

Lesson Title: Vacation Time!

Career Cluster: Hospitality and Tourism

Essential Knowledge and Skills: Communication

Career Concepts: Postsecondary Options

Summary: Students will use their creativity to create a travel brochure for their hometown or a location of their choosing. They should be able to discuss information on housing, transportation, attractions, dining, cultural etiquette (if appropriate) and temperature. Students will then discuss the many careers that would have gone into making the brochure in real life, as well as the careers that are needed for someone to enjoy their vacation. Finally, the class will discuss the careers found in the Hospitality and Tourism career cluster.

Course Objectives:

- 1.2 Students will be able to identify compositions of career clusters and the relationship to a career field.
- 4.2 Students will be able to participate in a career exploration activity involving a professional contact.
- 5.3 Students will be able to talk to people to access career information.
- 6.2 Identify postsecondary options in relationship to the career clusters.

Lesson Objectives:

Students will...

- Develop a list of what attracts people to different locations.
- Create a travel brochure for their hometown or location of choice.
- Develop a list of careers needed for a family to have an enjoyable vacation.
- Gather information on a specific business that is a part of the hospitality and tourism industry.
- Create a list of questions about the educational requirements to obtain a career in the hospitality and tourism industry and the training they would get.
- Using the list of questions generated in the activity listed above, interview a member of management in the hospitality and tourism industry.

Time: Five class periods

Required Materials: Art supplies (markers, crayons, colored pencils, etc.), old magazines to cut from, sample travel brochures, a list of hospitality and tourism businesses and management in the community or surrounding areas. Desktop publishing software.

Optional Resources: Sample travel brochures at: www.ebrochures.com/ebrochures/Travel/, desktop publishing software.

Guest presenters: (optional) Travel agent, hotel manager, restaurant proprietor, event planner, banquet planner, chef, local school activities director, Chamber of Commerce representative

Content and Teaching Strategies:

Anticipatory Set

The class should formulate a list on the board of what attracts people to different locations around the globe.

Lesson Components



1. Have a brief discussion on the careers that fall into the hospitality and tourism career cluster and how each career relates back to a field, cluster and pathway. This information can be found on the cluster at a glance below from www.nebraskacareerconnections.org.

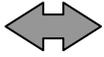


2. Begin a discussion with students on the importance of communicating and ways of communicating to others what an area has to offer in terms of creating economic development. Use the following talking points:
 - a. Why is communication important?
 - b. What are the different forms of communication?
 - c. What skills help to make communication important?



3. Have students take the Communication section of the CALS on the paper form or on the Internet at www.nebraskacareerconnections.org.
4. Students should be given the following assignment:
 - a. Imagine that you are the head of the Chamber of Commerce in your chosen location. Your task is to develop an eye-catching travel brochure to convince people to visit your location. Be sure to describe not only the location the visitors will see, but also the transportation they will take and their accommodations while visiting.

- b. The final projects should include information on housing, transportation, attractions, dining, cultural etiquette (if appropriate) and temperature.



5. In small groups, the students should develop a list of other career specialties that would have gone into making the travel brochure.



Have the students develop a list of questions that could be asked at an interview to determine the education and training needed in relation to a career in the hospitality and tourism industry. Possible talking points are:

- a. What high school classes do you like your future employees to take?
 - b. What extracurricular activities are important?
 - c. If I work for your company what type of training will I receive before I begin?
 - d. What type of continual training program does your company offer?
 - e. Does your company tend to hire management from within?
 - f. What type of training have you received in your career?
7. Discuss appropriate interview skills with the students.
 8. Optional activity: Organize community members to come into your classroom for a round robin interview session. Have the class split up into small groups and spend five minutes talking to each community member. Students should attempt to learn about the career as well as the training for that career.
 9. Optional activity: Each student should create a poster to be displayed in the room which displays the information learned in the interview of their choice.
 10. Work with the school's activity director or local Chamber of Commerce to help organize an upcoming event.



Lesson Closure

Students should use their student notebooks to write five facts about the education needed and training offered in the local hospitality and tourism industry as a ticket out of the door.

Essential Knowledge & Skills Connection

The components of this lesson emphasize **human services**. Choose one of the following activities to help students connect the activities with their own development of EKS:

- Write a journal entry, reflecting on one of the EKS used in this lesson. Students could choose a strength or a weakness they wish to improve or enhance.
- Students complete a graphic organizer (see Supporting Documents—Teacher Resources) to emphasize the EKS used in this lesson connected to home, school and work.

Have students use the model to identify EKS used during the activity.

Formative Assessment:

Students should be assessed based on their ticket out of the door.

Creating your Travel Brochure

Name: _____

Directions: You are the head of the Chamber of Commerce and need to develop an eye-catching travel brochure to convince people to visit your location.

Required elements:

- Locations visitors will see
- Transportation available
- Lodging / Accommodations available
- Housing
- Attractions
- Dining
- Cultural etiquette (if applicable)
- Temperature