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| **TEXAS CTE LESSON PLAN**  [www.txcte.org](http://www.txcte.org) | |
| **Lesson Identification and TEKS Addressed** | |
| **Career Cluster** | Hospitality and Tourism |
| **Course Name** | Practicum in Hospitality Services |
| **Lesson/Unit Title** | Franchise and Chain Hotel Travel Accommodations |
| **TEKS Student Expectations** | **130.261. (c) Knowledge and Skills**  (9) The student understands roles within teams, work units, departments, organizations, and the larger environment of the hospitality services industry. The student is expected to:  (A) explain the different types and functions of all departments such as food and beverage to understand their impact on customer service;  (C) compare and contrast lodging properties;  (D) analyze the differences between chain and franchise lodging operations. |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | **Students will:**   * Explore the difference between a chain and franchise business organization * Identify various travel accommodations * Describe amenities for full-service and limited-service hotels |
| **Rationale** | Being able to distinguish between the different types of accommodations and serve levels in hospitality is important as you work in the industry. This lesson will allow you to distinguish between a chain and a franchise, compare, and contrast full-service and limited-service hotels. |
| **Duration of Lesson** | Two 45-minute class periods |
| **Word Wall/Key Vocabulary**  *(ELPS c1a, c, f; c2b; c3a, b, d; c4c; c5b) PDAS II (5)* | **Accommodations:** A room, group of rooms, or a building in which someone may live or stay  **Amenities:** A desirable or useful feature or facility of a building or place such as pool, work out facility, complimentary breakfast, WIFI and more  **Brand:** A name, logo, tagline, or any combination of these that distinguishes a product from its competitors  **Chain:** A business that has more than one location under the same name and the same ownership  **Condominium:** A building or complex of buildings containing many individually owned apartments or house that can be rented by others when not being utilized by owners  **Concierge:** A hotel employee whose job is to assist guests by arranging tours, making theater and restaurant reservations and more  **Franchise:** The right to do business using the brand and products of another business; also refers to a business that is set up through a franchise agreement  **Franchise agreement:** The legal document that sets up a franchise  **Franchise fee:** A certain amount of money a person pays to the chain owner for the franchise  **Full-service hotel:** Offers amenities such as restaurant onsite, bell service, room service, concierge services  **Limited-service hotel:** Hotels that offer a medium level of service and a midrange price  **Lodging:** A place to sleep for one or more nights  **Resort:** A place that is a popular destination for vacations or recreation, or which is frequented for a purpose |
| **Materials/Specialized Equipment Needed** | **Equipment:**   * Computer with projector for PowerPoint presentation * Computers with Internet access (be sure to follow district guidelines) * Light projector (Elmo)   **Materials:**   * Hotel brochures (various)   + Bed and breakfast   + Budget hotels   + Campgrounds   + Condominium hotels   + Convention hotels   + Extended-stay hotels   + Hostels   + Inns   + Lodges   + Luxury hotels   + Motels   + Resorts   **Supplies:**   * Items from the front desk (if available)   + Card keys   + Front desk bell   + Front desk sign   + Keys   + Reception sign   + copies of all handouts   **PowerPoint:**   * Travel Accommodations   **Technology:**   * Free iPad App   + Hotels Combined – Hotel Search  Compare accommodation prices across hundreds of sites and apps in just one quick and easy search.<https://itunes.apple.com/us/app/hotelscombined-hotel-search/id378011496?mt=8>   **Files for downloading:**   * [travel-accommodations-ppt](http://cte.sfasu.edu/wp-content/uploads/2015/01/Travel-Accommodations-PPT.pdf) (application/pdf | 1.24 MB) * [travel-accommodations-ppt-2](http://cte.sfasu.edu/wp-content/uploads/2015/01/Travel-Accommodations-PPT.pptx) (application/vnd.openxmlformats-officedocument.presentationml.presentation | 3.91 MB) * [presentation-notes-travel-accommodations](http://cte.sfasu.edu/wp-content/uploads/2015/01/Presentation-Notes-Travel-Accommodations.pdf) (application/pdf | 934.51 KB)   **Graphic Organizers:**   * Amenities Comparison * Hotel Business Expansion * Hotel Business Expansion (Key) * KWL – Travel Accommodations   **Handouts:**   * Travel Accommodations Note-taking * Travel Accommodations Reflection |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | **Before class begins:**  Display as many items as you have available from the Material or Specialized Equipment Needed tab on a table in front of the classroom so that students see them as they enter.  Distribute the graphic organizer KWL – Travel Accommodations and instruct students to answer the first two questions.   * K – What do I know about travel accommodations? * W – What do I want to know about travel accommodations?   Ask the following questions:   * Why is knowing about travel accommodations important? * Have you stayed in a hotel? What kind? * Would you like to work in a full-service or a limited-service hotel? * Do you know the difference between a full-service and a limited-service hotel? * Do you think there is a difference between a chain hotel and a franchise? |
| **Direct Instruction \*** | Introduce lesson objectives, terms, and definitions.  Distribute the handout Travel Accommodations Note-taking so that students may take notes during the slide presentation.  Introduce PowerPoint Travel Accommodations and begin the discussion of accommodations in today’s world.   * Top 10 Hotels to Visit in the World  10 of the World’s Top Hotels to Visit as chosen by HotelsCombined.com, the world’s leading hotel price comparison website.<http://youtu.be/jTpp84UBBGI>   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * check for understanding * provide a printed copy of the slide presentation |
| **Guided Practice \*** | Distribute the graphic organizer Hotel Business Expansion and discuss the difference between chains versus franchise investments.  Place the Hotel Business Expansion (Key) on the light projector with the answers covered so that only one section is exposed at a time.  Review the following scenario:  Your hotel business is doing well and you would like to expand. Answer the following questions to distinguish between a chain and a franchise business expansion.   * If I open three more hotels, would they be a chain or a franchise? * My resources are limited but a business person is interested in my hotel. Would that be a chain or a franchise? * What are the benefits to franchising my hotel? * What else would the business person have to do if they purchase my hotel?   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * check for understanding * peer tutoring |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Read the scenario to the students:  Full-service hotels have many amenities that limited-service hotels do not offer. Compare and contrast amenities between a full-service and a limited-service hotel. What are the main differences in architecture/decor, service, and value?  Distribute the graphic organizer Amenities Comparison and instruct the students to access hotel websites on the internet to compare amenities between full-service hotels and limited-service hotels.  Option: various hotel brochures may also be used if technology is not available.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * reduce assignment * encourage effort |
| **Lesson Closure** | Review lesson objectives, terms, and definitions.  Distribute the graphic organizer, KWL – Travel Accommodations and instruct students to complete the last question.  L – What did I learn about travel accommodations? |
| **Summative/End of Lesson Assessment \*** | Distribute the handout Travel Accommodations Reflection and encourage students to take another look at what they have learned and write about it.  Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:   * shortened assignment * check for understanding |
| **References/Resources/**  **Teacher Preparation** | **Textbooks:**   * Reynolds, J. S. (2010). *Hospitality services: Food & lodging.* Tinley Park, IL: Goodheart-Willcox Company.   **YouTube video:**  Top 10 Hotels to Visit in the World  10 of the World’s Top Hotels to Visit as chosen by HotelsCombined.com, the world’s leading hotel price comparison website.<http://youtu.be/jTpp84UBBGI> |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** | * Word wall * Draw visual representations of terms on word wall * Add terms and definitions to personal dictionary |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** | Other articles pertaining to this lesson that students may read include:   * Different Classification of Hotels Hotels are generally classified by their style and location. Each classification is geared to a specific clientele. Several companies classify hotels according to amenities and services by using a star system. The more stars, the more luxurious the hotel.<http://www.ehow.com/about_5449819_different-classification-hotels.html> * Types of Hotel Organizational Structure  Because hotels vary in size and type, hotel organizational structure depends on the range of services and amenities offered to visiting guests. Some organizational structures include multiple departments, managers, and branches to extend full-service luxury accommodations and amenities.<http://www.ehow.com/list_6503462_types-hotel-organizational-structure.html> * What Are the Major Hotel Chains in the USA?  No matter where you go, you’re bound to see at least one hotel chain. Seven top the list in the United States.<http://www.ehow.com/about_5371310_major-hotel-chains-usa.html>   **Reading strategy:**  Encourage students to “visualize” as they read. Many students are visual learners and will benefit from making sketches or diagrams on scrap paper as they read. Providing students with graphic organizers to help them organize their thoughts is also helpful. |
| **Quotes** | A good traveler leaves no track. **-Tao Tse Chung**  The great advantage of a hotel is that it is a refuge from home life.  **-George Bernard Shaw** |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** | **Journal Entries:**   * My favorite hotel to stay at was \_\_\_\_\_\_\_\_\_\_\_ because … * The most important thing in a hotel is …   **Writing Strategy:**   * RAFT Writing Strategy:   + Role – entrepreneur   + Audience – hotel owner   + Topic – hotel franchise   + Format – formal letter   + Write a formal letter to the hotel owner requesting information for franchise fees and agreements for his/her hotel. |
| **Communication**  **90 Second Speech Topics** | * Three things a hotel needs are … * Every hotel should provide the following items… |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) | Students may create a virtual collage of the different types of hotel properties   located throughout the world. |
| **Family/Community Connection** | **Field trips**  Plan field trips in the community to visit the local hotels/motels/inns and bed and breakfasts so that students may be able to visualize the differences in accommodations, service, and amenities. |
| **CTSO connection(s)** | **Family, Career, and Community Leaders of America**  <http://www.fcclainc.org>  Hospitality, Tourism, and Recreation  An individual or team event – recognizes participants who demonstrate their knowledge of the hospitality, tourism and recreation industries and ability to translate their knowledge into a hypothetical or real business. Project must relate to culinary, lodging, recreation, tourism, or event coordination. |
| **Service Learning Projects** | Successful service learning project ideas originate from student concerns and needs. Allow students to brainstorm about service projects pertaining to this lesson. [www.ysa.org](http://www.ysa.org)  Possible ideas:  Students may approach the local chamber of commerce to serve as student ambassadors for the hotel/motel association. |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)