

LMP Lodging Management Program

If you're a numbers,
hands-on, visual,
money, can-do, or
people person...

There's a place for you in
hospitality.

Today's lodging industry is looking for people who enjoy variety, challenge, and above all, people. Whatever your interests, there's a lodging career that's just right for you.

The Lodging Management Program (LMP) provides you with the classroom learning and real-life work experiences needed to take advantage of the boundless opportunities in lodging.

"I want to go to college. Is LMP for me?"

The path to a lodging career may include a trip to a community college or university, where you can study hospitality management, travel and tourism, or culinary arts. Many colleges have on-campus hotels where you get hands-on experience; others offer internships or mentoring opportunities with industry professionals. All give you the knowledge and skills you need to enter supervisory or management positions in lodging. For a listing of colleges and universities that offer a major in hospitality management, visit www.lodgingmanagement.org.

"I'm eager to start working. Will LMP get me ready?"

Not everyone in lodging goes through college. In fact, lodging is one of the few industries where a degree is not necessary for career success. There are many examples of general managers and corporate executives who started as dishwashers and bellmen and rose through the ranks because of their motivation and drive. Your LMP classes will give you a head start on your hospitality career.

"What about the future? Is lodging a career with long-term prospects?"

Lodging hospitality continues to grow, and with it the need for qualified workers at all levels. While job growth in the United States has been estimated at 14 percent between now and 2014, hospitality industry growth is expected to rise by nearly 18 percent. And the figure is even higher for lodging managers, at 27 percent! Job opportunities are waiting for the right people with the right skills and knowledge to lead effectively. As an LMP student, that could be YOU!



Get Ready for a Great Future with the Lodging Management Program

The LMP, developed by the Educational Institute of the American Hotel & Lodging Association, prepares you for success in hospitality through classroom activities, an exciting curriculum, and opportunities to practice what you learn as an intern. As an LMP graduate, you'll be ready to begin a hospitality career or continue your education at a college or university.

What will you learn?

Year 1

- Unit 1 Overview of Lodging Management
 - Chapter 1 Organization and Structure
 - Chapter 2 Guest Service
 - Chapter 3 Safety and Security
- Unit 2 Rooms Division
 - Chapter 4 The Guest Cycle
 - Chapter 5 Telecommunications
 - Chapter 6 Reservations
 - Chapter 7 Registration
 - Chapter 8 Check-Out and Settlement
 - Chapter 9 The Front Office Audit
- Unit 3 Housekeeping Management
 - Chapter 10 Housekeeping Management
 - Chapter 11 Carpet Construction and Maintenance
 - Chapter 12 Housekeeping Inventory
 - Chapter 13 Guestroom Cleaning
 - Chapter 14 On-Premises Laundry Management
- Unit 4 Careers
 - Chapter 15 Careers

Year 2

- Unit 1 Leadership and Management
 - Chapter 1 Leadership and Management
 - Chapter 2 Communication Skills
 - Chapter 3 Team Building
 - Chapter 4 Career Development
- Unit 2 Sales and Marketing
 - Chapter 5 Hospitality Sales and Marketing
 - Chapter 6 Selling is Everyone's Job
 - Chapter 7 Telephone Sales
 - Chapter 8 Catering and Meeting Room Sales
 - Chapter 9 The Marketing Plan
 - Chapter 10 Advertising and Public Relations
- Unit 3 Food and Beverage Service
 - Chapter 11 Hotels and the Food Service Industry
 - Chapter 12 The Menu
 - Chapter 13 Dining and Beverage Service
 - Chapter 14 Hotel Food Service Outlets
 - Chapter 15 Sanitation
 - Chapter 16 Event Planning

Earn National Recognition



The Educational Institute of the American Hotel & Lodging Association will issue a national certificate of completion at the end of Year 1 and Year 2 to recognize students who successfully pass the program's final exams. You can also earn professional certification as a Certified Rooms Division Specialist (CRDS)—the first of many professional certifications you can earn as you advance in the hospitality industry.

Compete for Scholarships

Through the American Hotel & Lodging Educational Foundation's National LMP Competition, you can showcase your knowledge and skills and compete for thousands of dollars in scholarship money to leading hospitality schools. Other scholarships are also available for LMP graduates. Visit www.lodgingmanagement.org and click on "Scholarships" for information and applications.

For more information on this award-winning school-to-career curriculum from the Educational Institute of the American Hotel & Lodging Association, call 800-349-0299, ext. 160, or visit the LMP web site at www.lodgingmanagement.org.



800 N. Magnolia Ave., Suite 300
Orlando, FL 32803
www.ei-ahla.org

Lodging Management Program

A school-to-career curriculum from the Educational Institute of the American Hotel & Lodging Association.

The Lodging Management Program has everything you need to get your students started on a hospitality career, with classroom lessons and activities that teach valuable lodging skills and knowledge. We also provide the tools to help you set up hospitality internships under the supervision of worksite mentors so students can apply what they learn. When students graduate, they are ready to begin their hospitality career or continue their education at a college or university.

Here's what included in the program:

Student Textbooks (Year 1/Year 2)

The two textbooks teach valuable hospitality business and lodging management concepts in an easy-to-understand format. Industry profiles, key terms, fun lodging facts, legal concepts, and numerous exhibits and activities keep learning interesting. Icons identify math and communications skills throughout both textbooks.

Student Workbooks (Year 1/Year 2)

In-class activities, homework assignments, and projects to reinforce textbook concepts are included in these softbound books. Activities build vocabulary, writing, math, reading, critical thinking, and computer and technology skills within a lodging context.

Teacher Materials

Implementing the Lodging Management Program is easy with these comprehensive teacher resources.

- Lesson plans
- Transparency masters
- Assessments
- Workbook—Teacher's Edition

LMP Instructor Resource Guide

This guide provides all the information teachers need to implement the Lodging Management Program in their local school and community. The guide provides valuable information, including:

- School-to-career general information
- Program information and learning objectives
- Roles and responsibilities of LMP participants and partners
- Coordination and implementation guidelines
- Post-secondary articulation information
- Final exam procedures
- LMP template documents

Workplace Competency Checklist

Students, teachers, and worksite mentors can gauge students' mastery of skills practiced during work experiences. The checklists include places to evaluate task performance, work habits, and applied knowledge.

Videos/DVDs

More than 40 videos and DVDs are available for purchase to use with the Lodging Management Program curriculum. These are professional, industry-related products created by the Educational Institute of the American Hotel & Lodging Association and are the same videos/DVDs used to train employees in the lodging industry.

Lodging Management Program Curriculum

The LMP's learning objectives correspond to competency lists used in the Educational Institute's post-secondary curriculum and form the basis for articulation agreements between your school and local community colleges and universities. All competencies are supported by extensive research, including industry focus groups, surveys, and reviews. Here's what your students will learn:

Year 1

Unit 1 Overview of Lodging Management

- Chapter 1 Organization and Structure
- Chapter 2 Guest Service
- Chapter 3 Safety and Security

Unit 2 Rooms Division

- Chapter 4 The Guest Cycle
- Chapter 5 Telecommunications
- Chapter 6 Reservations
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Teacher Certification from the Educational Institute

Teachers who successfully complete all three levels of the CHI Summer Institute and perform 120 hours of internship will receive the Certified Hospitality Instructor (CHI) certification from the Educational Institute. This provides a great opportunity for teachers as State Departments of Education move towards requiring certification in your specialized field. Call 800-349-0299 or visit www.lodgingmanagement.org for more information.

Get Acknowledgment for your Students Hospitality Skills through the CRDS Program

After earning certificates for successful completion of the LMP Year 1 and Year 2 exams, students can earn the Certified Rooms Division Specialist Certification. Successful completion of the CRDS program is recognized with a certificate and lapel pin. Call 800-349-0299 or visit www.lodgingmanagement.org for more information.

The Lodging Industry is Waiting for Your Students

Hospitality is the fastest-growing industry in the United States, and is facing a shortage of trained managers with lodging experience. With more than 76,000 job openings for lodging and food service managers every year, your students are sure to find a position where they can develop a meaningful and exciting career.

For more information about the Lodging Management Program,
Contact the Educational Institute at 1-800-349-0299, ext 8160
or email fgayes@ahla.com
www.lodgingmanagement.org



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Orlando, FL 32803
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Lodging Management Program (LMP)

Frequently Asked Questions

1. Who is the Educational Institute (EI)?

EI is a 54-year-old, independent, nonprofit subsidiary of the American Hotel & Lodging Association. We create employee training materials for the hospitality industry, publish and distribute textbooks used for hospitality programs in high schools and universities, and oversee the professional certification program for the lodging industry.

2. Why was the Lodging Management Program (LMP) created?

The Lodging Management Program was created to provide high school students with a curriculum that would present them with the high level concepts needed to be a successful manager in the hospitality industry. It also provides them with a comprehensive overview of the industry.

3. How was the LMP developed?

We invited representatives from academia and industry and formed a focus group that also included our instructional designers and other industry experts. Much of the content was pulled from our college level hospitality courses.

4. How long is the course?

The course is designed to include 360 hours of classroom learning, divided into two Years. Year 1 and Year 2 of LMP both have their own separate materials and are purchased separately. Some instructors invite in guest speakers from the industry, arrange field trips to hotels to view the work being performed and provide additional hands on learning, which can add to the total course hours.

5. What does the course teach?

The course includes an overview of the industry, focuses on management concepts and covers the various departments of a typical lodging operation in depth.

6. What types of credentials are available for LMP students?

Graduates of the Lodging Management Program receive a Certificate of Completion from the Educational Institute after passing the final exam of both Year 1 and Year 2. In addition, after 160 hours to complete the work requirement and completion of the workplace competency checklist, the graduate qualifies for professional industry certification created specifically for this program. This designation is recognized internationally, and is called the Certified Rooms Division Specialist (CRDS).

7. Do you have any programs available for hospitality instructors?

The Educational Institute offers a certification program for hospitality instructors called the CHI Summer Institute. After completion of three week-long sessions over the course of three summers, instructors can become Certified Hospitality Instructors (CHI).

8. What is the target student base for the program?

This curriculum is intended for traditional high school students, preferably those in 11th and 12th grades.

9. How are the classes facilitated?

The classes can be provided by traditional high schools as well as tech centers and other non-traditional schools that teach to high school aged students.

10. Does the teacher have to be from the hotel industry?

Anyone with a teaching degree or training experience can instruct the program. All of the instructor materials are provided (instructor workbook, lesson plans, overheads, assessments, etc.). In addition, a representative from EI or the state hotel association will provide an instructor orientation session.

11. How does the hotel industry support the program?

We support the program on a local and national level. Before starting a program, a representative from the state hotel association will meet with you to help set up local hotel contacts that would like to participate (job shadowing, guest speaking, field trips, etc.). In addition, we will assist in contacting our member hotels when classes are about to graduate so we know where positions are available.

Another way the program is supported is through the Lodging Management Program National Competition. This annual event is strictly for students and schools who use the Lodging Management Program. Students from all over the country compete in a hospitality-based tournament with thousands of dollars in college scholarship money at stake.

12. What about starting pay rates?

In the hotel industry, people start at the ground floor and work up. We have found that in many areas, hoteliers may be willing to start graduates at a slightly higher pay rate to recognize their accomplishments. In other cases, people have received raises after 90 days.



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Lodging Industry Positions Property and Corporate Level



What can you do when you decide on a career in hospitality? Here are **218** possible jobs for you. Just pick an area that interests you and build a career ladder in your field. **The opportunities are endless.**

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

over →

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

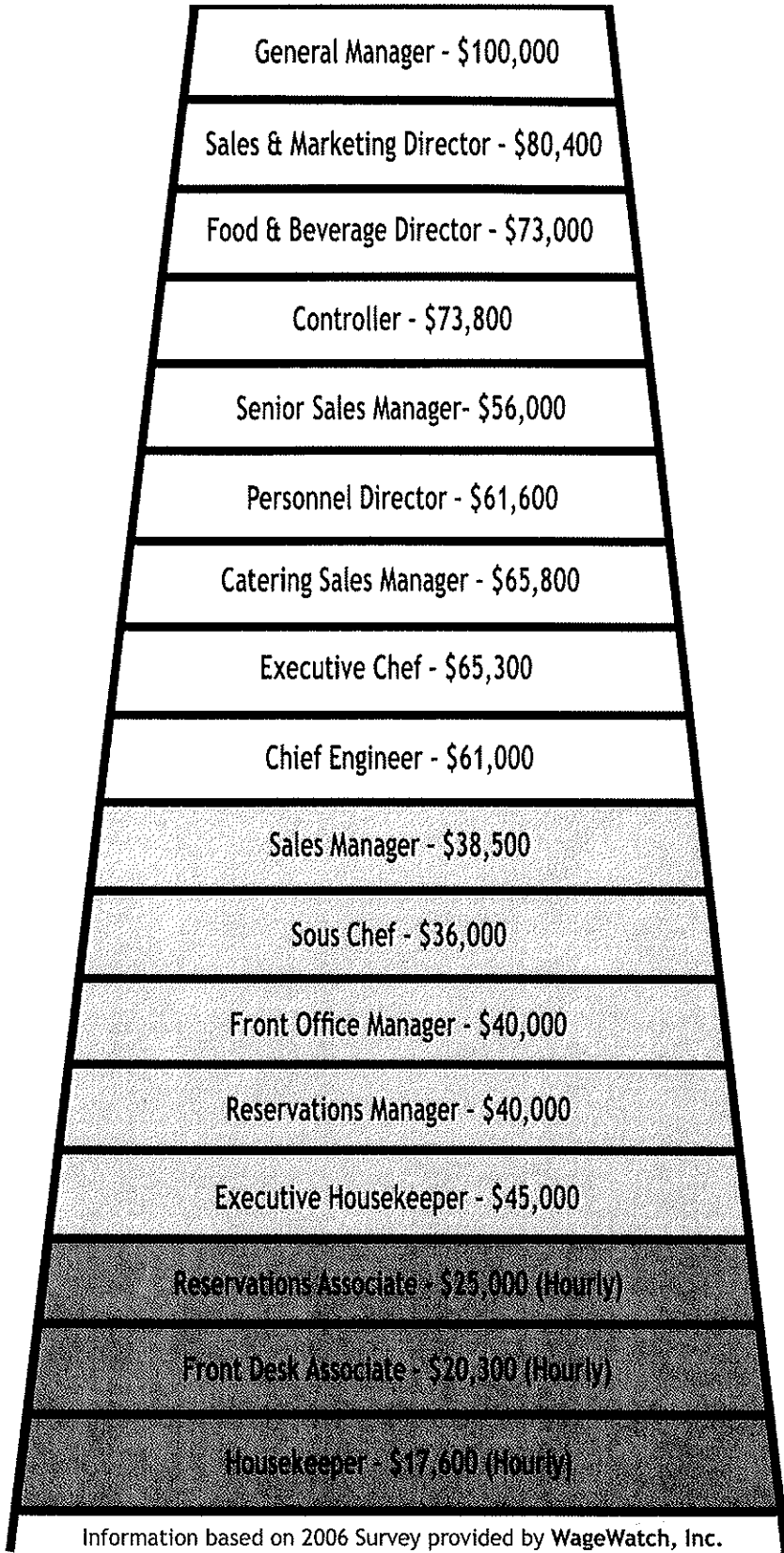
Assistant Golf Professional
Assistant Tennis Professional
Caddie
Entertainer
Golf Professional
Golf Shop Salesperson
Lifeguard
Recreation Specialist
Ski Instructor
Social Activities Manager
Spa Director
Swimming Instructor
Swimming Pool Manager
Tennis Professional
Tour Escort

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

Typical Hospitality Career Ladder



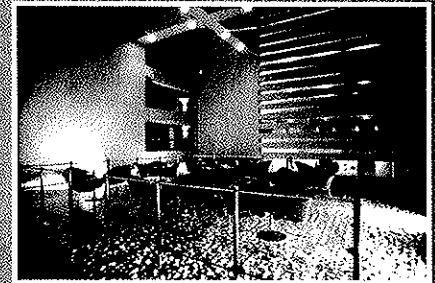
Information based on 2006 Survey provided by WageWatch, Inc.
888-330-9243

Please note that the salaries reflected for the lodging industry are the median average rate and each position has the potential to earn a higher salary.

Where do you want to go?

Whatever your goals, interests, and abilities, if you're looking for a path to a high-growth future,

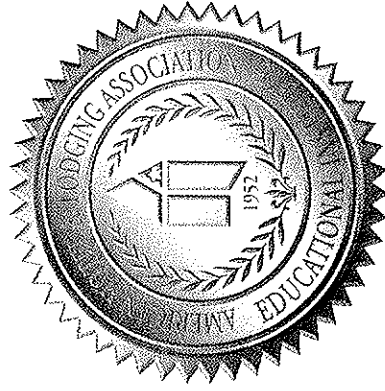
a career in hospitality can take you there.



American Hotel & Lodging



Educational Institute



Awards this certificate to

John Smith

for having successfully completed the course

**Lodging Management Program
Year 1**

Date

Ray Kennedy

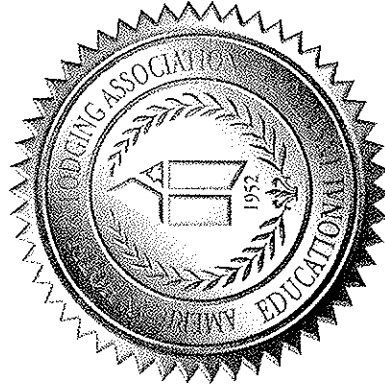
President & COO

Instructor

American Hotel & Lodging



Educational Institute



Awards this certificate to

John Smith

for having successfully completed the course

Lodging Management Program

Year 2

Date

A handwritten signature in black ink, appearing to read "Dan Kennedy".

President & COO

Instructor