and Resort Management I Credit: 1	Building on the foundational skills from Hotel and Resort Management I, this course provides an intermediate look at hotel operations, front desk responsibilities, and the use of property management systems. Students explore more in-depth guest service strategies, conflict resolution techniques, and front office operations that support a seamless guest experience.
Optional Flex: Course 1	Hotel and Resort Management III SCED: <XX> Grades: 11-12 Prerequisite: Hotel and Resort Management I and II Credit: 1	Hotel and Resort Management III progresses students to advanced concepts in hospitality management, focusing on leadership, customer relationship management (CRM), and sales and marketing strategies within hotel and resort contexts. Students gain hands-on experience in managing guest feedback, implementing quality assurance standards, and maximizing revenue through sales techniques.

Course Level	Course Information	Description
Optional Flex: Course 2	Career Connected Learning I SCED: <XX> Grades: 11-12 Prerequisite: Hotel and Resort Management I and II Credit: 1	This flexible, work-based learning course introduces students to real-world applications of classroom knowledge and technical skills through on-the-job experiences and reflective practice. Students engage in career exploration, skill development, and professional networking by participating in youth apprenticeships, registered apprenticeships, pre-apprenticeships, internships, capstone projects, or other approved career-connected opportunities. Variable credit (1–3) accommodates the required on-the-job training hours and related instruction. By integrating industry standards, employability skills, and personalized learning goals, Career Connected Learning I equips students to make informed career decisions, develop a professional portfolio, and build a strong foundation for success in postsecondary education, training, or the workforce.
Optional Flex: Course 3	Career Connected Learning II SCED: <XX> Grades: 11-12 Prerequisite: Career Connected Learning I Credit: 1	Building on the foundational experiences of Career Connected Learning I, this advanced work-based learning course provides students with deeper on-the-job practice, leadership opportunities, and refined career exploration. Students continue to enhance their technical and professional skills, expanding their industry networks and aligning personal goals with evolving career interests. Variable credit (1–3) remains aligned with the required training hours and related instruction. Through elevated responsibilities and skill application, Career Connected Learning II prepares students to confidently transition into higher-level postsecondary programs, apprenticeships, or the workforce.

Dual Enrollment and Career Connected Learning Experiences Must be Aligned to the CTE Core

Industry-Recognized Credentials and Work-Based Learning

Industry-Recognized Credentials – The standards in this document are aligned to the following certifications:
By the end of Hotel and Resort Management I: ServSafe Food Handler (Not on the IRC list) and/or Certified Guest Service Professional (CGSP)

By the end of Hotel and Resort Management II: Front Desk Representative Certification (AHLEI) and Hospitality and Tourism Management Program (HTMP) Certification - Year 1

Optional Credentials (via the Flex Course options): Certified Hospitality & Tourism Management Professional (CHTMP), Hospitality Sales Professional (CHSP), Hospitality and Tourism Management Program (HTMP) Certification - Year 2, and ServSafe Food Manager |

Work-Based Learning Examples and Resources		
Hotel and Resort Management I: **Career Awareness**	**Hotel and Resort Management II:** **Career Preparation**	**Flex Courses:** **Career Preparation**
- Industry Visits - Guest Speakers - Participation in Career and Technical Student Organizations - Postsecondary Visits – Program Specific Site Tours - Mock Interviews	- All of Career Awareness plus the following: - Job Shadow - Paid and Unpaid Internships	- Paid and Unpaid Internships - Apprenticeships

Labor Market Information: Definitions and Data

Labor market information (LMI) plays a crucial role in shaping Career and Technical Education (CTE) programs by providing insights into industry demands, employment trends, and skills gaps. This data helps education leaders assess the viability of existing programs and identify opportunities for new offerings. By aligning CTE programs with real-time labor market needs, schools can better prepare students for in-demand careers and ensure that resources are effectively used to support pathways that lead to high-quality, sustainable employment.

Standard Occupational Code (SOC) and Aligned Industry:

Indicator	Definition	Pathway Labor Market Data
High Wage[1]	Those occupations that have a 25th percentile wage equal to or greater than the most recent MIT Living Wage Index for one adult in the state of Maryland, and/or leads to a position that pays at least the median hourly or annual wage for the DC-VA-MD-WV Metropolitan Statistical Area (MSA). *Note: A 25th percentile hourly wage of $24.74 or greater is required to meet this definition.*	**Standard Occupational Code:** 11-9081: Lodging Managers **Hourly Wage/Annual Salary: 11-9081** 25th Percentile: $28.53 / $59,342.00 50th Percentile: $31.15 / $64,792.00 75th Percentile: $42.87 / $89,170.00
High Skill	Those occupations located within the DC-VA-MD-WV Metropolitan Statistical Area (MSA) with the following education or training requirements: completion of an apprenticeship program; completion of an industry-recognized certification or credential; associate's degree, bachelor's degree, or higher.	**Typical Entry-Level Education:** Lodging managers typically need at least a high school diploma to enter the occupation. Full-service facilities may prefer to hire candidates who have bachelor's degree in hospitality or hotel management.
In-Demand	Annual growth plus replacement, across all Maryland occupations, is 405 openings between 2024-2029.	**Annual Openings**

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[1] Living Wage Calculator: https://livingwage.mit.edu/states/24

Course Standards: Hotel and Resort Management I

1.   **GENERAL REQUIREMENTS.** This course is recommended for students in Grades 9-12.

2.   **INTRODUCTION**
     A.   Career and Technical Education (CTE) instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions.
     B.   The Hospitality, Events, & Tourism Career Cluster is dedicated careers that support, operate, and manage businesses and services related to temporary lodging, including hotels, motels, resorts, short-term rentals, and bed-and-breakfast establishments, focusing on providing guests with a comfortable and safe stay. Through advanced technology, hotel and resort management leverages sophisticated property management systems, online booking platforms, mobile-friendly services, and personalized guest experiences.
     C.   The Hotel and Resort Management Program of Study provides students with a comprehensive exploration of careers in the hospitality and tourism industry, focusing on accommodations, customer service, and food and beverage operations. This pathway equips students with the knowledge and skills necessary to manage and operate hotels, resorts, and other lodging establishments, emphasizing professionalism, operational excellence, and guest satisfaction.
     D.   Hotel and Resort Management I covers foundational food safety and sanitation practices crucial for the hospitality industry. By the end of this course, students are prepared to earn the ServSafe Food Handler and Certified Guest Service Professional (CGSP) certifications, providing them with essential credentials for entry-level positions in hospitality.
     E.   Students will participate in at least two Career-Connected Education and Work-Based Learning experiences in this course, which might include informational interviews or job shadowing relevant to the program of study.
     F.   Students are encouraged to participate in extended learning experiences through aligned Career and Technical Student Organizations (CTSOs). CTSOs are a cocurricular requirement in the Carl D. Perkins Act, and alignment to CTSO activities is an expectation for CTE programs in the state of Maryland.

3.   **KNOWLEDGE AND SKILLS**
     A.   **The student demonstrates the necessary skills for career development, maintenance of employability, and successful completion of course outcomes. The student is expected to:**
          1.   Identify and demonstrate positive work behaviors that enhance employability and job advancement, such as regular attendance, promptness, proper attire, maintenance of a clean and safe work environment, and pride in work.
          2.   Demonstrate positive personal qualities such as flexibility, open-mindedness, initiative, active listening, and a willingness to learn.
          3.   Employ effective reading, writing, and technical documentation skills.
          4.   Solve problems using critical thinking techniques and structured troubleshooting methodologies.
          5.   Demonstrate leadership skills and collaborate effectively as a team member.
          6.   Implement safety procedures, including proper use of software and following privacy guidelines.
          7.   Exhibit an understanding of legal and ethical responsibilities in the lodging and accommodations field, following copyright laws and regulations.

8. Demonstrate time-management skills and the ability to prioritize tasks in a technical setting.

B. **The student identifies various career pathways in the lodging and accommodations field. The student is expected to:**
   1. Develop a career plan that includes the necessary education, certifications, job skills, and experience for specific roles in hotel and resort management.
   2. Create a professional resume and portfolio that reflect skills, projects, certifications, and recommendations.
   3. Demonstrate effective interview skills for roles in lodging and accommodations fields.

C. **The student develops technology and digital literacy skills. The student is expected to:**
   1. Enter, organize, and analyze operational data using spreadsheet software (e.g., Excel or Google Sheets) to support decision-making in hotel and resort management.
   2. Use digital tools to create professional documents such as reports, schedules, and guest communication templates.
   3. Demonstrate responsible use of technology, including data privacy practices and safe online communication.
   4. Navigate hospitality-related software systems, such as property management systems (PMS), online booking platforms, or point-of-sale systems.

D. **The student integrates core academic skills into lodging and accommodations practices. The student is expected to:**
   1. Demonstrate the use of clear communication techniques, both written and verbal, that are consistent with industry standards.
   2. Apply English concepts such as writing informative texts when documenting the design process and articulating goals.
   3. Use mathematical concepts to calculate room rates, taxes, discounts, and tips and to convert units of measurement, including weight (US Customary System vs. Metric) and temperature (Fahrenheit vs. Celsius).

E. **The student demonstrates the necessary skills for entry-level roles in hotel and resort guest services. The student is expected to:**
   1. Understand and apply customer service principles to create positive guest interactions that align with the standards for the Certified Guest Service Professional (CGSP).
   2. Demonstrate effective communication techniques, including clear verbal and nonverbal cues, appropriate greetings, and customer-focused dialogue.
   3. Identify and practice the essential components of guest check-in and check-out processes, emphasizing accuracy, efficiency, and a welcoming demeanor, including variations in procedures during peak check-in times when managing long lines and frustrated guests.
   4. Describe different types of accommodations and services offered by hotels, motels, resorts, and bed-and-breakfast establishments, with attention to the needs of various guest demographics, including ADA standards for guests with disabilities.
   5. Demonstrate personal grooming and professional etiquette appropriate to the hospitality industry.

F. **The student develops foundational skills in food safety and sanitation to ensure compliance with industry standards. The student is expected to:**
   1. Identify key food safety practices and the importance of the ServSafe Food Handler certification in preventing foodborne illnesses.
   2. Demonstrate proper handwashing techniques and the use of personal protective equipment in food handling.
   3. Describe procedures for safely storing, preparing, and serving food, including the correct temperatures for different food items.
   4. Practice sanitation techniques in food and beverage areas to maintain a clean and safe environment for guests.
   5. Recognize and respond to safety hazards in the kitchen and dining areas, implementing solutions to maintain guest and employee safety, and demonstrate knowledge of appropriate protocols for notifying the correct department (e.g., security, facilities, or management) when an issue arises on property.

G. **The student applies foundational hospitality management and operations skills to enhance guest experiences and streamline services. The student is expected to:**
   1. Demonstrate the use of basic property management systems to organize reservations, room assignments, and guest requests, recognizing that system interfaces and capabilities may vary across different property sizes and hotel brands.
   2. Develop an understanding of hospitality terminology and the roles and responsibilities of various hotel departments, acknowledging that acronyms and departmental language can differ from brand to brand and may lead to confusion without proper clarification.
   3. Practice cash handling and basic accounting tasks, such as processing payments and handling transactions accurately and securely.
   4. Describe how technology enhances guest experiences, such as mobile check-ins, online booking platforms, and digital guest services.
   5. Explore potential career pathways within the hotel and resort management industry and identify skills required for advancement.

Course Standards: Hotel and Resort Management II

1. **GENERAL REQUIREMENTS.** This course is recommended for students in Grades 10-12.

2. **INTRODUCTION**
    A. Career and Technical Education (CTE) instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions.
    B. The Hospitality, Events, & Tourism Career Cluster is dedicated careers that support, operate, and manage businesses and services related to temporary lodging, including hotels, motels, resorts, short-term rentals, and bed-and-breakfast establishments, focusing on providing guests with a comfortable and safe stay. Through advanced technology, hotel and resort management leverages sophisticated property management systems, online booking platforms, mobile-friendly services, and personalized guest experiences.
    C. The Hotel and Resort Management Program of Study provides students with a comprehensive exploration of careers in the hospitality and tourism industry, focusing on accommodations, customer service, and food and beverage operations. This pathway equips students with the knowledge and skills necessary to manage and operate hotels, resorts, and other lodging establishments, emphasizing professionalism, operational excellence, and guest satisfaction.
    D. Hotel and Resort Management II emphasizes operational efficiency and teamwork within the hospitality setting. By the end of the course, students are prepared to pursue the Front Desk Representative Certification (AHLEI) and Hospitality and Tourism Management Program (HTMP) Certification - Year 1. These certifications equip students with skills for guest-facing roles and provide a pathway to advanced studies in hospitality.
    E. Students will participate in at least two Career-Connected Education and Work-Based Learning experiences in this course, which might include informational interviews or job shadowing relevant to the program of study.
    F. Students are encouraged to participate in extended learning experiences through aligned Career and Technical Student Organizations (CTSOs). CTSOs are a cocurricular requirement in the Carl D. Perkins Act, and alignment to CTSO activities is an expectation for CTE programs in the state of Maryland.

3. **KNOWLEDGE AND SKILLS**
    A. **The student demonstrates the necessary skills for career development, maintenance of employability, and successful completion of course outcomes. The student is expected to:**
        1. Identify and demonstrate positive work behaviors that enhance employability and job advancement, such as regular attendance, promptness, proper attire, maintenance of a clean and safe work environment, and pride in work.
        2. Demonstrate positive personal qualities such as flexibility, open-mindedness, initiative, active listening, and a willingness to learn.
        3. Employ effective reading, writing, and technical documentation skills.
        4. Solve problems using critical thinking techniques and structured troubleshooting methodologies.
        5. Demonstrate leadership skills and collaborate effectively as a team member.
        6. Implement safety procedures, including proper use of software and following privacy guidelines.

7.   Exhibit an understanding of legal and ethical responsibilities in the culinary field, following copyright laws and regulations.
8.   Demonstrate time-management skills and the ability to prioritize tasks in a technical setting.

B.   **The student identifies various career pathways in the lodging and accommodations field. The student is expected to:**
1.   Develop a career plan that includes the necessary education, certifications, job skills, and experience for specific roles in hotel and resort management.
2.   Create a professional resume and portfolio that reflect skills, projects, certifications, and recommendations.
3.   Demonstrate effective interview skills for roles in lodging and accommodations.

C.   **The student develops technology and digital literacy skills. The student is expected to:**
1.   Enter, organize, and analyze operational data using spreadsheet software (e.g., Excel or Google Sheets) to support decision-making in hotel and resort management.
2.   Use digital tools to create professional documents such as reports, schedules, and guest communication templates.
3.   Demonstrate responsible use of technology, including data privacy practices and safe online communication.
4.   Navigate hospitality-related software systems, such as property management systems (PMS), online booking platforms, or point-of-sale systems.

D.   **The student integrates core academic skills into lodging and accommodations. The student is expected to:**
1.   Demonstrate the use of clear communication techniques, both written and verbal, that are consistent with industry standards.
2.   Apply English concepts such as writing informative texts when documenting the design process and articulating goals.
3.   Use mathematical concepts to calculate room rates, taxes, discounts, and tips and to convert units of measurement, including weight (US Customary System vs. Metric) and temperature (Fahrenheit vs. Celsius).

E.   **The student demonstrates the necessary skills for intermediate-level roles in hotel and resort management with a focus on guest relations and front desk operations. The student is expected to:**
1.   Describe and simulate front desk procedures, such as check-in, check-out, handling reservations, and addressing common guest inquiries, based on the expectations of the Front Desk Representative Certification (AHLEI).
2.   Participate in classroom scenarios that model handling guest complaints, resolving simple conflicts, and creating positive guest experiences.
3.   Practice professional communication in role-play situations that demonstrate interactions with both guests and team members.
4.   Explore the basic functions of hotel property management systems using training modules or instructor-guided simulations to understand how reservations and billing are managed.
5.   Demonstrate professionalism and personal etiquette through classroom presentations, group projects, and hospitality simulations.

F. **The student applies knowledge and skills in food and beverage operations within a hotel or resort setting to support quality guest experiences. The student is expected to:**
   1. Reinforce food safety and health protocols learned through ServSafe Food Handler training by identifying correct practices in simulations or school-based food service activities.
   2. Participate in classroom simulations of dining room service, focusing on seating, greeting, and basic service responsibilities to improve guest satisfaction.
   3. Identify non-alcoholic beverage service essentials, including types of beverages typically served, appropriate service techniques, and safe handling procedures.
   4. Explore how menu planning accommodates guest preferences, dietary restrictions, and evolving food trends by developing sample menus or themed meal plans.
   5. Describe the steps involved in supporting catered events, including setup, guest service, and post-event breakdown, using school events or mock scenarios for practice.

G. **The student develops foundational management skills in preparation for roles in hospitality and tourism, focusing on guest services, operations, and sales. The student is expected to:**
   1. Demonstrate knowledge of **Hospitality and Tourism Management Program (HTMP) Certification - Year 1** topics, including basic management principles, guest service strategies, and quality assurance.
   2. Participate in group activities that simulate managing daily guest services, including organizing team tasks and resolving guest issues.
   3. Identify simple hospitality sales strategies, such as offering room upgrades or promoting amenities, to understand how hotels increase guest satisfaction and revenue (introducing concepts related to the Certified Hospitality Sales Professional (CHSP) certification as an optional area of interest).
   4. Explain the importance of maintaining a positive brand image and meeting guest expectations to drive loyalty and satisfaction.
   5. Explore the importance of guest feedback in improving hotel services and identify ways to collect and respond to it effectively.

Course Standards: Hotel and Resort Management III

1. **GENERAL REQUIREMENTS.** This course is recommended for students in Grades 10-12.

2. **INTRODUCTION**
   A. Career and Technical Education (CTE) instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions.
   B. The Hospitality, Events, & Tourism Career Cluster is dedicated careers that support, operate, and manage businesses and services related to temporary lodging, including hotels, motels, resorts, short-term rentals, and bed-and-breakfast establishments, focusing on providing guests with a comfortable and safe stay. Through advanced technology, hotel and resort management leverages sophisticated property management systems, online booking platforms, mobile-friendly services, and personalized guest experiences.
   C. The Hotel and Resort Management Program of Study provides students with a comprehensive exploration of careers in the hospitality and tourism industry, focusing on accommodations, customer service, and food and beverage operations. This pathway equips students with the knowledge and skills necessary to manage and operate hotels, resorts, and other lodging establishments, emphasizing professionalism, operational excellence, and guest satisfaction.
   D. Hotel and Resort Management III begins preparing students for supervisory roles, so they take part in managing cross-departmental operations. By the end of this course, students are prepared to earn the Certified Hospitality & Tourism Management Professional (CHTMP) certification and may opt to pursue the Hospitality Sales Professional (CHSP) certification, broadening their skill set for leadership roles in the hospitality industry.
   E. Students will participate in at least two Career-Connected Education and Work-Based Learning experiences in this course, which might include informational interviews or job shadowing relevant to the program of study.
   F. Students are encouraged to participate in extended learning experiences through aligned Career and Technical Student Organizations (CTSOs). CTSOs are a cocurricular requirement in the Carl D. Perkins Act, and alignment to CTSO activities is an expectation for CTE programs in the state of Maryland.

3. **KNOWLEDGE AND SKILLS**
   A. **The student demonstrates the necessary skills for career development, maintenance of employability, and successful completion of course outcomes. The student is expected to:**
      1. Identify and demonstrate positive work behaviors that enhance employability and job advancement, such as regular attendance, promptness, proper attire, maintenance of a clean and safe work environment, and pride in work.
      2. Demonstrate positive personal qualities such as flexibility, open-mindedness, initiative, active listening, and a willingness to learn.
      3. Employ effective reading, writing, and technical documentation skills.
      4. Solve problems using critical thinking techniques and structured troubleshooting methodologies.
      5. Demonstrate leadership skills and collaborate effectively as a team member.
      6. Implement safety procedures, including proper use of software and following privacy guidelines.

7. Exhibit an understanding of legal and ethical responsibilities in the culinary field, following copyright laws and regulations.
8. Demonstrate time-management skills and the ability to prioritize tasks in a technical setting.

B. **The student identifies various career pathways in the lodging and accommodations field. The student is expected to:**
   1. Develop a career plan that includes the necessary education, certifications, job skills, and experience for specific roles in culinary arts.
   2. Create a professional resume and portfolio that reflect skills, projects, certifications, and recommendations.
   3. Demonstrate effective interview skills for roles in lodging and accommodations.

C. **The student develops technology and digital literacy skills. The student is expected to:**
   1. Enter, organize, and analyze operational data using spreadsheet software (e.g., Excel or Google Sheets) to support decision-making in hotel and resort management.
   2. Use digital tools to create professional documents such as reports, schedules, and guest communication templates.
   3. Demonstrate responsible use of technology, including data privacy practices and safe online communication.
   4. Navigate hospitality-related software systems, such as property management systems (PMS), online booking platforms, or point-of-sale systems.

D. **The student integrates core academic skills into lodging and accommodations. The student is expected to:**
   1. Demonstrate the use of clear communication techniques, both written and verbal, that are consistent with industry standards.
   2. Apply English concepts such as writing informative texts when documenting the design process and articulating goals.
   3. Use mathematical concepts to calculate room rates, taxes, discounts, and tips and to convert units of measurement, including weight (US Customary System vs. Metric) and temperature (Fahrenheit vs. Celsius).

E. **The student demonstrates the necessary skills for advanced roles in hotel and resort management, focusing on guest services and hospitality operations. The student is expected to:**
   1. Explain how hotels use guest data, preferences, and feedback to support Customer Relationship Management (CRM) strategies that improve guest satisfaction and encourage repeat visits.
   2. Review case studies showing strategies for managing complex guest requests and service recovery to maintain a positive brand experience.
   3. Participate in team-based guest service simulations, modeling how different departments work together to meet guest needs.
   4. Analyze sample guest feedback reports and suggest ways to improve guest experiences based on common themes.
   5. Demonstrate professionalism and leadership in classroom role-plays or projects involving guest-facing scenarios, using appropriate etiquette and service language

F. **The student integrates advanced food safety and sanitation practices within the hospitality context, preparing for the ServSafe Food Manager certification. The student is expected to:**
1. Identify and explain food safety management principles that are essential for maintaining health standards in hotel food and beverage operations.
2. Demonstrate advanced sanitation procedures, including proper handwashing, avoiding cross-contamination, and managing food allergens.
3. Observe and document food safety practices in a simulated or school-based foodservice setting, noting where improvements might be needed.
4. Practice communicating food safety expectations and guidelines to peers during class activities or group projects to reinforce safe practices.
5. Create a basic food safety response plan for common issues such as foodborne illness reports or contamination concerns.

G. **The student explores hospitality sales and marketing concepts to promote guest services and increase customer satisfaction. The student is expected to:**
1. Identify basic sales techniques, such as upselling and explaining product features, that can help increase hotel revenue.
2. Research and summarize customer needs and preferences by analyzing sample market data or conducting class surveys.
3. Apply simple marketing principles like branding, slogans, and special offers to design materials that attract specific types of guests.
4. Create and present a proposal for a hotel event or service that highlights guest benefits and unique features.
5. Use example customer feedback and data to suggest ideas for promotions or services that make guests feel valued and more likely to return.

H. **The student builds leadership and operations skills in preparation for advanced roles in hotel and resort management, with a focus on topics covered in the Hospitality and Tourism Management Program (HTMP) Certification – Year 2. The student is expected to:**
1. Demonstrate understanding of advanced hospitality topics such as team management, guest service standards, and daily operations that align with HTMP Year 2 certification content.
2. Participate in simulated cross-department teamwork activities to understand how hotel departments work together to provide excellent guest service.
3. Use sample hotel data (e.g., guest satisfaction scores, booking rates) to identify problems and suggest improvements.
4. Help design and present a basic staff training activity that focuses on service quality, safety, or sales skills.
5. Research different career paths in hotel management and explain the education, training, and certifications needed to move into supervisory or leadership roles.

Course Standards: Career Connected Learning I and II

Career connected learning is an educational approach that integrates classroom instruction with real-world experiences, enabling high school students to explore potential careers and develop relevant skills before graduation. By participating in work-based learning opportunities—such as apprenticeships, internships, capstone projects, and school-based enterprises—students apply academic concepts in authentic settings, gain practical industry knowledge, and build professional networks. This hands-on engagement helps students connect their studies to future career paths, strengthens their problem-solving and communication skills, and supports a smoother transition into college, vocational programs, or the workforce.

All Career and Technical Education Programs of Study include aspects of work-based learning, and almost all of the programs include two Career Connected Learning (CCL) courses. Below are the course descriptions for CCL I and CCL II. The CCL standards can be found via this link: