

# Hospitality and Tourism Management

Prepare High School Students for a Promising Career in all Segments of Hospitality & Tourism





*Education is a strategic priority for the World Tourism Organization (UNWTO). By providing Member States with a well-prepared tourism workforce capable of meeting both current and future market demands, education serves to enhance the competitiveness and sustainability of destinations.*

*In pursuit of meaningful change, we are advancing initiatives at every stage of the education journey. The introduction of tourism as a subject in high schools will need visionary and committed leaders. Teachers must have not only a comprehensive understanding of the realities of their respective high school systems, but also an appreciation of what studying tourism can offer students.*

*Achieving such a significant transformation requires the collective efforts of the entire sector. Through this collaborative endeavor, perceptions and beliefs surrounding tourism will evolve, and education will emerge as a solid foundation for continuous innovation and the flourishing of our sector on a global scale.*

*Sincerely,*

*Zurab Pololikashvili  
Secretary-General  
World Tourism Organization (UNWTO)*







The American Hotel & Lodging Educational Institute (AHLEI) is renowned worldwide as the leading provider of hospitality training and certification programs.

Established in 1953 as the nonprofit education and training arm of the American Hotel & Lodging Association (AHLA), the largest trade hotel association in the world with 35,000 hotel members, AHLEI is today one of the foremost certifying body and publisher of quality resources to educate, develop, and certify hospitality educators, students, and professionals in hospitality and tourism.

In 2017 AHLEI became part of the National Restaurant Association (NRA), connecting and leveraging the resources of two trade organizations that are deeply committed to a vision of career success and upward mobility for current and future hospitality, restaurant, and foodservice employees.

Widely recognized as the preeminent leader in hospitality education and certification, AHLEI and NRA strongly support and encourage the certification of students and hospitality professionals in all segments of the industry, including hotels, food & beverage establishments, spas, trainers, hospitality educators, students, hotel suppliers, and more. AHLEI is the certifying body for more than 20 hospitality positions, from line-level skills certification to supervisory, management, department head, and executive certifications, culminating in the Certified Hotel Administrator (CHA) for hotel general managers and the Certified Hospitality Educator (CHE) for hospitality and tourism instructors.

To date, more than 20 million students and professionals worldwide hold at least one professional certification designation from the AHLEI and NRA and over 2,000 high-schools, academies and universities globally entrust AHLEI for its high quality, practical, industry-driven, and researched learning ware.

AHLEI's training approach is built upon generating local workforce development skills and providing training with both immediate and long-term results for the local hospitality community. AHLEI has collaborated with numerous governmental organizations and academic institutions internationally to successfully implement efficient hospitality training solutions that bridge the gap between the needs of industry and academia.

With a strong focus on aligning with national curriculum standards, AHLEI offers industry-driven content that highlights the knowledge and skills sought by hospitality leaders in today's workforce as dictated by industry needs.

When it comes to secondary programs, AHLEI developed a comprehensive course to support teaching tourism as a subject in High Schools through its Hospitality Tourism Management (HTM) program which introduces high-school students to the world of hospitality, and the main segments of the industry: lodging, food and beverage operations, tourism, attractions and travel, and event management.

# Prepare your students for a successful and fulfilling career in hospitality with ***HOSPITALITY & TOURISM MANAGEMENT - HTM***

Based on feedback shared by leading hospitality educators and industry subject matter experts across the globe, the new flexible curriculum accommodates both one and two-year programs with coverage to represent all industry segments. Educators gain access to exclusive resources and supplementary content to help them build better lesson plans and successfully deliver content to high school students whether they are learning online or in the classroom. Upon passing the exam, students will receive the Hospitality & Tourism Specialist (HTS) Credential.

High school teachers can also enhance their hospitality knowledge and skills by enrolling in the Certified Hospitality Instructor - CHI program.

**Available in Print and eBook Format.**





# HIGHLIGHTS OF HTM

The following elements of this text were created to meet the needs of high school hospitality programs and provide an engaging and thorough introduction to the industry while preparing students for the workforce as well as post-secondary education.

**Organization:** To create a flexible curriculum, Hospitality & Tourism Management is a single volume textbook, allowing schools to easily align the modular chapter content with the structure of their program.

**Teachers:** The online teacher resources greatly support educators and assist them to effectively deliver the content to their class with the Teacher's Companion as well as quizzes, test banks, PowerPoints, the instructor's activity guide, lesson plan templates, along with a video library featuring engaging animated clips aligned with the text to introduce students to the content and offer further explanation of key concepts.

**Coverage of All Segments of Hospitality:** Students have the opportunity to learn about all important areas of the industry. In addition to a unit on Lodging Operations, this textbook offers comprehensive coverage of Food and Beverage Operations, Event Management, and Travel and Tourism.

**Industry-Based Content:** AHLEI's programs are developed by teams of industry experts and hospitality educators. Real-world input and examples provide highly engaging, effective instruction.

For each chapter, operational and managerial topics are combined so that all students get exposure to both the fundamental concepts and the more advanced skills associated with leadership positions in the industry.

## Integration of Key Themes Throughout:



### Career Readiness Skills

No matter what industry students end up working in, career readiness skills will be critical to their success. This edition helps students develop skills like problem solving, accountability, teamwork, and communication in the context of a hospitality workplace. Students have the opportunity to develop these skills through activities and examples interwoven throughout the text and ancillaries.



### Global Awareness

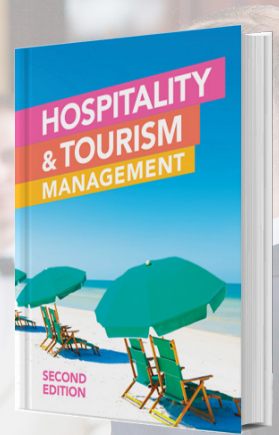
Hospitality and tourism is a global business, bringing together people from around the world. The text helps students become more globally aware by providing international examples, discussions of cultural awareness, and coverage of cultural and operational differences in different countries.



### Math Principles

Additional cross-curricular connections to STEM and Language Arts are found throughout this edition. Examples, boxed features, problems, as well as a robust ancillary package give students the opportunity to learn key formulas and calculations used every day by hospitality professionals.

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# HTM Program Hotel Industry Endorsement and Letter of Support



To Whom It May Concern:

We, the undersigned corporate executives representing the U.S. hotel and lodging industry which pre-pandemic, supported 8.3 million jobs, and paid more than \$97 billion in wages to our associates, formally recognize the value of the *Hospitality & Tourism Management (HTM) Second Edition* as a viable preparatory curriculum for high school students seeking careers in the hotel industry.

The hotel industry exemplifies the American Dream, with more than 50 percent of hotel General Managers getting their start in entry-level positions. Many of us and many on our executive teams have ascended the ladder of opportunity within this great industry. For over 60 years, AHLA and its partner at the American Hotel & Lodging Educational Institute (AHLEI), have helped advance the lodging industry workforce through a portfolio of industry recognized certifications and training curriculum to help prepare employees for lifelong careers.

We are pleased to take this opportunity to recognize the value of the *HTM* curriculum as well as the Hospitality and Tourism Specialist credential from American Hotel & Lodging Educational Institute. The new HTS credential identifies an entry-level hospitality professional. It may be earned by those currently working in the industry as well as by students who have completed a robust hospitality program of coursework and 100 hours of work experience. In addition, students must also have passed a comprehensive exam on key objectives within the industry.

As an employer, we value the training that is provided through the *Hospitality and Tourism Management* curriculum and welcome the opportunity to interview and hire students graduating from the program. In addition to aligning with national curriculum standards, the industry-driven content highlights the knowledge and skills that hospitality leaders are looking for in their employees today. The *HTM* program as well as the *HTS* credential indicate that an individual is a high potential candidate with the experience, knowledge, and commitment to bring value to our industry.

A handwritten signature in black ink that reads "Karl W. Fischer".

Karl Fischer  
Chief HR Officer, U.S., and Canada  
Marriott International

A handwritten signature in black ink that reads "Stephanie Ho".

Stephanie Ho  
Vice President of Human Resources  
BF Saul Company Hospitality Group





Melissa Stirling  
Sr. Director, Diversity & Inclusion  
Head of Military Programs  
Hilton



Sandy Fulton  
VP, Training & Talent Management  
G6 Hospitality LLC



Stephanie Doherty  
VP, Human Resources  
RRI West Management



Matthew West  
Director - Talent Acquisition and Development  
& Corporate Responsibility  
Real Hospitality Group



Kristin Broadhead  
Director of HR & Development  
Mid-Continent Hospitality



Derek Fournier  
Senior Director of Training  
Sonesta



Glenn Willocks, SHR  
Vice President of Human Resources  
TradeWinds Island Resorts

# Hospitality and Tourism Management, Learning Objectives

## Unit 1, The World of Hospitality

### Chapter 1: What is Hospitality?

- 1-1 Define hospitality.
- 1-2 Describe the origins of the hospitality and tourism industry and explain how it has changed over time.
- 1-3 Describe the size and scope of the hospitality and tourism industry and its role as a major employer.
- 1-4 Explain the impact of the hospitality and tourism industry on global, national, state, and local economies.
- 1-5 Identify the sectors of the hospitality and tourism industry and the types of businesses operating in each sector.
- 1-6 Explain how businesses in various hospitality and tourism sectors depend on one another for success.
- 1-7 Differentiate between franchises, independent businesses, and managed businesses.
- 1-8 Assess how technology and automation are changing the hospitality and tourism industry.

### Chapter 2: Career in Hospitality and Tourism

- 2-1 List the characteristics of careers in the hospitality and tourism industry.
- 2-2 Identify the types of careers in the hospitality and tourism industry.
- 2-3 Explain the various career paths in the hospitality and tourism industry.
- 2-4 Explain the purpose of and benefits offered by professional associations.
- 2-5 Categorize the types of leadership roles in the hospitality and tourism industry.
- 2-6 Identify steps in the job application process.
- 2-7 Describe how to excel in the job interview process.

### Chapter 3: Welcoming Guests

- 3-1 Analyze guests' wants and needs in order to meet and exceed their expectations.
- 3-2 Define emotional intelligence and explain its role in interactions with guests.
- 3-3 Describe the life-cycle of a service encounter.
- 3-4 Describe the elements of exceptional guest service.
- 3-5 Identify ways technology allows hospitality and tourism operations to deliver exceptional service.
- 3-6 Describe how employee empowerment contributes to effective guest service.
- 3-7 Explain how to provide effective guest service recovery.
- 3-8 Explain the relationship between guest satisfaction and profitability.
- 3-9 Identify the purpose of reputation management.



# Hospitality and Tourism Management, Learning Objectives

## Chapter 4: Workplace Skills and Expectations

- 4-1 Explain the importance of appropriate workplace etiquette.
- 4-2 Identify skills an employee needs to be successful in the hospitality and tourism industry.
- 4-3 Explain the importance of teamwork in the workplace.
- 4-4 Explain the value of clear communication in the workplace.
- 4-5 Define and apply active listening skills.
- 4-6 Describe the challenges and opportunities in welcoming diverse guests.
- 4-7 Explain the need to respect and value all guests and coworkers in the hospitality and tourism industry.

## Unit 2, Lodging Operations

### Chapter 5: Introduction to the Lodging Industry

- 5-1 Identify the classifications of hotels by type of service, location, target markets, and ownership.
- 5-2 Explain the rating systems used for lodging properties.
- 5-3 Outline the responsibilities of key departments in a lodging property.
- 5-4 Identify key leadership positions in a lodging property and their duties and responsibilities.

### Chapter 6: The Front Office

- 6-1 Use organizational charts of lodging properties to identify where the front office fits in various-sized properties.
- 6-2 Identify the duties and responsibilities of positions in the front office.
- 6-3 Identify the functions of computer reservation systems used in the hospitality and tourism industry.
- 6-4 Identify the duties and responsibilities of the front office manager.
- 6-5 Explain the important role the front office plays in sales.
- 6-6 Describe the role of the front office in protecting guest privacy.
- 6-7 Identify the duties and responsibilities of the night auditor.
- 6-8 Calculate occupancy percentage (Occ), average daily rate (ADR), and revenue per available room (RevPAR).

# Hospitality and Tourism Management, Learning Objectives

## Chapter 7: Housekeeping

- 7-1 Identify the duties and responsibilities of positions in the housekeeping department.
- 7-2 Identify the duties and responsibilities of the executive housekeeper.
- 7-3 Explain how the executive housekeeper applies productivity standards to housekeeping positions.
- 7-4 Explain the housekeeping department's impact on the property's operational budget.
- 7-5 Define par levels and explain how linen is stored, issued, and tracked.
- 7-6 Explain the role housekeeping associates play in the guest experience.
- 7-7 Describe the role of the housekeeping department in securing guest belongings and maintaining the lost and found process.
- 7-8 Identify common green practices used by the housekeeping department.

## Chapter 8: Engineering

- 8-1 Identify the duties and responsibilities of positions in the engineering department.
- 8-2 Identify the duties and responsibilities of the chief engineer.
- 8-3 Explain the importance of a well-maintained property.
- 8-4 Describe the types of maintenance performed by the engineering department, including preventive maintenance, routine maintenance, and manufacturer-recommended maintenance.
- 8-5 Identify the process for reporting maintenance issues and completing and tracking repairs.
- 8-6 Identify how the engineering department implements green initiatives.
- 8-7 Describe common emergency systems and their associated maintenance procedures.

## Chapter 9: Safety and Security

- 9-1 Identify the legal rights and responsibilities of guests and the lodging property under innkeeper laws.
- 9-2 Identify the duties and responsibilities of positions in the security department.
- 9-3 Identify the role of all property employees play in the security of the property.
- 9-4 Identify the duties and responsibilities of the security manager or director of security.
- 9-5 Describe the role of security in maintaining control over both metal and electronic key systems.
- 9-6 Explain how surveillance and access control measures are used to protect guests and assets.
- 9-7 Describe how technological solutions are used to minimize security issues.
- 9-8 Describe the security team's role in managing the types of emergencies common during daily operations.
- 9-9 Explain the purpose of the emergency response plan and how it is used in emergency situations.

# Hospitality and Tourism Management, Learning Objectives

## Unit 3, Food and Beverage Operations

### Chapter 10: The Restaurant Business

- 10-1 Identify the segments of the food and beverage industry and list their characteristics.
- 10-2 Outline the responsibilities of key departments in a food and beverage operation.
- 10-3 Describe how restaurants attract and retain staff.
- 10-4 Identify various foodservice outlets that may be part of a lodging operation.
- 10-5 Describe the functions of the room service department.
- 10-6 Identify the main styles of table service and how they are executed.
- 10-7 Explain the factors that contribute to an exceptional food or beverage product experience.
- 10-8 List the steps in menu planning.
- 10-9 Explain the importance of standardized recipes in food production.

### Chapter 11: Pricing and Profitability

- 11-1 Explain the need for financial control for labor costs, food costs, menu pricing, and cash control.
- 11-2 Describe the process of purchasing, receiving, storing, issuing, and controlling supplies and equipment.
- 11-3 Explain the purpose of labor and revenue control in a food and beverage operation.
- 11-4 Explain how food and beverage operations forecast sales.
- 11-5 Identify the components of a profit and loss statement, emphasizing food and labor costs.
- 11-6 Evaluate the impact of the guest's perception of value on profit and loss.

### Chapter 12: Food Safety and Sanitation

- 12-1 Define foodborne illness.
- 12-2 Identify the most common sources of foodborne illnesses.
- 12-3 Identify how to prevent food handlers from contaminating food.
- 12-4 Differentiate between cleaning and sanitizing.
- 12-5 Define HACCP.
- 12-6 Explain the role of Occupational Safety and Health Administration (OSHA) regulations.
- 12-7 Identify practices that promote a safe work environment.
- 12-8 Identify the workplace safety responsibilities of a manager.

# Hospitality and Tourism Management, Learning Objectives

## Chapter 13: Responsible Food and Beverage

- 13-1 Identify common green practices used by food and beverage operations.
- 13-2 Assess how sustainable practices impact profitability.
- 13-3 Explain how food and beverage operations are incorporating healthier food options and sustainable foods.
- 13-4 Describe how to prepare for and serve guests with food allergens.
- 13-5 Define dram shop laws and third-party liability.
- 13-6 Identify the legal responsibilities of beverage service providers.
- 13-7 Explain the risks and responsibilities of handling guests' personal data.

## **Unit 4, Event Management**

### Chapter 14: Meetings, Conventions, and Special Events

- 14-1 Explain the importance of meetings, conventions, and special events to the hospitality and tourism industry.
- 14-2 Identify the career opportunities available in event management and the skills and training required to work in each sector.
- 14-3 Describe the purposes and target audiences for various types of meetings and conventions.
- 14-4 Identify elements in planning special events, including themes, budgets, agendas, space and security needs, and schedules.
- 14-5 Identify the process for developing event schedules and programs.
- 14-6 Contrast the setups, facilities, equipment, and supplies required for various types of events.
- 14-7 Discuss the importance of maintaining relationships with stakeholders and vendors in planning and facilitating events.

### Chapter 15: Banquets and Catering

- 15-1 Describe the role of banquets and catering in a hospitality organization.
- 15-2 Identify the duties and responsibilities of positions in the banquet and catering department.
- 15-3 List the duties and responsibilities of the banquet manager.
- 15-4 Explain how banquets are booked.
- 15-5 Summarize how banquet and catering operations prepare to provide service during an event.
- 15-6 Describe how banquet managers and staff deliver effective service during an event.
- 15-7 Describe the types of controls that banquet managers must practice.



# *Hospitality and Tourism Management,* Learning Objectives

## **Unit 5, Travel, Tourism, and Recreation**

### Chapter 16: Travel

- 16-1 List various modes of transportation that apply to the tourism industry.
- 16-2 Describe the purpose and operation of various travel systems and authorities, including the Federal Aviation Administration, the Transportation Security Administration, and major centralized reservation systems.
- 16-3 Describe the types of documents required for domestic and international travel.
- 16-4 Describe different methods for booking travel.

### Chapter 17: Tourism

- 17-1 Identify and define the different forms of tourism.
- 17-2 Assess how geography, seasonality, culture, and politics affect travel and tourism.
- 17-3 Identify personal factors that might influence a traveler to select a travel destination.
- 17-4 Analyze the large- and small-scale economic, social, and environmental impacts on travel and tourism.
- 17-5 Define destination marketing organizations (DMOs) and explain their functions.

### Chapter 18: Attractions

- 18-1 Define attractions and explain how the attractions sector intersects with the hospitality and tourism industry.
- 18-2 List and describe different types of attractions.
- 18-3 Explain the importance of adequate infrastructure at attractions.
- 18-4 Describe safety and security issues at attractions.
- 18-5 Identify career opportunities at attractions.
- 18-6 Explain the organizational structure of attractions.

# Hospitality and Tourism Management, Learning Objectives

## Chapter 19: Resorts, Clubs, and Entertainment

- 19-1 Identifying the types of resorts and the target markets for each.
- 19-2 Describe the characteristics of resorts, including the types of amenities offered.
- 19-3 Distinguish between different types of clubs and their purpose.
- 19-4 Explain the key aspects of club management.
- 19-5 Describe the size and scope of the gaming industry and its impact on local economies.
- 19-6 Identify the types of career opportunities available in gaming.
- 19-7 Give examples of regulations that affect the casino industry.

## Chapter 20: Cruise Industry

- 20-1 Identify the role of cruise ships in the hospitality and tourism industry, the types of ships, and the target market for each type.
- 20-2 Explain standard and add-on amenities available both on and off cruise ships.
- 20-3 Assess the impact of the cruise industry on the economy in cities with ports of call.
- 20-4 Identify the career opportunities available and the necessary training required to work in the cruise industry.
- 20-5 Explain the labor law and staffing concerns unique to the cruise industry.
- 20-6 Describe legal concerns that affect operations in the cruise industry.
- 20-7 Assess the impact of the cruise industry on the environment.

## Unit 6, Hospitality Business and Leadership Skills

### Chapter 21: Effective Leadership

- 21-1 Identify key management styles and the most appropriate times to use each style.
- 21-2 Explain how cultural norms, etiquette, and processes may differ depending on the market the business serves.
- 21-3 Identify traits and behaviors of effective leaders.
- 21-4 Explain the purpose of a management or leadership role in operations.
- 21-5 Define standard operating procedures and explain how they are used by managers.
- 21-6 Describe how to manage employee goals, development plans, and employee engagement.
- 21-7 Explain how an organization's vision, mission, and values impact company culture.
- 21-8 Define the role of human resources in a hospitality organization.
- 21-9 Identify the employment laws that impact the hospitality and tourism industry.

# Hospitality and Tourism Management, Learning Objectives

## Chapter 22: Entrepreneurship

- 22-1 Define entrepreneurship and decide how it drives the hospitality and tourism industry.
- 22-2 Identify the traits and behaviors associated with successful entrepreneurial performance.
- 22-3 Identify key economic principles and concepts that impact running a business.
- 22-4 Identify key steps for setting up and funding new businesses.
- 22-5 List the steps in creating a business plan.
- 22-6 Explain the purpose of developing a brand for an organization.
- 22-7 Describe the role of public relations in managing the brand.
- 22-8 Identify resources for entrepreneurs.

## Chapter 23: Sales and Marketing

- 23-1 Define marketing and its role in a hospitality organization.
- 23-2 Identify the duties and responsibilities of positions in the marketing department.
- 23-3 Identify the marketing activities used in the hospitality and tourism industry.
- 23-4 Define demographic, psychographic, geographic, and behavioral segmentation and explain how these concepts are used in a marketing campaign.
- 23-5 Identify the purpose of analyzing market segments when building a marketing plan, strategy, and message.
- 23-6 Explain the role of sales in the hospitality and tourism industry.
- 23-7 Identify the duties and responsibilities of positions in the sales department.
- 23-8 Identify the key objectives and activities of a hospitality and tourism sales department.
- 23-9 Define prospecting and give examples of how the sales team finds new business.
- 23-10 Identify sales segments within hospitality and tourism.

## Chapter 24: Financial Management

- 24-1 Distinguish between a revenue center and a cost center.
- 24-2 Define KPI and give examples of KPIs in lodging, food service, events, cruise ships, and travel.
- 24-3 Define revenue management.
- 24-4 Explain how forecasting is used to determine pricing in the hospitality industry.
- 24-5 Define the STR report and explain how it's used.
- 24-6 Identify the components of income statements and balance sheets.
- 24-7 Distinguish between operational and capital budgets.
- 24-8 Define cost analysis.

# Hospitality & Tourism Management, HTM Pacing Guide

*The HTM is a flexible and modular curriculum that can be taught in one year or two, 5 days a week or on block scheduling, online or in person, according to the pacing guide below.*

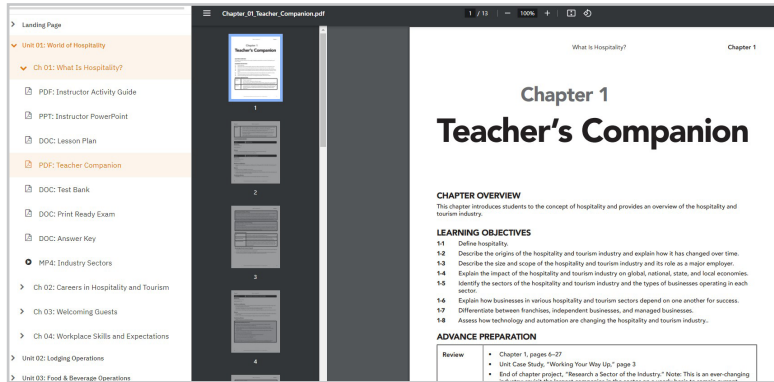
Chapter	Title	Page Total	Pages in Book	Total Unit %	Chapter %	One-Year Program		Two-Year Program		HTS Credential
						Days for Unit	Days for Chapter	Days for Unit	Days for Chapter	
	Introduction / Syllabus Review					2		2		
1	What Is Hospitality?	22	6-27	16%	4%	30	8	40	10	LEVEL 1
2	Careers in Hospitality and Tourism	22	28-49		4%		8		10	
3	Welcoming Guests	20	50-69		4%		7		10	
4	Workplace Skills and Expectations	20	70-89		4%		7		10	
5	Introduction to the Lodging Industry	22	94-115	21%	4%	37	8	64	12	
6	The Front Office	26	116-140		5%		8		13	
7	Housekeeping	22	142-163		4%		8		13	
8	Engineering	20	164-183		4%		7		13	
9	Safety and Security	18	184-201		4%		6		13	
10	The Restaurant Business	28	206-233	22%	6%	35	9	64	16	
11	Pricing and Profitability	28	234-261		6%		9		16	
12	Food Safety and Sanitation	34	262-294		6%		9		16	
13	Responsible Food and Beverage Service	22	296-317		4%		8		16	
(Two-Year Program) Projects and Assessments- Year 1								10		
(Two-Year Program) Review Content from Year 1								2		
14	Meetings, Conventions, and Special Events	22	322-343	8%	4%	16	8	32	16	LEVEL 2
15	Banquets and Catering	22	344-365		4%		8		16	
16	Travel	20	370-389	17%	4%	21	7	72	15	
17	Tourism	14	390-403		3%		3.5		15	
18	Attractions	14	404-417		3%		3.5		14	
19	Resorts, Clubs, and Entertainment	18	418-435		4%		3.5		14	
20	Cruise Industry	16	436-451		3%		3.5		14	
21	Effective Leadership	22	456-477	16%	4%	29	8	64	16	
22	Entrepreneurship	18	478-495		4%		7		16	
23	Sales and Marketing	20	496-515		4%		7		16	
24	Financial Management	18	516-513		4%		7		16	
(One-Year Program) Projects and Assessments						10				
(Two-Year Program) Projects and Assignments - Year 2								10		
<b>TOTAL DAYS</b>						<b>180</b>		<b>360</b>		

*Number of days is based on 180 instructional days in a school year*



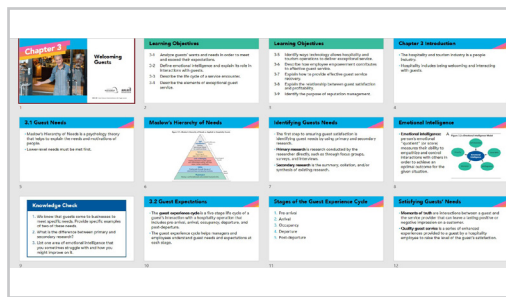
# HTM Digital Assets

## Teacher's Companion



Teachers Companion Includes:

- Lesson plan templates
- Instructor's activity guide
- Quizzes
- Test banks
- Print ready exam
- PowerPoints
- Enhance engagement with time-saving powerpoints to aid curriculum presentations
- Flexibility to edit and adapt presentation to your needs



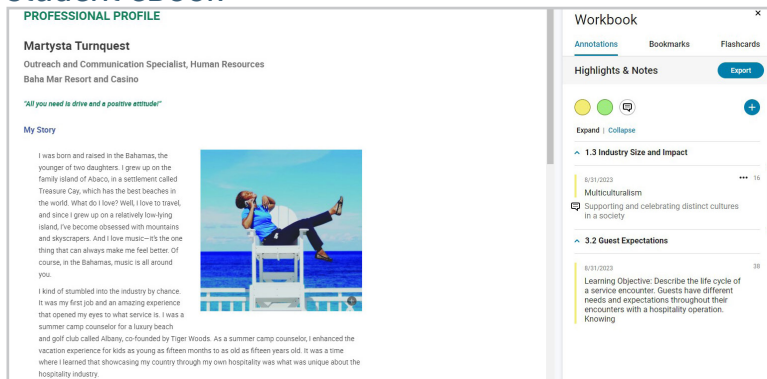
Teacher PowerPoints

## Student Videos



- Animated videos can create an immersive experience and create a deeper learning of the subject matter
- Engaging and embedded videos in each chapter

## Student eBook



- Mobile-friendly eText is accessible on a device or online
- Students can take notes, search, and create interactive study tools
- In-chapter auto-graded review questions for students to complete

# Hospitality and Tourism Specialist Credential

Students who achieve at least 100 hours of experience through internships or volunteer work will be entitled to apply, sit for the exam, and earn upon passing, their Hospitality and Tourism Specialist (HTS) exam and credential to be recognized their understanding of the industry and foundational skills and knowledge in the areas of lodging, food and beverage operations, event management, attractions and tourism.

This credential, like all AHLEI's professional certifications, tells hospitality and tourism employers that students have successfully mastered the competencies needed to be effective members of their organization and is endorsed and issued by the American Hotel & Lodging Association (AHLA) as the credentialing body, today the largest trade hotel association in the world with 32,000 hotel members.



## Experience hours requirements

All working hours submitted are subject to approval by AHLEI, the applicant's employer and/or an approved instructor/proctor:

- 100 hours working in any role in a segment of hospitality/tourism: lodging, food & beverage operations, tourism, travel and transportation, event management or attractions
- Hours must have been earned within 5 years of taking the exam.

## Acceptable alternative/supplemental work experience

- Up to 20 hours may be fulfilled by experience in a customer service role outside of hospitality
- Up to 50 hours may be fulfilled by completion of simulation training using an approved hospitality simulation program
- Hours may include unpaid internships or "shadow" experiences so long as they have been verified by a professional working in the hospitality industry
- Hours may include volunteer work in the field of hospitality

# Hospitality & Tourism Specialist Credential Exam Domains and Objectives

*With a passing score of 70%, the HTS is a comprehensive exam that covers the following domain objectives:*

## **General knowledge – 6%**

- Define hospitality.
- Describe the size and scope of the hospitality and tourism industry and its role as a major employer.
- Explain the impact of the hospitality and tourism industry on global, national, state, and local economies.
- Explain how businesses in various hospitality and tourism sectors depend on one another for success.
- Differentiate between franchises, independent businesses, and managed businesses.
- Assess how technology and automation are changing the hospitality and tourism industry.

## **Understanding careers in Hospitality and Tourism – 2%**

- Identify the types of careers in the hospitality and tourism industry.
- Explain the various career paths in the hospitality and tourism industry.

## **Guest Service and Experience – 7%**

- Analyze guests' wants and needs in order to meet and exceed their expectations.
- Define emotional intelligence and explain its role in interactions with guests.
- Describe the elements of exceptional guest service.
- Explain the relationship between guest satisfaction and profitability.
- Identify the purpose of reputation management.
- Describe the challenges and opportunities in welcoming diverse guests.
- Explain the need to respect and value all guests and coworkers in the hospitality and tourism industry.

## **Lodging Industry general knowledge – 3%**

- Identify the classifications of hotels by type of service, location, target markets, and ownership.
- Explain the rating systems used for lodging properties.
- Outline the responsibilities of key departments in a lodging property.

## **The front office – 5%**

- Identify the duties and responsibilities of positions in the front office.
- Identify functions of computer reservation systems used in the hospitality and tourism industry.
- Describe the role of the front office in protecting guest privacy.
- Calculate occupancy percentage (Occ), average daily rate (ADR), and revenue per available room (RevPAR).

# Hospitality & Tourism Specialist Credential Exam Domains and Objectives

## **Housekeeping – 4%**

- Identify the duties and responsibilities of positions in the housekeeping department.
- Explain how the executive housekeeper applies productivity standards to housekeeping positions.
- Define par levels and explain how linen is stored, issued, and tracked.
- Describe the role of the housekeeping department in securing guest belongings and maintaining the lost and found process.

## **Engineering 4%**

- Identify the duties and responsibilities of positions in the engineering department.
- Describe the types of maintenance performed by the engineering department, including preventive maintenance, routine inspections, and manufacturer-recommended maintenance.
- Identify the process for reporting maintenance issues and completing and tracking repairs.
- Describe common emergency systems and their associated maintenance procedures.

## **Safety and security – 4%**

- Identify the legal rights and responsibilities of guests and the lodging property under innkeeper laws.
- Describe the role of security in maintaining control over both metal and electronic key systems.
- Explain how surveillance and access control measures are used to protect guests and assets.
- Explain the purpose of the emergency response plan and how it is used in emergency situations.

## **Restaurant operations general knowledge – 4%**

- Outline the responsibilities of key departments in a food and beverage operation.
- Describe how restaurants attract and retain staff.
- List the steps in menu planning.
- Explain the importance of standardized recipes in food production.

## **Pricing and profitability in restaurants – 5%**

- Explain the need for financial controls for labor costs, food costs, menu pricing, and cash control.
- Explain the purpose of labor and revenue control in a food and beverage operation.
- Explain how food and beverage operations forecast sales.
- Identify the components of a profit and loss statement, emphasizing food and labor costs.



### **Food safety and sanitation – 6%**

- Define foodborne illness.
- Identify the most common sources of foodborne illness.
- Identify how to prevent food handlers from contaminating food.
- Define HACCP.
- Explain the role of Occupational Safety and Health Administration (OSHA) regulations.
- Identify practices that promote a safe work environment.

### **Responsible food and beverage service – 5%**

- Assess how sustainable practices impact profitability.
- Explain how food and beverage operations are incorporating healthier food options and sustainable foods.
- Describe how to prepare for and serve guests with food allergies.
- Identify the legal responsibilities of beverage service providers.
- Explain the risks and responsibilities of handling guests' personal data.

### **Meetings, conventions and special events – 5%**

- Explain the importance of meetings, conventions, and special events to the hospitality and tourism industry.
- Describe the purposes and target audiences for various types of meetings and conventions.
- Identify elements in planning special events, including themes, budgets, agendas, space and security needs, and schedules.
- Contrast the setups, facilities, equipment, and supplies required for various types of events.
- Discuss the importance of maintaining relationships with stakeholders and vendors in planning and facilitating events.

### **Banquets and catering – 3%**

- Describe the role of banquets and catering in a hospitality organization.
- Identify the duties and responsibilities of positions in the banquet and catering department.
- Describe the types of controls that banquet managers must practice.

### **Travel and transportation – 2%**

- Describe the purpose and operation of various travel systems and authorities, including the Federal Aviation Administration, the Transportation Security Administration, and major centralized reservation systems.
- Describe different methods for booking travel.

# Hospitality & Tourism Specialist Credential Exam Domains and Objectives

## **Tourism – 4%**

- Assess how geography, seasonality, culture, and politics affect travel and tourism.
- Identify personal factors that might influence a traveler to select a travel destination.
- Analyze the large- and small-scale economic, social, and environmental impacts of travel and tourism.
- Define destination marketing organizations (DMOs) and explain their functions.

## **Attractions – 2%**

- List and describe different types of attractions.
- Explain the importance of adequate infrastructure at attractions.

## **Resorts, clubs and entertainment – 2%**

- Describe the size and scope of the gaming industry and its impact on local economies.
- Give examples of regulations that affect the casino industry.

## **Cruise industry – 2%**

- Assess the impact of the cruise industry on the economy in cities with ports of call.
- Describe legal concerns that affect operations in the cruise industry.

## **Leadership skills and strategy – 5%**

- Explain how cultural norms, etiquette, and processes may differ depending on the market the business serves.
- Define standard operating procedures and explain how they are used by managers.
- Explain how an organization's vision, mission, and values impact company culture.
- Define the role of human resources in a hospitality and tourism organization.
- Identify the employment laws that impact the hospitality and tourism industry.

## **Entrepreneurship – 3%**

- List the steps in creating a business plan.
- Explain the purpose of developing a brand for an organization.
- Describe the role of public relations in managing the brand.

### **Sales and marketing in hospitality – 7%**

- Identify sales segments within hospitality and tourism.
- Identify the marketing activities used in the hospitality and tourism industry.
- Identify the purpose of analyzing market segments when building a marketing plan, strategy, and message.
- Explain the role of sales in the hospitality and tourism industry.
- Identify the key objectives and activities of a hospitality and tourism sales department.
- Define prospecting and give examples of how the sales team finds new business.

### **Financial management in hospitality – 10%**

- Define KPI and give examples of KPIs in lodging, foodservice, events, cruise ships, and travel.
- Define revenue management.
- Explain how forecasting is used to determine pricing in the hospitality industry.
- Define the STR report and explain how it is used.
- Identify the components of income statements and balance sheets.
- Distinguish between operational and capital budgets.
- Define cost analysis.

# Certified Hospitality Instructor (CHI)

The Certified Hospitality Instructor (CHI) program is designed to enhance high-school teachers' hospitality knowledge skills and sharpen their ability to convey the information to students so they may be better prepared for a career in the hospitality and tourism industry.

The CHI was developed to help secondary school and workforce development teachers effectively teach lodging, tourism, and food & beverage courses. The self-study format makes it convenient and flexible for educators to fit into their schedules. Teachers receive a custom printed textbook, as well as access to online lectures delivered by a Certified Hospitality Educator to help guide them during the study process. The CHI designation may be used on letterhead, business cards, and other writings.

There are 15 hours of online content for Level 1, and 10 hours of online content for Level 2.

## Qualifying Candidate

Hold an academic degree; be currently employed full- or part-time as a secondary school instructor teaching a hospitality curriculum or teaching one of AHLEI's programs to include Hospitality and Tourism Management (HTM), and Skills, Tasks, and Results Training (START).

## Prerequisites: CHI

- Currently employed as a secondary school hospitality instructor or workforce program hospitality instructor.
- Successfully complete Level 1 and Level 2 of the CHI self-study materials.
- Complete 120 hours of internship with a hospitality organization.

## Topics Covered

Level 1:

- Introduction to Hospitality and Guest Service
- Operations
- Finance

Level 2:

- Leadership
- Human Resources
- Sales and Marketing
- Safety and Security





## American Hotel & Lodging Association

upon the recommendation of the Education & Certification Advisory Council  
hereby recognizes

**Chris Jones**

as a

### Certified Hospitality Instructor

attesting to successful completion of the knowledge and experience requirements,  
reflecting a commitment to maintaining the highest standards of competence as a  
hospitality professional.



President &  
Chief Executive Officer

Issue Date **August 21, 2023**

Certificate Number **7e870141-3708-4c3b-c7de-c29dc6f7a5cf**

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### Application

Candidates must submit an application and meet the necessary prerequisites. All Professional Certification programs must be completed within one year from enrollment. CHI Internship verification form must be submitted as proof of completion of the CHI's 120-hour internship requirement.

### Program Includes

- CHI Level 1 Resource Participant Manual
- CHI Level 2 Resource Participant Manual
- CHI Internship Verification Form
- Exam for both Level 1 and Level 2
- Certificate and lapel pin upon successful completion of the exams and internship requirement.

### Exam

- The CHI has two exams, one each for Level 1 & 2.
- Each exam consists of 50 questions that must be answered within a four-hour time period.
  - Passing score of 70% or higher.
  - Exams are delivered online
  - Two retakes are allowed if a candidate does not pass the exam.

# Hospitality & Tourism Management Implementation Success Story in UNWTO

*"The Hospitality and Tourism Management Program has been a game-changer for Jamaica's tourism industry and our nation. We have witnessed remarkable transformations through this innovative program in partnership with the esteemed American Hotel and Lodging Educational Institute (AHLEI). Our students now have the opportunity to acquire certification from AHLEI and an Associate Degree in Customer Service, equipping them with the skills and expertise needed to excel in the hospitality sector. Since its introduction in select high schools in September 2018, the HTM Program has ushered in a new era of professionalism and excellence in our tourism sector. We have witnessed a significant upskilling among our youth, creating a more competent and dedicated workforce prepared to deliver exceptional service. I am incredibly proud of the hard work and dedication put forth by our students, schools, and industry partners who have embraced the HTM Program. Together, we are shaping a brighter future for Jamaica that empowers our youth and ensures our country remains a premier global destination for years to come."*

*- Jamaica's Minister of Tourism,  
Hon. Edmund Bartlett, CD, MP.*



Landmark MoU signature and collaboration between the Ministry of Education & Youth and the Ministry of Tourism. July 12, 2018



The Hospitality & Tourism Management (HTM) program started in Jamaican high schools in September 2018 representing an innovative collaboration between the Ministry of Education and Youth (MoE & Y) and the Ministry of Tourism following a landmark MoU signed in July of 2018.

In order to ensure that the program was well received in Jamaica and the region, it has been aligned to the regional National Technical & Vocational Education & Training (NCTVET) system attracting Level 2 for Year 1 Certification and Level 3 for Year 2 Certification. This guaranteed that regional organizations recognize this internationally benchmarked certification program also has regional and national credibility.

The program is managed by the Jamaica Centre of Tourism (JCTI), a division of the Tourism Enhancement Fund (TEF). It is a priority of the Minister of Tourism, the Hon. Edmund Bartlett CD, MP, who sees this program as a critical component of his Ministry's work in human capital development strategy. Since 2018, the HTM program has become a unique and important initiative undertaken in collaboration with Ministry of Education & Youth (MoEY) and is now a permanent part of the skills and training certification programs in high schools.

# Member State: The Case of Jamaica

## HTM Student Cohorts (2018-2024)

### • Cohort One (2018-2020)

Three hundred thirty-four (334) high school students and twenty-eight (28) teachers from twenty (20) different high schools were trained and Certified Hospitality Instructors (CHI) to deliver the HTM program.

### • Cohort Two (2020-2022)

Two hundred twenty-one (221) students and nine (9) additional teachers were certified (CHI) to deliver the program at thirteen (13) schools across the country. This was a challenging period spanning the Corona Virus.

At the graduation in November 2022, JCTI made special mention of the students and teachers at Anchovy High School and Mona High School whose HTM results were exemplary. Anchovy recorded 100% pass rate in the Hospitality & Tourism Management (HTM) program final examinations. In addition, in 2022, Anchovy produced the top 3 performing students islandwide, whose final grades were 98%, with all the students at Anchovy scoring above 78%.



### • Cohort Three (2022-2024)

The third iteration of the Hospitality & Tourism Management (HTM) program commenced on the 19th of October 2022 in fourteen (14) secondary schools across the island. Three hundred and eleven (311) students are currently enrolled in the American Hotel and Lodging Educational Institute (AHLEI) HTM program. The 2-year program is being offered within the Sixth Form Pathways Program (SFP) and exposes the students to the essential areas within the Hospitality and Tourism sector. These students are being prepared to occupy the many entry-level jobs which are expected due to the consistent and robust performance of the tourism product.





# Hospitality & Tourism Management Implementation Success Story in UNWTO

## Certified Hospitality Instructor (CHI)

The HTM is taught by secondary school teachers who were trained and outfitted with the resources needed to deliver the program.



In preparation for Cohort Three, seventeen (17) teachers were certified as Level 1 CHI and twenty-eight (28) CHIs are currently teaching the course in the fourteen schools.

The teachers were engaged in an intensive week-long “train-the-trainer” workshop facilitated by AHLEI and earned the designation of Certified Hospitality Instructor (CHI). Twenty-eight (28) CHI holders currently deliver the program throughout the high school system.

## Credentials

Upon completion of the HTM program the students received their AHLEI certificate with the designation of Hospitality and Tourism Specialist (HTS) from the American Hotel & Lodging Association (AHLA), today the largest trade hotel association in the world with 35,000 members. This is significant as the American Hotel & Lodging Educational Institute (AHLEI) is the world’s most reputable provider of hospitality programs and credentials.

## Funding

The program is funded by the Jamaica Centre for Tourism Innovation (JCTI), a division within the Tourism Enhancement Fund (TEF) and falls in line with its primary mandate of facilitating the development of Jamaica’s valuable human capital and supporting innovation in the tourism sector.



- Director of the Jamaica Centre for  
Tourism Innovation (JCTI),  
Ms. Carol Rose Brown.

# UNWTO Member State: The Case of Jamaica

(continued)

## Highlights From Fiscal Year 2022-2023

- As part of their preparation the CHIs were hosted at the Playa Hotel as a refresher on how hotels work.
- Sixty-two (62) of the eighty-five (85) students were certified in Cohort 2 of the HTMP.
- Residential Capacity Building session held for twenty-eight (28) CHIs in preparation for Cohort; one session is held quarterly.
- Three hundred and fifty (350) HTM 2nd edition textbooks and three hundred and fifty (350) students companion workbooks were purchased in preparation for Cohort Three. Each student currently enrolled in the course has access to a copy of the textbook.
- TEF has subsidized the implementation cost of HTM with fourteen (14) high schools to support the program.
- JCTI has also reaffirmed its commitment to the schools by engaging a coordinator who provides the ground monitoring and support to the HTM schools.
- Continued collaboration with the Technical Development Officers (TDOs) from the MoE & Y to enhance program delivery.
- Facilitate the link between the classroom and the industry by providing CHI's with hands-on industry experience.

*"The Hospitality and Tourism Management program has been a monumental step towards revolutionizing Jamaica's tourism industry and driving positive change for our country. Since its introduction in 2018, we have successfully rolled out the program in 20 schools across the island, training over 1,000 students. The outcomes have been remarkable, as many graduates are now employed in the industry. This speaks volumes about the education and skills provided through the program and demonstrates the demand and recognition for our trained professionals in the market. In addition, we have provided invaluable opportunities for 148 of our students this year through paid internships at renowned hotels throughout the island. Through hands-on experience within the intricacies and demands of the hospitality industry, these internships equip our students with practical skills and a profound understanding of the sector, consequently enhancing their employability prospects. The ripple effect of the HTM Program extends beyond the individual students and the tourism industry. It reinforces Jamaica's position as a global tourism powerhouse, renowned for its highly skilled workforce and unrivaled hospitality. Through our dedication to excellence and professionalism, we are developing a remarkable reputation that attracts visitors from all corners of the world, propelling economic growth and prosperity for our nation.*

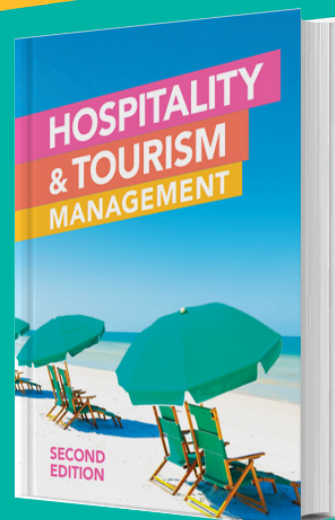
# Hospitality & Tourism Management Implementation Success Story in UNWTO

*"As tourism industries around the world seek to build back better following a global pandemic, The Bahamas seeks to amass a cadre of internationally certified young Tourism Professionals to rejuvenate the industry. The Family and Consumer Science Education (FCSE) Unit within The Bahamas Department of Education has a long standing Public Private Sector Partnership with the American Hotel and Lodging Educational Institute (AHLEI). The institute provides professional development, training and support to High School FCSE: Hospitality and Tourism Studies Teachers across the archipelagic nation. AHLEI Industry Certifications earned by high school students as they matriculate through grades 10 through 12 ensures that our students are ready for the job market or entry into tertiary institutions upon graduation. The Hospitality and Tourism Management (HTM) Designation allows for partnerships to be forged with mega resorts, hotel brands, restaurants, and entertainment venues to expose students to available opportunities as well as industry standards and we are proud to have graduated over 350 high school students from 12 different high schools over the past decade. AHLEI Certifications serve as exit competency examinations for our high school FCSE: Hospitality and Tourism Studies Curriculum. Our students are performing at industry standard. The Bahamas Minister of Education, the Honourable Glenys Hanna-Martin, often says "It Takes a Village"... "All Hands on Deck." When Industry, the Educational System, Parents, and Students work together it will result in exceptional tourism product. We look forward to seeing what this new generation of tourism professionals will achieve."*



- Raquel Turnquest, MBA, B.Sc., Dip. Ed.  
Education Officer  
Family & Consumer Science Education Unit  
Career & Technical Education Section  
Curriculum Division  
The Bahamas Department of Education

## HOSPITALITY & TOURISM MANAGEMENT





# Member State: The Case of The Bahamas

## **Anatol Rodgers High School from The Bahamas Wins HTMP International Competition Hosted by AHLEI, A First for a Non-American Team.**

High school hospitality students from Anatol Rodgers High School in The Bahamas took home the coveted international title at the 12th annual American Hotel & Lodging Educations Institute (AHLEI) HTMP International High School Competition held April 23-25, 2015 at the Rosen Shingle Creek in Orlando, Florida, winning scholarship money from leading hospitality management universities and a trip to the International Hotel, Motel & Restaurant Show in New York City. Anatol Rodgers High School is the first international team to win the competition.

The competition challenged high school student teams to display their hospitality knowledge and skills through a variety of events and projects



First place: Anatol Rodgers High School, Bahamas. Team members: Ameera Poitier, Dezaraye Dean, Jeanie Farris, Vernajh Pinder. Instructor: Janelle Cambridge-Johnson, CHI.

including a night audit, room inspection, banquet planning, case studies, and knowledge bowl quiz. The year prior (2014), AHLEI honored Educator Janelle Cambridge-Johnson from Anatol Rodgers High School with the 2014 Lamp of Knowledge Award for Outstanding High School Teacher.

*"The high school students at the Jack Hayward Senior High School have attained numerous AHLEI International Certifications over the past thirteen (13) years. These certifications are our core examination. There is no Bahamas General Certificate of Secondary Education (B.G.C.S.E.) national examination for hospitality students. AHLEI's program is awesome. We have former and current students who received one or more certifications in Kitchen Cook, Breakfast Attendant, Front Desk Attendant, HTMP Year 1, Restaurant Server, START, Golden Opportunities, Guest Service Gold, and Golden Opportunities Tourism. These certifications along with the high school Hospitality and Tourism Curriculum are essential for students who are desirous of continuing a career in Hospitality."*

*- Ms. Janet Forbes-Dean*

*Subject Coordinator for Family and Consumer Science Education at  
Jack Hayward Senior High School in Grand Bahama  
Contributor to the Hospitality and Tourism Management Textbook*

# FOUNDATIONS

## OF RESTAURANT MANAGEMENT & CULINARY ARTS

The National Restaurant Association also offers an industry-driven high school program aimed at attracting, developing and inspiring the next generation of talent in the restaurant and foodservice Industry. This program currently reaches approximately 165,000 students in over 1,800 high schools in all 50 states, Washington DC, and the territory of Guam. Over the past 23 years, more than 1 million students have enrolled.

*Foundations of Restaurant Management & Culinary Arts* was meticulously developed by the National Restaurant Association with significant contributors from industry and education experts that focuses on the real-world knowledge that future leaders need to be successful in the restaurant and foodservice industry. The result is a program that features relevant, real-world content within a framework designed to enable success in the classroom and launch students into their restaurant and foodservice management careers. From culinary techniques to management skills, this comprehensive program gives students a foundation that will last a lifetime.

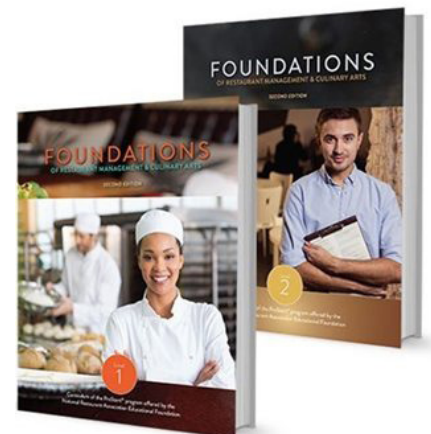
Each level features a blended approach to culinary arts and management topics, designed to build critical skills for the workplace.

The learning objectives, activities, and content are designed to teach and reinforce Common Core standards and 21st Century Learning principles - such as critical thinking, literacy, science, math and creativity.

The curriculum supports the National Restaurant Association Educational Foundation's ProStart® Program.

### HIGHLIGHTS INCLUDE:

- Integrated practical skill sets
- Streamline content in a contemporary design
- Rich digital media that includes engaging video and imagery
- Allows students to become familiar with restaurants and foodservice
- Exposes students to innovative career opportunities
- Provides tools and skills needed to become a successful industry leader
- Level 1 and Level 2 exams



# FOUNDATIONS

## OF RESTAURANT MANAGEMENT & CULINARY ARTS

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