



The Business of Hotel Management: Industry Growth, Career Pathways and Work-Based Learning

REGION 1

EDUCATION SERVICE CENTER

FEBRUARY 28, 2025

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- ▶ Texas Hotel & Lodging Association - Education Outreach & Foundation Director
- ▶ Texas Education Agency – Assistant Director of CTE
- ▶ Leander ISD - CTE Educator
- ▶ HEB Grocery Company – Store Operations Leadership & Human Resource Director



Agenda:

- Introductions
- 5 Question Kahoot
- State of the Hotel Industry
- Hotel Industry Careers
- THLA Resources
- Questions & Answers



Hotel Industry National Impacts

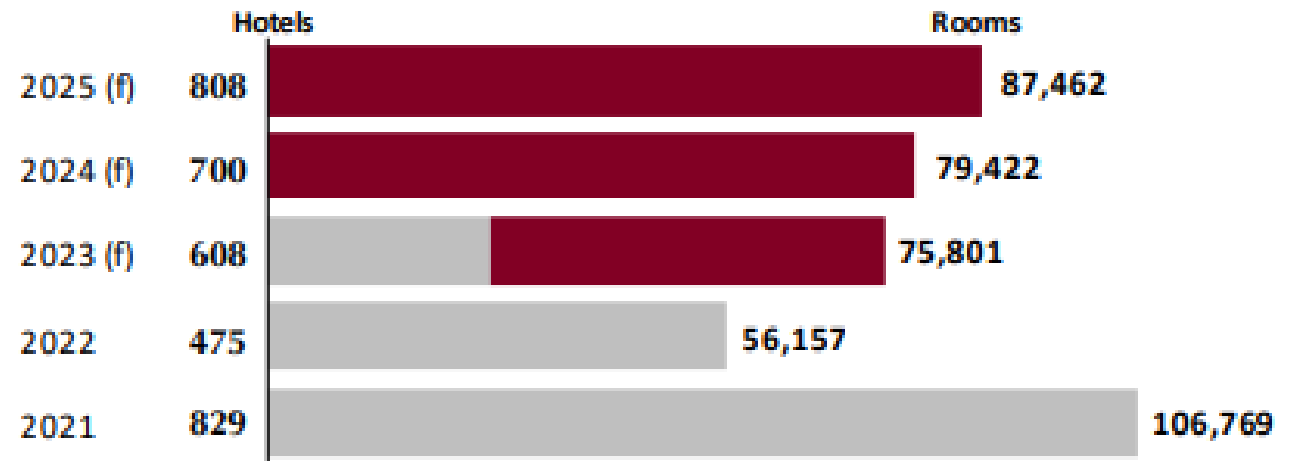
HOTELS
CURRENTLY
SUPPORT MORE
THAN 83 MILLION
JOBS NATIONALLY

<https://ahla.morningconsultintelligence.com/>



Lodging Econometrics

Forecast for New Hotel Openings



U.S. Hotel Pipeline by Stages

Stage	As of Sept. 2024	Change from Sept. 2023 (%)
In construction	157,253 rooms	+7.0%
Final planning	268,190 rooms	+10.4%
Planning	336,205 rooms	+38.4%

U.S. Hotel Pipeline by Hotel Segments

Segment	Percent of existing supply (September 2024)	In-construction room count (September 2024)
Luxury	5.6%	8,508 rooms
Upper Upscale	2.6%	18,156 rooms
Upscale	4.2%	38,401 rooms
Upper Midscale	3.4%	40,255 rooms
Midscale	2.9%	14,902 rooms
Economy	1.2%	7,653 rooms



Texas's Hotel Industry, by the Numbers

Texas

2024 Total Hotel Operations Impact

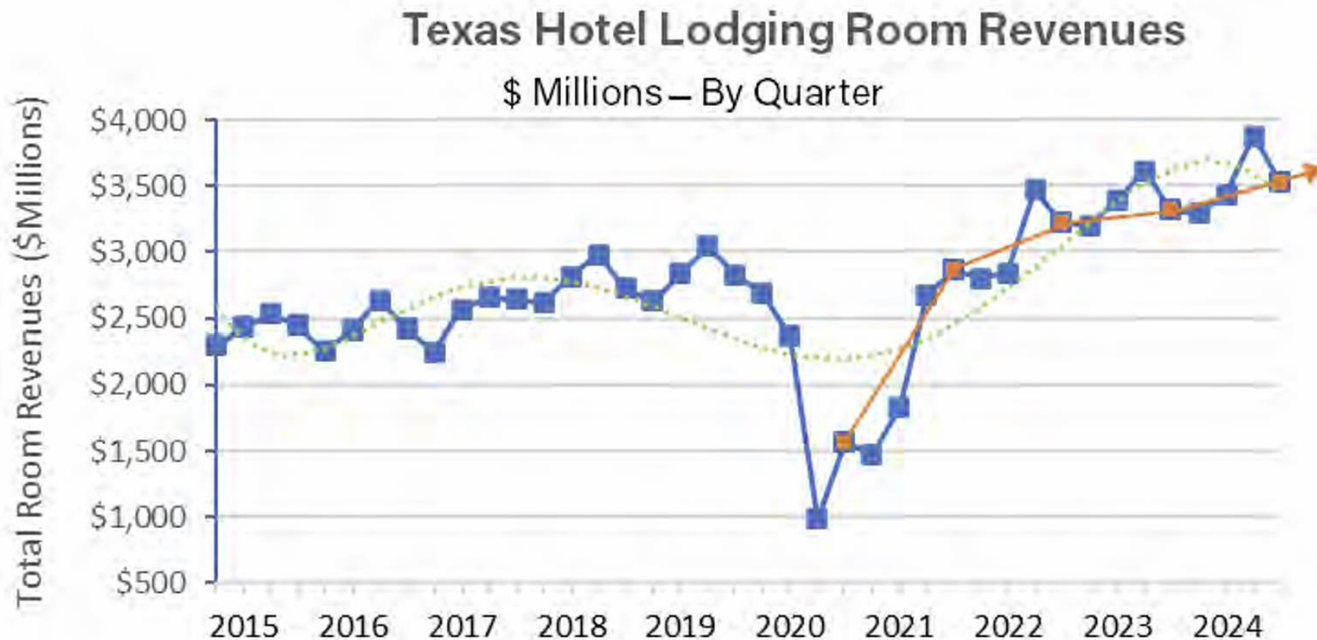
\$53.4 billion Hotel guest spending in Texas economy

6,188 Number of hotel properties in Texas

531,721 Hotel guestrooms in Texas

\$40.7 billion Hotel industry wages and salaries in Texas

749,639 Hotel industry number of jobs in Texas



2024 - Quarter 3 Hotel Industry Performance

(Three months ending September 30, 2024)

Texas hotel revenues surpassed
\$3.5 billion in the
Third Quarter of 2024,
6.5% higher than Q3 2023.

The hotel & tourism industry offers:



- Competitive pay and generous benefits.
- Unlimited career advancement opportunities.
- Exciting pathways to achieve personal and professional goals.
- New adventures every day.
- Unparalleled opportunity to meet people from all walks of life.

Explore your career choices

Housekeeping

If you take pride in making everything "just so" and want to play a key role in providing a hotel's main product—a spotless guestroom—housekeeping may be for you. You'll also help guests feel comfortable and safe in their rooms.

Human Resources

As the name indicates, being good with "humans" is critical. You'll recruit, select, and train the best job applicants, administer benefits programs, and handle other personnel matters. Hospitality labor shortages and the need to hire qualified people have put this department in the spotlight.

Front Office

Are you a "people-person"? Do you like computers? Are you good on the phone? You could use those skills to check in guests, accept payments on accounts, exchange messages, and impress guests with the hotel's ability to provide great service. If you like the idea of being at the heart of a hotel's action, the front office is for you.

Guest Service

Do you like making good first impressions? Being on the go? Making people feel welcome? You were made for this department! You could do anything from driving the hotel's van to handling luggage or amazing guests by getting them tickets to a sold-out show.

Food & Beverage

Are you creative? Do you pay attention to even the smallest details? In the kitchen or the dining room, those abilities could be your key to a career in food and beverage preparation or service. Friendliness, cleanliness, and pride in your work are also essential.

Property Management

You're in charge! As general manager, you directly or indirectly supervise every hotel employee and make sure the hotel is performing the way its owners want it to. You'll work with every department to make sure the entire hotel runs like clockwork and guests feel welcome.

Marketing & Sales

Being a good listener and communicator is crucial for marketing and sales. You'll find out what services guests want, suggest ways your hotel can provide those services, and let the world know how great those services are. Your hotel's business growth can depend on you.

Accounting & Financial Management

If people call you "organized" and comment on your ability with numbers, you might be a natural for this area. You'll guide management decisions, make important financial recommendations, and keep track of the dollars.

Security

Detail-oriented. A problem-solver. Cool in a crisis. If those words describe you, there could be a career in security waiting for you. You'll balance guest relations with safety and security concerns and have key input in your hotel's emergency procedures.

A lodging property is like a mini-community with opportunities for everyone. Your interests, skills, and personality traits will help you choose which department suits you.

There are unlimited career pathways in the hotel industry that lead to high-wage, In-demand occupations.

Hotel Property and Corporate Possible Occupations

Leadership

Assistant General Manager
Association Manager
Division President
Innkeeper Manager, Bed & Breakfast
Hotel General Manager
Owner/Operator
President/CEO
Vice President of Administration
Vice President of Business Development
Vice President of Franchising
Vice President of Hotel Development

Human Resources

Manager, Equal Employment Opportunity
Personnel Assistant
Personnel/Human Resources Manager
Personnel Specialist
Quality Assurance Manager
Training Manager
Vice President of Human Resources

Recreation

Assistant Golf Professional
Assistant Tennis Professional
Caddie
Entertainer
Golf Professional
Golf Shop Salesperson
Lifeguard
Recreation Specialist
Ski Instructor
Social Activities Manager
Spa Director
Swimming Instructor
Swimming Pool Manager
Tennis Professional
Tour Escort

Food and Beverage

Assistant Baker
Assistant Banquet Chef
Assistant Banquet Manager
Assistant Beverage Director
Assistant Broiler/Grill Cook
Assistant Executive Steward
Assistant Food/Beverage Director
Assistant Fry Cook
Assistant Pantry Person
Assistant Pastry Chef
Assistant Restaurant Manager
Assistant Service Cook
Assistant Soup/Vegetable Cook
Baker
Banquet Assistant Cook
Banquet Bartender
Banquet Beverage Server
Banquet Beverage Runner
Banquet Buspersion
Banquet Captain
Banquet Chef
Banquet Cook
Banquet Houseperson
Banquet Runner
Banquet Server
Banquet Steward
Bartenders
Beverage Manager
Beverage Runner
Broiler Cook
Buspersion
Cashier
Catering Director
Catering Manager
Counter Person
Counter Server
Counter Supervisor
Dietary Aide
Dietitian
Dining Manager
Dining Room Manager
Director of Dietary Department
Dishwasher

Executive Chef
Executive Steward
Food & Beverage Controller
Food & Beverage Director
Fry/Sauté Cook
Head Broiler/Grill Cook
Head Cashier
Head Dishwasher
Head Fry Cook
Head Houseperson, Banquets
Head Pantry Person
Head Room Service Cook
Head Soup/Vegetable Cook
Head Steward
Hotel Food & Beverage Controller
Kitchen Attendant
Kitchen Manager
Kitchen Supervisor
Lounge/Bar Manager
Maitre d'
Night Steward
Pantry Cook
Pantry Preparation Person
Pastry Chef
Pastry Cook
Receiving Clerk
Restaurant Manager
Room Service Attendant
Room Service Buspersion
Room Service Manager
Service Bartender
Serving Line Attendant
Sommelier
Soup and Sauce Cook
Sous Chef
Steward
Steward's Runner
Vice President of Food & Beverage
Waiter/Waitress

Accounting and Financial Management

Accounting Supervisor
Accounts Payable Clerk
Accounts Payable Supervisor
Accounts Receivable Clerk
Accounts Receivable Supervisor
Assistant Controller
Corporate Controller
Credit Manager
Director of Finance & Administration
Director, Purchasing Department
Hotel Controller
Night Auditor
Payroll Accountant
Payroll Assistant
Payroll Supervisor
Payroll Clerk
Purchasing Manager
Vice President/Chief Financial Officer

Rooms Division/Facilities

Assistant Houseperson
Assistant Parking Facilities Manager
Assistant Reservations Manager
Automobile Valet
Bell Captain
Bell Staff
Cashier
Chauffeur
Concierge
Customer Service Representative
Electrician
Elevator Operator
Engineering Supervisor
Executive Housekeeper
Front Office Cashier
Front Office Manager

Groundskeeper
Guest Service Manager
Hotel Assistant Housekeeping Director
Hotel Front Desk Agent
Hotel Front Office Manager
Hotel General Cashier
Hotel Reservations Operator
Hotel Switchboard Operator
Inspector
Landscapers
Laundry Attendant
Laundry Manager
Linen and Uniform Attendant
Linen Distribution Attendant
Linen Room Supervisor
Lobby Attendant
Mail Information Clerk
Night Clerks
Night Manager
Night Supervisor
Package Room Personnel
Parking Facilities Attendant
Parking Facilities Manager
Receptionist
Reservations Clerk
Reservations Manager
Room Attendant
Rooms Division Manager
Seamstress
Security Director
Security Guard
Security Technician
Security/Loss Prevention Manager
Supply Clerks
Storeroom Person
Translator
Valet Parking Attendant
Vice President of Operations

Sales and Marketing

Assistant Vice President of Sales & Marketing
Catering Sales Representative
Clerical Staff
Communications Manager
Conference Coordinator
Convention Services Manager
Convention Services Coordinator
Director of Communications
Director of Convention Sales
Director of Public Relations
Director of Sales and Marketing
Editor
Graphics Manager
Group Sales Manager
Group Sales Representative
Market Researcher
Meeting/Conference Planner
National Sales Manager
Promotion/Public Relations Specialist
Regional Director of Sales and Marketing
Research/Statistical Manager
Sales Manager
Vice President Sales & Marketing

Information Technology

Manager, Information Technology
Programmer/Analyst
System Programmer
Systems Analyst

Unparalleled Opportunities for Career Growth

Executive Level Jobs

These jobs require additional experience and training and typically include a supervisory component. While not required opportunities are enhanced when post-secondary education has been completed.

Mid-Level Jobs

These jobs require some specialized training or post-secondary education. Jobs a student can perform while in college or after graduating high school with some specialized training.

Entry Level Jobs

These jobs provide entry into the hotel industry and require no formal education or training. Jobs that a high school student could perform on weekends and after school or during the summer.

Hotel Industry Occupations

Executive Level Jobs

- ◆ Controller/Financial Officer
- ◆ Hotel General Manager
- ◆ Human Resource Manager
- ◆ Limited-Service Lodging Manager
- ◆ Department Manager

Mid-Level Jobs

- ◆ Accounting Clerk
- ◆ Chef/Head Cook
- ◆ Concierge
- ◆ Exercise Trainer
- ◆ Food Preparation Supervisor
- ◆ Housekeeping Supervisor
- ◆ Human Resources Specialists
- ◆ Marketing Manager
- ◆ Sales Manager

Entry Level Jobs

- ◆ Bellhops
- ◆ Childcare Worker
- ◆ Customer Service Representative
- ◆ Front Desk Clerks
- ◆ Lifeguard/Recreational
- ◆ Housekeeping Agent
- ◆ Restaurant Cook
- ◆ Restaurant Hosts

State / Executive-Level Hotel Industry Occupations

SOC	SOC Title	2023 Mean Wages	Employment (2023)	Projected (2022-2032)	Number Openings	Percent
11-0000	Management Occupations	\$128,149				
11-1021	General and Operations Managers	\$122,654	425,557	504,275	78,718	18.5%
11-2021	Marketing Managers	\$150,467	33,731	41,196	7,465	22.1%
11-2022	Sales Managers	\$144,365				
11-3013	Facilities Managers	\$109,512	8,686	10,143	1,457	16.8%
11-3031	Financial Managers	\$170,972	58,032	76,748	18,716	32.3%
11-3021	Computer and Information Systems Managers	\$169,896	52,723	71,045	18,322	34.8%
11-3061	Purchasing Managers	\$137,756	7,131	8,424	1,293	18.1%
11-3111	Compensation and Benefits Managers	\$132,165	1,823	2,133	310	17.0%
11-3121	Human Resources Managers	\$145,466	15,856	19,034	3,178	20.0%
11-3131	Training and Development Managers	\$126,533	4,283	5,133	850	19.8%
11-9072	Entertainment and Recreation Managers	\$77,806	1,421	1,726	305	21.5%
13-1111	Management Analysts	\$106,596	39,087	48,394	9,307	23.8%

Data collected from Texas Workforce Commission <https://texaswages.com/WDAWages>

State / Mid-Level Hotel Industry Occupations

SOC	SOC Title	2023Mean Wages	Employment (2023)	Projected (2022-2032)	Number Openings	Percent
11-9051	Food Service Managers	\$65,428	22,012	25,346	3,334	15.1%
11-9081	Lodging Managers	\$68,002	4,042	4,911	869	21.5%
11-9199	Managers, All Other	\$144,777	90,602	104,521	13,919	15.4%
13-0000	Business and Financial Operations Occupations	\$83,706				
13-1020	Buyers and Purchasing Agents	\$75,569	38,837	40,331	1,494	3.8%
13-1071	Human Resource Specialists	\$70,204	76,271	93,430	17,159	22.5%
13-1121	Meeting, Convention, and Event Planners	\$52,093	15,297	17,853	2,556	16.7%
13-1141	Compensation, Benefits and Job analysis Specialists	\$82,984	7,827	9,360	1,533	19.6%
13-1151	Training and Development Specialists	\$69,025	37,812	45,772	7,960	21.1%
13-1161	Market Research Analysts and Marketing Specialists	\$75,350	50,306	65,320	15,014	29.8%
13-1199	Business Operations Specialists, All Other	\$85,715	74,086	86,957	12,871	17.4%
13-2011	Accountants and Auditors	\$88,817	115,697	137,595	21,898	20.2%
13-2031	Budget Analysts	\$81,764	4,173	4,760	587	14.1%
27-3031	Public Relations Specialists	\$66,074	27,757	32,191	4,434	16.0%
43-3031	Bookkeeping, Accounting, and Auditing Clerks	\$46,517	142,517	151,248	8,731	6.1%
43-4161	Human Resources Assistants, Except Payroll and Timekeeping	\$44,896	8,382	8,931	549	6.5%
49-9071	Maintenance and Repair Workers, General	\$43,741	129,587	151,222	21,635	16.7%
49-9098	Helpers--Installation, Maintenance, and Repair Workers	\$35,053	15,528	17,749	2,221	14.3%

State / Entry-Level Hotel Industry Occupations

SOC	SOC Title	2023 Mean Wages	Employment (2023)	Projected (2022-2032)	Number Openings	Percent
33-9092	Lifeguards, Ski Patrol, and Other Recreational Protective Service	\$26,823	7,498	8,504	1,006	13.4%
35-0000	Food Preparation and Serving Related Occupations	\$29,733				
35-1011	Chefs and Head Cooks	\$52,952	18,116	21,702	3,586	19.8%
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	\$39,159	112,047	136,014	23,967	21.4%
35-2014	Cooks, Restaurant	\$31,514	113,681	158,834	45,153	39.7%
35-2021	Food Preparation Workers	\$29,820	134,054	148,931	14,877	11.1%
35-3031	Waiters and Waitresses	\$29,347	203,129	226,595	23,466	11.6%
35-3041	Food Servers, <u>Nonrestaurant</u>	\$27,050	13,191	15,624	2,433	18.4%
35-9031	Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	\$26,430	36,385	42,323	5,938	16.3%
35-9099	Food Preparation and Serving Related Workers, All Other	\$28,040	4,875	5,825	950	19.5%
37-0000	Building and Grounds Cleaning and Maintenance Occupations	\$32,896				
37-1011	First-Line Supervisors of Housekeeping and Janitorial Workers	\$43,541	22,456	25,982	3,526	15.7%
37-2012	Maids and Housekeeping Cleaners	\$28,769	82,114	92,241	10,127	12.3%
37-3011	Landscaping and Groundskeeping Workers	\$35,634	84,877	99,028	14,151	16.7%
39-6011	Baggage Porters and Bellhops	\$29,462	1,489	1,786	297	19.9%
39-6012	Concierges	\$36,048	1,676	1,978	302	18.0%
43-3021	Billing and Posting Clerks	\$43,075	38,749	43,058	4,309	11.1%
43-4081	Hotel, Motel, and Resort Desk Clerks	\$28,945	21,613	23,589	1,976	9.1%
53-6021	Parking Attendants	\$27,859	10,565	12,185	1,620	15.3%

South Texas / Executive-Level Hotel Industry Occupations

SOC	SOC Title	2023 Mean Wages	Employment (2023)	Projected (2022-2032)	Absolute Change	Percent Change	Avg. Annual
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Lower Rio Grande Valley / Executive-Level Hotel Industry Occupations

SOC	SOC Title	2023 Mean Wages	Employment (2023)	Projected (2022-2032)	Absolute Change	Percent Change	Avg. Annual
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Cameron / Executive-Level Hotel Industry Occupations

SOC	SOC Title	2023 Mean Wages	Employment (2023)	Projected (2022-2032)	Absolute Change	Percent Change	Avg. Annual Openings
11-1021	General and Operations Managers	\$89,556	3,680	4,031	351	10%	338
11-2021	Marketing Managers	\$123,740	134	147	13	10%	12
11-2022	Sales Managers	\$103,253	359	386	27	8%	30
11-3013	Facilities Managers	\$83,951	81	87	6	7%	8
11-3021	Computer and Information Systems Managers	\$128,393	177	205	28	16%	15
11-3061	Purchasing Managers	\$112,448					
11-3111	Compensation and Benefits Managers	\$0					
11-3121	Human Resources Managers	\$113,941	111	126	15	14%	10
11-3131	Training and Development Managers	\$100,931					
11-9072	Entertainment and Recreation Managers	\$0					
13-1111	Management Analysts	\$77,894	107	126	19	18%	11

South Texas / Mid-Level Hotel Industry Occupations

Lower Rio Grande Valley / Mid-Level Hotel Industry Occupations

SOC	Cameron / Mid-Level Hotel Industry Occupations							
	SOC	SOC Title	2023 Mean Wages	Employment (2023)	Projected (2022-2032)	Absolute Change	Percent Change	Avg. Annual Openings
11-9051	11-9051	Food Service Managers	\$55,314	300	333	33	11	38
11-9081	11-9081	Lodging Managers	\$54,055					
11-9199	11-9199	Managers, All Other	\$122,326	808	896	88	11	71
13-1020	13-1020	Buyers and Purchasing Agents	\$55,700	220	210	-10	-5	18
13-1071	13-1071	Human Resource Specialists	\$53,920	585	685	100	17	62
13-1121	13-1121	Meeting, Convention, and Event Planners	\$40,563	155	178	23	15	19
13-1141	13-1141	Compensation, Benefits and Job analysis Specialists	\$67,640	52	59	7	13	5
13-1151	13-1151	Training and Development Specialists	\$46,988	390	473	83	21	44
13-1161	13-1161	Market Research Analysts and Marketing Specialists	\$55,039	304	367	63	21	36
13-1199	13-1199	Business Operations Specialists, All Other	\$66,740	459	532	73	16	49
27-3031	27-3031	Accountants and Auditors	\$68,373	760	825	65	9	66
35-1011	35-1011	Budget Analysts	\$71,414					
35-1012	35-1012	Public Relations Specialists	\$51,839	259	285	26	10	24
43-3031	43-3031	Chefs and Head Cooks	\$39,983	283	314	31	11	39
43-4161	43-4161	First-Line Supervisors of Food Prep and Serving Workers	\$33,415	1,364	1,607	243	18	241
49-9071	49-9071	Bookkeeping, Accounting, and Auditing Clerks	\$39,372	1,236	1,208	-28	-2	138
49-9098	49-9098	Human Resources Assistants, Except Payroll and Timekeeping	\$36,536	79	83	4	5	9
	49-9071	Maintenance and Repair Workers, General	\$33,233	1,607	1,747	140	9	164
	49-9098	Helpers--Installation, Maintenance, and Repair Workers	\$29,857	96	100	4	4	11

South Texas / Entry-Level Hotel Industry Occupations

SOC	SOC Title	2023 Mean Wages	Employment (2023)	Projected (2022-2032)	Absolute Change	Percent Change	Avg. Annual Openings
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Lower Rio Grande Valley / Entry-Level Hotel Industry Occupations

SOC	SOC Title	2023 Mean Wages	Employment (2023)	Projected (2022-2032)	Absolute Change	Percent Change	Avg. Annual Openings
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Cameron / Entry-Level Hotel Industry Occupations

SOC	SOC Title	2023 Mean Wages	Employment (2023)	Projected (2022-2032)	Absolute Change	Percent Change	Avg. Annual Openings
33-9092	Lifeguards, Ski Patrol, and Other Recreational Protective Service	\$22,581	73	77	4	5%	22
35-2014	Cooks, Restaurant	\$25,791	1302	1753	451	35%	273
35-2021	Food Preparation Workers	\$25,330	2561	2769	208	8%	494
35-3031	Waiters and Waitresses	\$24,625	2265	2423	158	7%	501
35-3041	Food Servers, <u>Nonrestaurant</u>	\$0					
35-9031	Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	\$21,888	430	479	49	11%	119
35-9099	Food Preparation and Serving Related Workers, All Other	\$22,534	71	80	9	13%	16
37-1011	First-Line Supervisors of Housekeeping and Janitorial Workers	\$37,884	322	340	18	6%	40
37-2012	Maids and Housekeeping Cleaners	\$23,793	928	966	38	4%	138
37-3011	Landscaping and Groundskeeping Workers	\$28,061	707	758	51	7%	98
39-6011	Baggage Porters and Bellhops	\$0					
39-6012	Concierges	\$0					
43-3021	Billing and Posting Clerks	\$37,187	412	452	40	10%	48
43-4081	Hotel, Motel, and Resort Desk Clerks	\$24,227	289	279	-10	-3%	44
53-6021	Parking Attendants	\$25,262	54	63	9	17%	9

Texas Education Agency 2023 - 2024 Hospitality Course Enrollment

DISTRICT NAME	REGION	COURSE TITLE	COURSE ENROLLMENT
BROWNSVILLE ISD	1	PRINC OF HOSPIT & TOURSIM	168
LA JOYA ISD	1	PRINC OF HOSPIT & TOURSIM	14
LA JOYA ISD	1	PRCTM IN HSPITALTY SVCS 1ST TM	5
LA JOYA ISD	1	PRCTM IN HSPITALTY SVCS 2ND TM	24
LOS FRESNOS CISD	1	PRINC OF HOSPIT & TOURSIM	31
MCALLEN ISD	1	PRINC OF HOSPIT & TOURSIM	12
MISSION CISD	1	PRINC OF HOSPIT & TOURSIM	57
POINT ISABEL ISD	1	PRINC OF HOSPIT & TOURSIM	13
POINT ISABEL ISD	1	HOTEL MANAGEMENT	10
POINT ISABEL ISD	1	HOSPITALITY SERVICES	5
RIO HONDO ISD	1	PRCTM IN HSPITALTY SVCS 1ST TM	5
RIO HONDO ISD	1	PRCTM IN HSPITALTY SVCS 2ND TM	5
SHARYLAND ISD	1	PRINC OF HOSPIT & TOURSIM	201
UNITED ISD	1	PRINC OF HOSPIT & TOURSIM	122
			672

- 2,370 - Introduction to Culinary Arts
- 7,109 - Principles of Business Marketing & Finance
- 1,954 - Business Management

11 Career Pathway Posters




- Accounting
- Engineering & Maintenance
- Events
- Food & Beverage
- Guest Services
- Horticulture & Grounds
- Human Resources
- Recreation, Fitness, & Wellness
- Rooms
- Sales & Marketing
- Security

4-Year Universities



- Dallas Baptist University
- Lamar University
- Stephen F. Austin State University
- Texas A&M University
- Texas Tech University
- The University of Texas Rio Grande Valley
- University of Houston
- University of North Texas
- Wiley College

Community Colleges

- Alamo Community College - St. Philips
- Austin Community College
- Central Texas College
- Collin County Community College
- Del Mar College
- Dallas College
- El Paso Community College
- Galveston College
- Grayson College
- McLennan Community College
- Tarrant County College



Wavy line graphic



THLA
TRAVEL & HOSPITALITY
LEADERSHIP ASSOCIATION

4-Year Universities

- Dallas Baptist University
- Lamar University
- Stephen F. Austin State University
- Texas A&M University
- Texas Tech University
- The University of Texas Rio Grande Valley
- University of Houston
- University of North Texas
- Wiley College

Community Colleges

- Alamo Community College - St. Philips
- Austin Community College
- Central Texas College
- Collin County Community College
- Del Mar College
- Dallas College
- El Paso Community College
- Galveston College
- Grayson College
- McLennan Community College
- Tarrant County College

**Texas
Hospitality
Colleges
and
Universities**

Wavy line graphic

Texas Hotel & Lodging Association Resources & Support

- THLA Education Partnership Resources
- THLA Hotel Summer Camp
- THLA Hotel Short Course
- University of Houston HostED
- Hospitality Educators Association of Texas (HEAT)
- Future Hotel & Tourism Professionals CTSO



Education Partnership
Toolkit for Hoteliers



11 Flyers - Hotel Industry
Career Pathways



Hotelier Resources
for
High School Audience



Hotelier Resources
for
Middle School Audience



Hotelier Resources
for
Elementary Audience



Hotel Mentor
Internship Handbook



Student Intern
Handbook



Hospitality Lesson Plans
for Teachers



Career Awareness
Job Fair Resources



Hospitality Industry
Resources



Folders Containing Resources Accessible on the THLA Website

1. 11 flyers – Hotel Industry Career Pathways
2. Hotelier Resources for High School Audience
3. Hotelier Resources for Middle School Audience
4. Hotelier Resources for Elementary School Audience
5. Hotel Mentor – Internship Handbook
6. Student Intern Handbook
7. Hospitality Lesson Plans for Teachers
8. Career Awareness Job Fair Resources
9. Hospitality Industry Resources

Lodging & Resort Management Internship Handbooks

Lodging & Resort Management Workplace Mentor Handbook TABLE OF CONTENTS

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Workplace Mentor Handbook

Student Handbook



Lodging & Resort Management Internship Student Handbook TABLE OF CONTENTS

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25 Hotel Department Checklists

TEXAS HOTEL & LODGING ASSOCIATION High School Hospitality Certification Checklist		
Student Name _____	High School _____	Teacher _____
Department Supervisor _____	Hotel _____	Human Resources Director _____
Hotel Department _____	Date Rotation Completed _____	

HOUSEKEEPING

- ____ Ability to clean rooms which includes making beds, cleaning bathrooms, dusting, vacuuming, and replacing amenities.
- ____ Understand room inspection system.
- ____ Learn to replace cleaning supplies: proper loading and unloading procedures of the housekeeping carts.
- ____ Understand how the activities and groups in-house affect the Housekeeping Department.
- ____ Ability to maintain the cleanliness of the lobby, public restroom, office areas, elevators, and stairs. (Optional)
- ____ Knowledge of proper reporting procedures for all problems and maintenance repairs.
- ____ Familiarization with procedures and information regarding the safe use of cleaning chemicals (HAZCOM program), and use of universal precautions (Bloodborne Pathogen Program) when working with potentially infectious items.
- ____ Familiarization with emergency/security procedures for the Housekeeping Department including fire alarms, suspicious activities, key control, etc.
- ____ Learn the procedure for turning in lost items.
- ____ Understand procedure for turning rooms (ie. reporting to front office).

TEXAS HOTEL & LODGING ASSOCIATION High School Hospitality Certification Checklist		
Student Name _____	High School _____	Teacher _____
Department Supervisor _____	Hotel _____	Human Resources Director _____
Hotel Department _____	Date Rotation Completed _____	

FRONT DESK

- ____ Ability to check-in and check-out guests promptly and courteously, including handling express check-in/check-out.
- ____ Ability to provide excellent service to guests in order to ensure all guests leave the hotel satisfied. Understand the significance of this to the overall operations of the hotel.
- ____ Ability to communicate effectively with the public and other hotel employees.
- ____ Understand the procedures to ensure prompt service for all guest requests including maintenance, housekeeping, and other calls.
- ____ Review the proper handling of guest complaints/grievances.
- ____ Knowledge of hotel services: Valet, Masseuse, Hair Salon, etc. Understand amenities that hotel can provide, such as gift baskets, and when to recommend this service.
- ____ Familiarization with local attractions and services, including giving directions to streets and highways.
- ____ Review computer system and how it relates to other departments such as accounting, reservations and housekeeping.
- ____ Review of accounting principles of the front desk including posting, charge disputes, proper cash handling, credit card procedures, guaranteed no-shows, etc.
- ____ Familiarization with hotel reports. Understand when and how to review, run reports, complete, and submit.
- ____ Understand the importance of communication between the front desk and housekeeping services.
- ____ Know the Hotel Emergency Plan for fire, flood, bomb threat, etc.
- ____ Understand when and how to notify Manager on Duty/Security Department of potential emergencies, complaints, or suspicious activity.



**THLA Login & Password
Required to access the
resources.**

Debbie Wieland
Education Outreach & Foundation
Director
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512-474-2996



3-Day Internships for High School Students to Learn About Lodging & Resort Management Career Paths

Recipient of the 2023 EDUCATION AND WORKFORCE DEVELOPMENT Award from the International Society of Hotel Associations.

Hotel Summer Camp

The hotel industry offers an unparalleled setting to meet people from all walks of life and to experience new adventures every day. There are many exciting avenues available to hotel employees to achieve their personal and professional goals!

The hotel industry career pathways include occupations within a variety of hotel departments. Hotel employees can experience various occupations, often with the same employer. The most common hotel departments include:

- ♦ Accounting
- ♦ Executive Office
- ♦ Food and Beverage
- ♦ Human Resources
- ♦ Lobby and Guest Services
- ♦ Rooms
- ♦ Sales and Marketing
- ♦ Security, Engineering and Maintenance

The hotel industry provides many exciting career pathways to explore, all with competitive pay and potential for career growth.

During this intensive, fun, and interactive camp, students will stay at a hotel and experience:

- Hotel Industry Overview and Career Options
- Texas Friendly Customer Service
- Effective Communication Techniques
- SMART Goal Setting
- Tours of Hotel Properties
- Business Etiquette for Career Success

Students must be accompanied by a school district staff member. Each staff member may register up to six students.

Hotel Summer Camp Date and Location:

Hilton University of Houston
Conrad N. Hilton College of Global Hospitality Leadership
4450 University Drive
Houston, TX 77204

Debbie Wieland
Education Outreach & Foundation Director
Texas Hotel & Lodging Association
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phone: 512-474-2996



Hilton University of Houston June 16-18, 2025



78th Annual TEXAS HOTEL & LODGING ASSOCIATION HOTEL SHORT COURSE

Professional Development for Emerging Hotel Leaders

THLA's Annual Short Course is a one-of-a-kind, all-in-one hospitality training event that has been awarded "Best Educational Program in the Nation" by the International Society of Hotel Association Executives.

Invest in development of "Superstar" staff members! Attendees include hospitality professionals such as management trainees, current supervisors/department managers, general managers, and hospitality educators. If your employees have leadership & advancement potential and want to learn more about the hotel industry, Short Course is definitely for them.



January 6-10, 2025

Early Registration (before 12/15/2024)

THLA Members & Educators - \$425
Non-Members - \$475

Late Registration (after 12/15/2024)

THLA Members & Educators - \$475
Non-Members - \$575

Accommodations

Hilton University of Houston Hotel has blocked rooms on a first-come, first-served basis at the rate of \$109 single or double, plus 17% tax. Rooms at the Hilton are available by calling directly at 800-774-1500.

Short Course registration fee includes lunch daily and one ticket to the Graduation Luncheon



Use this QR Code to register for the THLA Short Course

For questions please contact:
THLA Membership Services Manager, Jessica De La Cruz at 512-474-2996.



www.texaslodging.com

Unlock Your Future in Hospitality Leadership

Join the Texas Hotel and Lodging Association's Hotel Short Course, tailored for emerging hospitality leaders and high school educators passionate about the hotel industry. Gain insights into the inner workings of the industry and acquire essential leadership tools to excel in today's dynamic workplace.

Sessions include:

- Managing Different Generations in Workforce
- Going Beyond the Brand – Personal Branding for Leaders
- Cultural Intelligence and Communication
- Hotel Law
- Food & Beverage Essentials
- Housekeeping 101
- Revenue Management
- Human Trafficking Prevention
- Employment Law Basics
- Accounting 101
- Hotel Industry Emerging technology
- Delivering Exceptional Customer Service

Lodging & Resort Management

Texas hotels are not just a great place to "stay"; they are a great place for building a career. The economic impact and employment offered by the Texas lodging industry underscore the value of additional high school Career and Technical Education (CTE) programs of study.



THE ECONOMIC IMPACTS OF THE TEXAS HOTEL INDUSTRY

- **JOBS:** HOTELS ACCOUNT FOR 632,735 JOBS IN TEXAS
- **WAGES:** TEXAS HOTEL JOBS GENERATE OVER \$30 BILLION IN COMPENSATION ANNUALLY
- **SPENDING:** TEXAS HOTELS GENERATE \$37 BILLION EACH YEAR IN GUEST SPENDING
- **TAXES:** TEXAS HOTELS GENERATE \$6 BILLION ANNUALLY IN STATE AND LOCAL TAXES

HOTEL INDUSTRY OPPORTUNITIES: KEY FACTS

- **GETTING A START:** A SURVEY OF THE TEXAS HOTEL & LODGING ASSOCIATION BOARD MEMBERS REVEALED THAT EVERY ONE OF THESE LEADERS STARTED IN AN ENTRY LEVEL HOTEL POSITION.
- **PROMOTIONS:** THE VAST MAJORITY OF ENTRY LEVEL HOTEL EMPLOYEES (OVER 80%) HAVE OPPORTUNITIES FOR A PROMOTION IN LESS THAN ONE YEAR OF THEIR BEING HIRED.
- **FROM ENTRY LEVEL TO GM:** NATIONAL SURVEYS SHOW THAT MORE THAN 50% OF HOTEL GENERAL MANAGERS RECEIVED THEIR START IN AN ENTRY LEVEL HOTEL POSITION.



The Texas Hotel Industry Supports Local Economies

The Texas hotel industry is a critically important part of the state's economy. Texas hotels generate over \$30 billion in compensation annually and employ over 632,000 employees. (American Hotel & Lodging Association, 2022). The Texas lodging industry supports its employees and hotel activity in these communities by generating over \$37 billion in guest spending each year. Those tax dollars bolster supporting key public services including 5.4 million Texas public school students.

The hotel industry is innovative and mobile. In every single congressional district, there is a hotel supporting and reinvesting in community development and local economies (American Hotel & Lodging Association, 2022).

During the Texas 87th legislative session, the legislature appropriated \$140 million for the biennial budget. The tourism industry is re-emerging, and increased consumer optimism. 2023 "Bleisure" travel - that is, blending business and leisure - has exploded during the pandemic, representing a shift in attitudes and behaviors related to impact hotel operations as the industry needs and expectations of their guest increase in available jobs and potential.



Hotel Occupations Wage Data

Entry Level Positions: These jobs provide entry into the hotel industry and require no formal education or training. These are jobs that a high school student can perform on weekends and after school or during the summer. See median entry level hourly wages below:

- Bell Staff - \$14.32
- Customer Service Representative - \$14.32
- Restaurant Cook - \$12.44
- Front Desk Clerks - \$11.08
- Housekeeping Agent - \$10.52
- Restaurant Hosts - \$10.31
- Lifeguard/Recreational - \$10.20

Mid-level Positions: These jobs require some specialized training or post-secondary education. These are jobs a student can perform while in college or after graduating high school with some specialized training. See median annual salaries below:

- Concierge - \$81,093
- Accountants - \$67,121
- Chef/Head Cook - \$60,583
- Human Resources Specialist - \$60,325
- Department Manager - \$52,307
- Event Planner - \$41,548
- Housekeeping Supervisor - \$35,767

High Level Positions: These jobs require additional experience and training and typically include a supervisory component. While not required, career growth is enhanced when post-secondary education has been completed. See median annual salaries below:

- Corporate Human Resource Manager - \$110,214
- Hotel General Manager - \$109,138
- Director of Sales - \$107,853
- Limited-Service Lodging Manager - \$71,581
- Food Service Manager - \$64,042

Many hotel properties in Texas' largest cities and full-service hotels and resorts far exceed the median salaries listed above.

The Hotel Industry: A Place to Stay and A Place to Work

The hotel industry provides many exciting career opportunities with unparalleled potential for career growth. It can gain both technical and valuable interpersonal opportunity to experience different types of occupation variety of hotel departments, often with the same common hotel departments include:

- Accounting
- Executive Office
- Food and Beverage
- Human Resources
- Lobby and Guest Services
- Rooms
- Sales and Marketing
- Security, Engineering and Maintenance

The American Hotel & Lodging Association's website further outlines and showcases the hotel industry offerings.

Hotel and Lodging Industry Benefits

Supportive environment for Career and Personal Growth

- Flexible shifts
- Ability to cross-train and explore new specializations
- Many career pathways to build a life-long career
- Competitive pay
- Generous benefit packages

Unique and Varied Work Environment

- Ability to interact with guests from far and wide
- Employment settings from a large Convention Center to a Boutique or Select Service hotel property, throughout the state and in every community.



IMPLEMENTING A HIGH SCHOOL HOSPITALITY AND TOURISM PROGRAM OF STUDY

The Texas Education Agency engaged lodging industry leaders, and high school and post-secondary educators on the development of statewide programs of study to prepare Texas students for in-demand, high-skill, and high-wage careers within the Texas Hospitality & Tourism industry. This input yielded three programs of study within this career cluster. Visit the TEA Programs of Study website at <https://rb.gy/8giigt> for additional information on developing a Hospitality and Tourism career cluster program of study.



Debbie Wieland, with the Texas Hotel & Lodging Association, can help you create hotel industry partnerships and can provide assistance in implementing a Lodging & Resort Management program of study. For more information contact:

Debbie Wieland
Education Outreach & Foundation Director
Texas Hotel & Lodging Association
1701 West Avenue, Austin TX 78701
dwieland@texashotels.org
Phone: 512-474-2996



THREE HOSPITALITY & TOURISM PROGRAMS OF STUDY IN TEXAS

1. LODGING AND RESORT MANAGEMENT

The Lodging and Resort Management program of study introduces CTE learners to occupations and educational opportunities related to the logistical and operational management of lodging and resorts. This program of study also explores opportunities related to human resources, financial analysis, and marketing.

2. TRAVEL, TOURISM, AND ATTRACTIONS

The Travel, Tourism, and Attractions program of study introduces CTE learners to occupations and educational opportunities related to the marketing or sales of travel and tourism services. This program of study allows students to learn how to plan, direct, and coordinate marketing or business policies and programs, including identifying potential customers and determining demand and promotional strategies for products and services.

3. CULINARY ARTS

The Culinary Arts program of study introduces CTE learners to occupations and educational opportunities related to the planning, directing, or coordinating activities of a food and beverage organization or department. This program of study also explores opportunities involved in directing and participating in the preparation and cooking of food.

Works Cited: American Hotel & Lodging Association. (2022, January 31). Texas Hotel Industry by the Numbers. Retrieved from American Hotel & Lodging Association. <https://data.meetingintelligence.com/content/texas/American%20Hotel%20and%20Lodging%20Association>. (2022, January 31). Texas Hotel Industry by the Numbers. Retrieved from American Hotel & Lodging Association. <https://data.meetingintelligence.com/content/texas/American%20Hotel%20and%20Lodging%20Association>. (2022, January 31). White and pink. Retrieved from American Hotel & Lodging Association.



Why Consider the Texas Hotel Industry?

The hotel industry offers an unparalleled setting to make the most of your life and to experience new adventures every day. You will earn competitive pay and will be afforded unlimited advancement. There are many exciting avenues available to employees to achieve their personal and professional goals.

Lodging & Resort Management Brochure

HOST

2 WEEKS
+
4 MODULES
=
15 CPE
CREDIT HOURS

HOSPITALITY OPERATIONS SERVICE TOURISM
CERTIFICATION

HOSPITALITY
OPERATIONS
SERVICE
TOURISM

EVERY
SUMMER

100%
ONLINE

FREE
OF CHARGE

JOIN US



SCAN TO
REGISTER AND
LEARN MORE!



Conrad N. Hilton College of
Global Hospitality Leadership
UNIVERSITY OF HOUSTON

HOSTed CERTIFICATION FOR HIGH SCHOOL EDUCATORS

HOST is Hilton College's new **FREE** Certification in Hospitality Education, designed specifically for those who teach hospitality and tourism classes at the high-school level. Upon completion of the 4 required modules, you'll earn **15 hours of Continuing Professional Education (CPE) credit hours!** And all of our modules incorporate technology.

- **Module 1 – The Hospitality Industry from A to Z.** You'll learn how the hospitality industry is defined, who the players are and what resources are available, as well as the latest industry trends and our take on the future of hospitality education.
- **Module 2 – The Lodging Side of the Industry.** Check out and "check in" to how front desk operations work today and how this industry mainstay has evolved over the years. You'll also learn more about sustainable practices in hotel rooms and the newest strategies behind revenue management.
- **Module 3 – What's Cooking in Food & Beverage Operations?** This module provides an overview of new F&B concepts, explores trends in beverage management and looks at how to control costs.
- **Module 4 – Support Services in Hospitality. What's Really Behind that Door?** Managing financial success, human resources, IT and data analytics are all key to opening the doors that support successful hospitality operations. We'll discuss!

Hosted by Hilton College each summer, this HOST certification program is offered free of charge and presented 100% online over a two-week period.

You can also opt for a one-week class schedule.

Class size is limited to 50, so register today!

QUESTIONS? Email GHLCert@uh.edu to learn more!



Conrad N. Hilton College of
Global Hospitality Leadership
UNIVERSITY OF HOUSTON



Teacher
Professional
Development



2025 Conference – November 2-5, 2025,
Amarillo, Texas

2024 Agenda Highlights

- Hospitality in the Classroom
- Art of the Tarte (Hands-on)
- Hotel Revenue Management
- Hotel Tours (front & back of the house)
- Lone Star Service
- Critical Hiring Skills
- Cocktails to Mocktails
- Floral Design for Tablescape
- Plating Simplified
- GIFT – Great Ideas For Teachers
- Mastering the Art of Housekeeping

Future Hotel & Tourism Professionals Career & Technical Student Organization

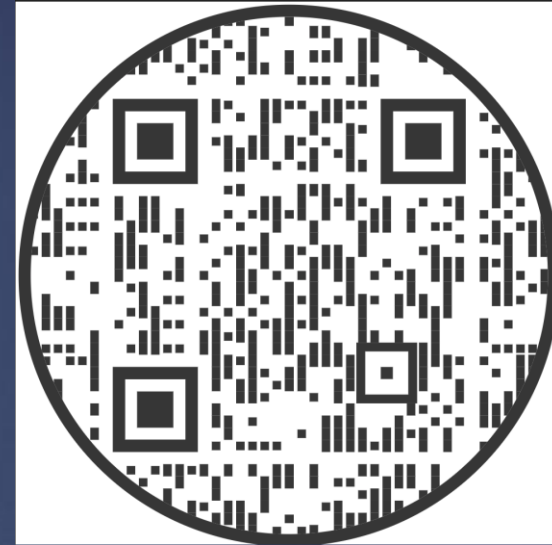
Dedicated to empowering high school students to become knowledgeable leaders and professionals in the hospitality industry.

- ❖ **Leadership Development:** Nurturing leadership qualities in students by providing opportunities to lead, collaborate, and inspire others within the hospitality industry.
- ❖ **Personal Growth:** Supporting the personal growth and development of students through mentorship, guidance, and resources to help them achieve their academic and hospitality industry career aspirations.
- ❖ **Industry Integration:** Bridging the gap between education and the hospitality industry by facilitating meaningful interactions, internships, and experiential learning opportunities that prepare students for successful careers.
- ❖ **Practical Approach to Learning:** Implementing a hands-on, practical approach to learning that immerses students in real-world scenarios, equipping them with the skills, knowledge, and confidence needed to excel in the hospitality industry.
- ❖ **Community Engagement:** Fostering a sense of community among students, educators, industry professionals, and stakeholders to create a supportive network that promotes collaboration, innovation, and lifelong learning.





For Today's PPT &
Additional
Information:



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