

# A CAREER SNAPSHOT FOR MIDDLE SCHOOL STUDENTS

MICHIGAN  
HOSPITALITY  
& TOURISM  
MANAGEMENT



## Lesson Plan Grades Tourism 8<sup>th</sup> & 10<sup>th</sup> (55 minutes)

### Essential Questions:

1. What businesses are included in the hospitality and tourism industry?
2. What careers are included in the hospitality and tourism industry?
3. What skills are needed to work in the event segment of the hospitality and tourism industry?
4. Why are customer (guest) service and positive first impressions so important in the hospitality and tourism industry?
5. What are the considerations when planning an event?

### Objectives:

1. Describe the key sectors of hospitality and tourism.
2. Analyze career paths and opportunities in the hospitality and tourism industry.
3. Identify skills needed to work in the event segment of the hospitality and tourism industry.
4. Apply guest service skills.
5. Complete forms necessary in event planning.

### Resources:

- Chapter 20, Year One– First Impressions Video
- Laminated Cards
- Event Planning Form
- Budget Math Worksheet
- Check for Understanding

### Activities:

Sequence One: Think, Pair, Share

Sequence Two: Matching Cards

Sequence Three: Guest Service

Sequence Four: Complete Event Order

Sequence Five: Budget

Sequence Six: Check for Understanding

### Classroom Setup

Place hospitality and tourism sector cards on the table. Partners or groups of four

1. Food & Beverage Operations
2. Lodging (Accommodations)
3. Connected Industries (Retail)
4. Transportation
5. Recreation

### Lesson Introduction: *(Students should be paired up)*

Today, I'm going to introduce you to the hospitality and tourism industry. By the end of today's lesson, you should be able to answer the following questions:

### Essential Questions:

1. What businesses are included in the hospitality and tourism industry?
2. What careers are included in the hospitality and tourism industry?
3. What skills are needed to work in the event industry?
4. What are the considerations when planning an event?
5. Why are customer (guest) service and positive first impressions so important in the hospitality and tourism industry?

### The objectives for today are to:

1. Describe the key sectors of hospitality and tourism.
2. Match career opportunities to the sectors in the hospitality and tourism industry.
3. Identify skills needed to work in the event segment of the hospitality and tourism industry.
4. Complete forms necessary in event planning.
5. Apply guest service skills.

### Activity 1: Think, Pair, Share (5 minutes)

For our first activity think about what

- What does the word hospitality mean to you?

Now whisper to your elbow partner what hospitality means to you (30 seconds)

Share out (2 minutes)

*Teacher reads the definition of hospitality. (Amanda- we need the definition from Foundations)*

Jobs in the hospitality industry involve a relationship between a guest and a host. Can you list two hospitality jobs?

Now whisper your answer to your partner.

Share out (2 minutes)

### Activity 2: Matching (10 minutes)

On your table there are 5 large cards and multiple index cards. Please take out the cards.

- 1) Lay the large cards across the table. These are the sectors of the hospitality and tourism industry.
  - Food & Beverage,
  - Accommodations (Lodging),
  - Transportation,
  - Recreation (Activities), and
  - Connected Industries (Retail)
- 2) After the cards are laid out, you and your partner will match the business index cards within each sector.
- 3) Let's do a few together: *Teacher leads the matching and when the teacher is confident the students understand the activity, he or she asks the students to continue.*
- 4) Now place the index cards, you have five minutes (*longer or shorter at the teacher's discretion*).
- 5) *After 5 minutes, have the partners walk around for a couple of minutes to look at each group's placement. They will discuss and help each other if they have differences. (3 minutes)*

- 6) Once the groups have finished, *the teacher asks the partners or group to read one category each, discussing as they explain. The class continues to work together to place the cards in the correct categories.*

### Activity 3: Matching Continued

Entry level jobs:

Now let's take the next set of cards and match a few entry-level jobs to the businesses.

(3 minutes)

*Teacher double checks each group.*

### Activity 4:

#### Event Planning & Guest Service

For the next activity, you are going to learn more about the role of an event or meeting planner. Which sectors of the industry will you find an event or meeting planner? (*Students color coded meeting planner cards- these cards will fit into multiple sectors*).

#### Think, Pair, Share, Whisper

Please think about a party or event you attended.

1. What was the event, was there food or decorations?

Now whisper to your elbow partner(30 seconds)

Share out (2 minutes)

#### Continue Discussion

Did you know that people are paid to plan events such as birthday parties, weddings, and meetings? For today's activity you are going to work with a partner to plan an event.

One of you will be the guest who is planning the event and the other will be the professional event planner.

Both of you are role playing adult professionals and should treat each other with respect and care. All hospitality and tourism workers are guest service specialists. It is your job to make your guests (customers) feel welcome.

Before you start your role play, Let's view a video on guest service.

#### View Video- First Impressions Chapter 20, Year One

So today's role play,

The guest is planning a birthday party. The party can be for yourself, a friend, or a family member.

You will have 15 minutes to complete the form. When you finish, please bring your event order form to me, and get the math handout. You will work quietly with your partner to complete the math. Each of you will complete a worksheet individually.

Once all teams have completed the banquet event order, the groups will share their ideas for the birthday event.

*Teacher hands out the BEO- explains the BEO and has the students start.*

As the students finish, they bring the form to the teacher who hands out the math worksheet, giving directions for completion. Once all the teams have finished, each group shares.

**Check for Understanding: Exit Ticket**

*Teacher writes the following questions on the board*

List three careers in the hospitality and tourism industry.

- 1)
- 2)
- 3)

What are three considerations when planning an event?

- 1)
- 2)
- 3)

Why is guest service important in the hospitality and tourism industry?

## Event Planning Budget Worksheet

You are the event planner for a hotel banquet center. You just met with a guest who is planning a 50th birthday party for his mother. As part of your job as an event planner, you are required to submit a budget to your supervisor.

Please complete the following calculations:

Category	Unit	Cost per Unit	Total Guests	Total Cost Per Category
Food	Per person	\$12.55	64	
Table Decorations	Per table	\$5.60	8	
			Total Cost	

In addition to the food and decorations, you must budget the labor costs. Labor is the amount the business will pay each employee. Note- there are other costs associated with labor such as insurance and taxes, however you will only calculate the labor cost per hour.

Employee	Hourly rate	# of employees	Total hours	Total cost per employee
Event Planner	\$25	1	8	
Chef	\$25	1	14	
Cook	\$18	1	14	
Dishwasher	\$12	1	8	
Pastry Chef/Baker (Cake)	\$20	1	5	
Banquet Servers	\$18	3	6	
Setup Staff	\$12	1	4	
			Total cost of labor hours	

In order to budget for the entire event you will need to add the food, decoration, and labor costs

<b>Costs</b>	
Food & Decorations	
Labor	
<b>Total Event Costs</b>	

Last steps- after the event is complete, you would calculate the actual costs and then compare them to your forecasted budget in order to analyze net profitability.

Net profit is the amount of money left over after the initial costs such as food (ingredients) and labor costs are paid.

By learning how to budget and compare actual expenses, you can learn how to save money. Do you have a personal budget?

Extra Credit:

Straight Markup Pricing

Total Event Costs (from above)	
Straight Markup (60%)	
Event Price = (cost x markup)	
Price Per Guest	

## Event Planning Budget Key

You are the event planner for a hotel banquet center. You just met with a guest who is planning a 50th birthday party for his mother. As part of your job as an event planner, you are required to submit a budget to your supervisor.

Please complete the following calculations:

Category	Unit	Cost per Unit	Total Guests	Total Cost Per Category
Food	Per person	\$12.55	64	803.2
Table Decorations	Per table	\$5.60	8	44.8
			Total Cost	848.00

In addition to the food and decorations, you must budget the labor costs. Labor is the amount the business will pay each employee. Note- there are other costs associated with labor such as insurance and taxes, however you will only calculate the labor cost per hour.

Employee	Hourly rate	# of employees	Total hours	Total cost per employee
Event Planner	\$25	1	8	\$200
Chef	\$25	1	14	\$350
Cook	\$18	1	14	\$252
Dishwasher	\$12	1	8	\$96
Pastry Chef/Baker (Cake)	\$20	1	5	\$100
Banquet Servers	\$18	3	6	\$324
Setup Staff	\$12	1	4	\$48
			Total cost of labor hours	\$1370.00

In order to budget for the entire event you will need to add the food, decoration, and labor costs



<b>Costs</b>	
Food & Decorations	\$848.00
Labor	\$1370.00
<b>Total Event Costs</b>	<b>\$2218.00</b>

Last steps- after the event is complete, you would calculate the actual costs and then compare them to your forecasted budget in order to analyze net profitability.

Net profit is the amount of money left over after the initial costs such as food (ingredients) and labor costs are paid.

By learning how to budget and compare actual expenses, you can learn how to save money. Do you have a personal budget?

Extra Credit:

Straight Markup Pricing

Total Event Costs (from above)	\$2218
Straight Markup (60%)	\$1330.8
Event Price = (cost x markup)	\$3549.80
Price Per Guest	\$55.46 (\$56- round up in order to avoid losing revenue)

## Event Planning Guide for Middle School

**Why** are we planning this event? **What** kind of an event are we planning?

**Who** is coming to the event?

How will we invite them?

Flyers?

Postage?

Social Media?

**Where** are we hosting this event?

Venue?

**When** are we hosting this event?

What else is on the calendar?

What time will the event be?

Do the time and date align with the guests?

**What** kind of an event are we planning?

**How** will we decorate the event?

What will our guests do?

Do we need food?

Do we need permission? Licenses?

Do we need security?