



THE ACADEMIES AT LANCASTER HIGH SCHOOL PROGRAM AND COURSE DESCRIPTIONS

2019-2020 ACADEMY OF HOSPITALITY AND TOURISM

Academy of Hospitality and Tourism- Highlights

Overview

The Academy of Hospitality and Tourism (AOHT) concentrates on equipping students for the hospitality industry. Agreements with Trocaire College and the Russell Salvatore School of Hospitality afford students the experience of working with nearby industry professionals.

Student's core subjects are enhanced with a concentration in hospitality to include hotel administration, restaurant management, culinary arts, event planning, travel and tourism. The excitement and diversity in the hospitality and tourism industry makes it an attractive field for students who are fascinated by other cultures and economies.

The AOHT provides engaging courses and real-life work experiences that inspire students about their future whether it is in this industry or other professions. Completion of the AOHT program of study helps prepare students for post-secondary education not only in hospitality and tourism related majors but also for any concentrated program requiring a strong foundation in social studies, business, and language arts.



Structure of AOHT

The Academy of Hospitality and Tourism is structured as a "Small Learning Community" focused on careers in the hospitality, tourism and restaurant industry. The three-year curriculum begins in the sophomore year by enhancing a student's core subjects with a concentration in hospitality to include hotel administration, restaurant management, culinary arts, event planning and tourism.

Career and Technical Education Endorsement

The Lancaster Academy of Hospitality and Tourism is an accredited CTE program with pathways for students seeking Regents and Advanced Regents diplomas. Students learn "hands-on" career skills while earning a Regent's Diploma in order to prepare for college or other higher education studies. Students apply academic concepts to real-world situations with:



- Internships
- Mentorships
- Job shadowing
- Industry-based certifications
- Opportunity to earn college credit
- Other work-based learning opportunities



Major Benefits of the Academy of Hospitality and Tourism

Benefits Overview

- ★ College Level Courses in partnership with Trocaire College and the Russell Salvatore School of Hospitality
- ★ Industry internship (Second semester Junior or first semester Senior)
- ★ Potential for SAFE Serve certification (necessary for the restaurant industry)
- ★ Leadership and Event planning opportunities
- ★ Familiarization tours of tourist destinations
- ★ Foreign Language and Cultural opportunities

Student Practical Experience and Familiarization Tours

Student Practical Experience

The student practical experience is organized as an independent study that will foster career success so that students are able to address current local, regional, national and international issues within the hospitality and tourism industry and as a method to encourage lifelong learning, civic responsibility, and leadership. Each course within the Academy curriculum includes a dedicated project and one course per school year will address the fundamentals necessary for the practical experience.

Familiarization tours

Familiarization tours (aka FAM tours) are used to help students identify with a variety of potential career choices within the hospitality industry and to become familiar with a city, region, state or popular tourist destination. FAM tours are an excellent way to discover the geographic and cultural differences that attract tourists.



Academy of Hospitality and Tourism Course Descriptions

AOHT: Principles of Marketing

9037 (Fall) Grade 10

½ credit

This course will introduce students to the important role that marketing plays in our economic system. Content revolves around the basic marketing functions of financing, risk management, selling, social media, public service announcements, promotion, market research, product/service/idea planning, and distribution. Students will refine entry-level employment skills, as well as develop more advanced career-sustaining skills.

AOHT: Marketing with Sports and Entertainment

9040 (Spring) Grade 10

½ credit

This course is designed to study marketing principles related to the sports and entertainment industry. Instructional areas will include marketing, advertising, promotion, Internet/social media marketing, sponsorship and endorsements, event marketing, and branding an image. A basic understanding of the principles of marketing is helpful to enroll in this course, but is not a requirement. Classroom instruction will be reinforced through the use of group/individual projects, guest speakers, possible field trip experiences, current periodicals, computer work, and lecture/discussions.

AOHT: Success Strategies

9075 (Fall) Grade 10

½ credit

This one semester course helps orient students to the world of work and school and is the first course offered in the Hospitality Academy. Success Strategies addresses the need for students to develop good work and study habits, helps students to understand their strengths and weaknesses, effectively manage time, set priorities, and establish the foundation habits of successful people. Students prepare portfolios, learn about school resources, develop career plans, start planning for college and develop solid interpersonal skills as they prepare for the world beyond the classroom.

AOHT: Introduction to the Food and Beverage Industry

9913 (Spring) Grade 10

½ credit

Adapted and more in-depth version of Food and Nutrition designed especially for students interested in a career in the hospitality industry. Throughout this course, students will:

- Learn/practice kitchen safety procedures and food preparation skills including how to read/follow a recipe using proper measuring techniques
- Be able to identify and safely use various kitchen tools and equipment
- Understand and practice safe food handling procedures
- Learn essential kitchen and restaurant management skills including culinary professionalism, meal management, food purchasing and meal service techniques.
- Explore a variety of careers related to food, nutrition, and the hospitality industry



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Trocaire: HM101 – Introduction to the Hospitality Industry

9915 (Fall) Grade 11

½ credit

▶ *This course is taught at Trocaire College's Russell J. Salvatore School of Hospitality & Business on Transit Road in Williamsville.*

This course takes a management perspective in introducing students to the organization and structure of hotels, restaurants, food service operations, clubs, cruise ships, convention bureaus, conference centers and casino hotels. Other topics include: business ethics, franchising, management contracts, and areas of management responsibility such as human resources, marketing and sales, and advertising.

★ Students completing Introduction to the Hospitality Industry have the potential to earn college credit from Trocaire College while still enrolled in high school. Credits are transferable to many Colleges and Universities. Transcripts are issued by Trocaire College after completing all enrollment and academic requirements.



Trocaire: HM209 – Hospitality Information Systems

9916 (Fall) Grade 11

½ credit

▶ *This course is taught at Trocaire College's Russell J. Salvatore School of Hospitality & Business on Transit Road in Williamsville.*

Provides an overview of the information needs of lodging properties and food service establishments; addresses essential aspects of computer systems, such as hardware, software, and generic applications; focuses on computer-based property management systems for both front office and back office functions; examines features of computerized restaurant management systems; describes hotel sales computer applications, revenue management strategies, and accounting applications; addresses the selection and implementation of computer systems; focuses on managing information systems and examines the impact of Internet and private intranets on the hospitality industry.

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AOHT: Geography and World Cultures

9914 (Spring) Grade 11

½ credit

This one semester course introduces students to the impact that geography, culture, and cuisine have in the hospitality and tourism industry. From high level business negotiations to casual conversations among friends, every interpersonal interaction is shaped by cultural norms and expectations. This thought-provoking class will present a framework for understanding the impact of culture, geography and resources available on food preparation, food supply, communication, travel and tourism. This course will also help students build inter-cultural awareness by allowing students to engage in research related to a multitude of world cultures and create “culture kits” to demonstrate an understanding of customs, traditions, and lifestyle.

★ Students completing Introduction to the Hospitality Industry have the potential to earn college credit from Trocaire College while still enrolled in high school. Credits are transferable to many Colleges and Universities. Transcripts are issued by Trocaire College after completing all enrollment and academic requirements.



AOHT: CEIP (Career Exploration Internship Program)

9050 (Spring) Grade 11

½ credit

The AOHT-CEIP (Career Exploration Internship Program) is designed to give students hands-on experience in a hospitality related career. Students are placed in an unpaid training internship with an employer from a local company for a practical on-the-job experience. This course is in preparation of the student’s paid internship experience as it includes classroom learning on important workplace topics, such as resume preparation, effective interviewing techniques, teamwork, projecting a professional image, job motivation and employee benefits. Academy students must meet eligibility requirements to take this course. This program is registered with the New York State Education Department.

★ Students completing AOHT CEIP have the potential to earn college credit from SUNY Erie Community College while still enrolled in high school through their Advanced Studies program. Credits are transferable to any SUNY College and most SUNY Universities. Transcripts are issued by SUNY Erie Community College (ECC) after completing all enrollment and academic requirements.



AOHT: Business Planning

9041 (Spring) Grade 12

½ credit

If you like Entrepreneurship, this is the course for you! This course will go more in-depth and students will create and present a detailed business plan. We will work with Junior Achievement of WNY, and student will be eligible to compete in a business plan competition for scholarships and other prizes. Other topics will include identifying and meeting a market need, marketing your business, distribution, promotion, selling and operations management.



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AOHT: Advanced Food and Beverage

9920 (Fall) Grade 12

½ credit

Students will build upon the prior information and activities from their previous cooking classes. Food labs will include preparation of meat and poultry, soups, salads, pastries, candies and seasonal specialties. Additional topics include the role of science in the world of food, meal management and food purchasing, careers in the food industry, advanced culinary and gourmet food techniques.

★ Students completing Introduction to the Hospitality Industry have the potential to earn college credit from Trocaire College while still enrolled in high school. Credits are transferable to many Colleges and Universities. Transcripts are issued by Trocaire College after completing all enrollment and academic requirements.



AOHT: Event Management and Planning

9918 (Spring) Grade 12

½ credit

This course will give you a look into the almost invisible but greatly important career of event planning. This course will explore the various aspects of event planning as well as the characteristics and skills necessary to be a successful event planner. Topics include: Defining event planning and its characteristics, exploring why clients use event planners, types of events, your job as an event planner, financial aspects, contracts, and insurance issues, and the importance of networking. Students will assist with planning and managing an event relevant to the course topics.

AOHT: Career and Financial Management

9911 Grade 12

½ credit

Students will acquire the lifelong skills necessary to manage their personal and professional lives. Students are given the opportunity to explore careers based upon their interests and aptitudes. An emphasis will be placed on providing students with the opportunity to learn about the features of our economy, explore a variety of careers, learn the skills and competencies needed for success in the workplace and to begin to become financially literate. Students will realize the significance of their part in the economic system. Important management and economic concepts are defined in relation to business transactions and to the individual as an entrepreneur, employee, consumer, and citizen.

AOHT: Student Practical / COOP

9922 Grade 12

½ credit

The Cooperative Career & Technical Education Work Experience Program is a work-based learning program for students age 16 and above, consisting of 150 of paid, school-supervised work experience, supported by related in-school instruction in a specific career & technical discipline. Students may earn ½ unit of credit towards a CTE sequence. This program is registered with the New York State Education Department.