GOODHEART-WILLCOX PUBLISHER QUESTIONNAIRE

Course: Introduction to Hospitality and Tourism (8850110)

Title: *Hospitality Services*, Edition: 3rd

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Author: Reynolds, Chase

Grade Level: 9 - 12

Authors & Credentials: List full name of author(s), with major or senior author listed first. Briefly provide credentials for each author.

Johnny Sue Reynolds is well known and admired among high school hospitality teachers in Texas. She has a master's and doctorate degrees and certification in Foodservice Management. Johnny Sue is Professor Emeritus at the University of North Texas and former Associate Dean and Hospitality Management Department Chair. She is currently an educational consultant who enjoys teaching and developing online courses, developing FCS assessments, and mentoring student teachers. Reynolds has taught family and consumer sciences courses in Texas middle schools and high schools, as well as adult education courses. She earned a B.S. degree from the University of Mary Hardin-Baylor, M.S. degree from the University of North Texas, and Ph.D. from Texas Woman's University.

Dorothy Chase, Ph.D., is a professor of Recreation and Tourism at Central Washington University and co-chair of the Department of Family and Consumer Sciences. Dr. Chase earned a bachelor's degree in English from the University of Winnipeg, a master's degree in Education Administration from Lakehead University, and a doctorate in Parks, Recreation and Tourism Management from Clemson University. She spent a year as an exchange professor in Korea and has visited more than 50 countries for business or leisure. She has worked in retail travel and tours, and has also consulted in community tourism development. She served on provincial and national boards of the Canadian Institute of Travel Counselors for several years.

Students: Describe the type(s) of students for which this submission is intended.

This submission is intended for Florida high school students interested in pursuing a career in the hospitality and tourism industry.

1. IDENTIFY AND DESCRIBE THE COMPONENTS OF THE MAJOR TOOL. The Major Tool is comprised of the items necessary to meet the standards and requirements of the category for which it is designed and submitted. As part of this section, include a description of the educational approach of the submission.

Educational Approach (The information provided here will be used in the instructional materials catalog in the case of adoption of the program. Please limit your response to 500 words or less.)

Hospitality Services introduces students to careers in hospitality. The hospitality industry covers careers in five areas: foodservice, lodging, travel, tourism, and recreation. The textbook is organized into six parts. Part One provides an overview of the entire industry, including the essential role of customer service. Part Two presents the foodservice industry. Students will be introduced to the artistry of food preparation and service. Students will also learn the essentials of food safety and sanitation. The basics of running a restaurant, including purchasing and receiving, are presented. Students will see how hotel foodservice works. Part Three presents all aspects of the lodging industry. Students will learn about the front office, housekeeping, security, and engineering. Part Four brings three distinct segments of hospitality to life. Students will learn the basics of travel and tourism and explore the world of recreation. Students will also discover career options in each segment. Part Five looks at the business behind the glamour. The basics of business structures and management principles are presented. An overview is provided of each of these support areas: human resources, marketing and sales, and accounting. A chapter on safety and emergency procedures shows students how to keep themselves and guests safe. A chapter on legal and ethical considerations tackles important, current issues in the industry. Part Six helps students relate their talents and interests to the various careers in hospitality. They have the opportunity to evaluate which career is right for them. Employability and success skills are presented to ensure students success in their chosen career. The concluding chapter introduces entrepreneurship and guides students through the process of starting their own businesses. Extensive use of Instructor's Resources, including lesson plans and assessments, help to reinforce core concepts and create a rich learning experience by teaching students to navigate the hospitality industry, understand functions of various industry segments, and apply skills in realistic scenarios. Activities from the lesson plans and Workbook engage students as they study key concepts. *Hospitality Services* enables students to be prepared for a career in hospitality and tourism and to continue their studies in a postsecondary setting.

Major Tool - Student Components Describe each of the components, including a format description.

1. *Hospitality Services* student textbook (printed, hard cover, full-color textbook with 557 pages).

2. Online Student Center for *Hospitality Services* provides the foundation of instruction and learning for digital and blended classrooms. An easy-to-manage, shared classroom subscription makes it a hassle-free solution for both students and instructors. An online student text and workbook, along with rich supplemental content, brings digital learning to the classroom. All instructional materials are found on a convenient online bookshelf that is accessible at home, at school, or on the go.

3. *Hospitality Services* Bundle combines both a printed text and an Online Student Center. All student support materials are available online in a six-year classroom subscription.

Major Tool - Teacher Components Describe each of the components, including a format description.

(N/A - see Ancillary Materials - Teacher Components below)

2. IDENTIFY AND DESCRIBE THE ANCILLARY MATERIALS. Briefly describe the ancillary materials and their relationship to the major tool.

Ancillary Materials - Student Components Describe each of the components, including a format description.

(N/A - see Ancillary Materials - Teacher Components below)

Ancillary Materials - Teacher Components Describe each of the components, including a format description.

Online Instructor Resources include Answer Keys, Lesson Plans, Instructor's Presentations for PowerPoint®, ExamView® Assessment Suite, and more.

3. HOW MUCH INSTRUCTIONAL TIME IS NEEDED FOR THE SUCCESSFUL IMPLEMENTATION OF THIS PROGRAM? Identify and explain the suggested instructional time for this submission. If a series, state the suggested time for each level. The goal is to determine whether the amount of content is suitable to the length of the course for which it is submitted.

Program planning guides are provided for *Hospitality Services* to suggest ways to schedule the chapters for different course calendars, including 12-week trimester and 18-week semester courses.

4. WHAT PROFESSIONAL DEVELOPMENT IS AVAILABLE? Describe the ongoing learning opportunities available to teachers and other education personnel that will be delivered through their schools and districts as well as the training/in-service available directly from the publisher for successful implementation of the program. Also provide details of the type of training/in-service available and how it may be obtained. (The information provided here will be used in the instructional materials catalog in the case of adoption of the program.)

In-service/staff development training is available during the life of the adoption in various formats upon request. Training support documentation can be provided in print or webinar and is available at no cost for the hours needed. Please contact G-W Educational Consultant Irene deVarona (877.327.4209 phone, idevarona@g-w.com e-mail) to arrange mutually-agreed upon in-service dates and formats.

5. WHAT HARDWARE/EQUIPMENT IS REQUIRED? Briefly list and describe the hardware/equipment needed to implement the submission in the classroom. REMEMBER: Florida law does not allow hardware/equipment to be included on the bid! However, schools and districts must be made aware of the hardware/equipment needed to fully implement this program.

For Online Materials: • Operating System: Microsoft Windows XP/VISTA/7/8, Mac OS 10.4 or later, or Mac iOS 4.3 or later. • Minimum Hardware: 600 MHz processor; 128 MB RAM; monitor or touch screen display. • Online Access: Internet or Wi-Fi connection is required; cookies and JavaScript enabled for full functionality. • Recommended Web browsers: Firefox, Internet Explorer, Chrome, or Safari.

6. WHAT LICENSING POLICIES AND/OR AGREEMENTS APPLY? If software is being submitted, please attach a copy of the company's licensing policies and/or agreements.

Not Applicable

7. WHAT STATES HAVE ADOPTED THE SUBMISSION? List some of the states in which this submission is currently adopted.

Georgia, Kentucky, North Carolina, Oklahoma, South Carolina, and Texas.

8. LIST THE FLORIDA DISTRICTS IN WHICH THIS PROGRAM HAS BEEN PILOTED IN THE LAST EIGHTEEN MONTHS.

Not Applicable