

## **Hospitality & Tourism Program of Study Description**

### **What is it?**

The Hospitality & Tourism Program of Study (POS) is a recommendation for an up-to-date, appropriate and industry-endorsed curriculum for high school students in Iowa. A group of community college and university educators, high school FCS teachers and industry representatives worked together to identify a relevant curriculum and endorse the POS. The committee selected the ProStart curriculum, which was developed by the National Restaurant Association (NRA) to serve as an introduction to the restaurant and food service component. For the hotel and lodging management segment of the industry, the committee selected and endorse the HTMP (Hospitality and Tourism Management Program) secondary curriculum, which was developed by the American Hotel and Lodging Association (AHLA). Both curricula are two year programs that offer industry certifications and national competitions. If students successfully complete either program, they will have skills and knowledge to begin work in the industry, or enroll in a post-secondary hospitality program at a community college or university.

### **Why is it important to or relevant for my students?**

As students are introduced to possible career options, they should be made aware of the many employment needs and career opportunities in the hospitality industry. Industry managers and experts indicate that there are many opportunities for entry or mid-level management jobs in the industry. (For example, Executive chefs and Sous Chefs or Restaurant managers in restaurants, Front Desk or Housekeeping or Catering or Event managers in hotels and conference centers, Deli or Meat or Bakery or Catering managers in Supermarkets, Kitchen or Dining Service managers in hospitals, long-term care facilities, corporate dining settings, casinos, etc.) All of these positions require skills and knowledge related to food, preparation, guest service, cost control, management and leadership. Both ProStart and HTMP curricula include these topics and more to provide students with an accurate understanding about what it takes to be successful in the hospitality industry.

### **How can students apply the knowledge and skills after high school?**

Students will have a head start relative to others with no hospitality training, for job opportunities right out of high school or during high school. They will have a better understanding about the industry and some of the pathways that can be taken to enter the industry. If they become certified (by meeting specific criteria offered in both curricula) they will have an advantage in gaining employment. After successfully completing either curricula, students may be able to earn college credit and enter into a post-secondary hospitality program offered at a community college or university and earn Associate or Bachelor's degrees. (Check with your regional community college or university for more information about specifics) Some students go on to earn MBAs and work in the industry as mid-level or higher management positions.

### **What can I do to learn more about the hospitality industry and prepare myself to teach the HTMP curriculum?**

FCS and Business teachers can become better qualified to teach the HTMP curriculum by becoming a Certified Hospitality Instructor (CHI), through the AHLA. There are two levels of training for teachers and two industry exams that must be successfully completed, in addition to working 200 hours in the hospitality industry. In summer 2014, a Level 1 training institute was held at Kirkwood Community College and 7 FCS teachers participated and all passed the certification exam. Teachers can request Perkins funding from their respective administrators to help pay for the costs associated with the training sessions. Go to: [www.ahlei.org/Certifications](http://www.ahlei.org/Certifications) for more information about training workshops for the HTMP curriculum.

ProStart curriculum training is available from the National Restaurant Association Educational Foundation. The Summer Institutes provide technical and professional instruction for restaurant and foodservice educators. The goal is to provide educators with a forum to learn cutting-edge skills they can apply to the classroom. These week-long intensive workshops are delivered by industry experts at post-secondary institutions across the country.

### **How can I learn more about ProStart or HTMP secondary curricula?**

**ProStart:** Contact May Schaben at the Iowa Restaurant Association  
Iowa Restaurant Association Education Foundation  
1501 42<sup>nd</sup> Street, Suite 294  
West Des Moines, IA 50266  
515-276-1454  
[mschaben@restaurantiowa.com](mailto:mschaben@restaurantiowa.com)  
  
[www.nraef.org/students/ProStart](http://www.nraef.org/students/ProStart)

**HTMP:** Contact Shelly Weir or Laura Phelps  
American Hotel & Lodging Educational Institute  
800 N. Magnolia Avenue, Suite 300, Orlando FL 32803  
**Office:** 407-999-8166  
[sweir@ahla.com](mailto:sweir@ahla.com) OR [lphelps@ahla.com](mailto:lphelps@ahla.com)  
  
[www.ahlei.org/Programs/High-School-Program-\(HTMP\)](http://www.ahlei.org/Programs/High-School-Program-(HTMP))

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