



An Introduction  
to

**Hospitality and  
Tourism**

in the  
State of  
New Hampshire



**Developed by  
The North Country  
School to Career Regional Partnership**

In collaboration with  
New Hampshire Department of Education  
New Hampshire Travel Council  
New Hampshire Lodging and Restaurant Assn.

**The following  
Educators and Industry Representatives  
directly contributed to this Curriculum.**

Lori Babine	Kennett High School
Maryanne Cantor	NHTI, Concord
Janet Casey	NH Lodging and Restaurant Assn.
Jim Dowding	McIntosh College
Sandy Forcier	Western NH Business and Ed. Assn.
Joan Fossum	NH Dept of Education
Paul Hartgen	NH Lodging and Restaurant Assn.
Cheryl Hirni	Nashua High School
Jim Hogan	Moultonborough Academy
Hurt Hohmeister	NHCTC, Berlin
Regina Kelleher	Hesser College
Nancy Kilbride	NH Travel Council
Marge LeBlanc	White Mountains Regional High School
Carl Lindblade	NH Travel Council, University of NH
Jean Marshall	Hesser College
Beverly Martin	Pittsburg High School
Betty Mazzaro	Nashua High School
Ann Merrill	Alvirne High School
Chris Merritz	NHCTC Laconia
Marsha Miller	NH Tech Prep Consultant
Beth Mitchell	Newfound High School
Porter Bob	Red Roof Inns
Kevin Shyne	North Country STC Reg. Partnership

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The Governors Office of the State of NH

NH Division of Travel and Tourism Development

NH Business and Industry Association

NH Department of Resources and Economic Development

Mount Washington Valley Chamber of Commerce



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of the Balsams Grand Resort  
and to  
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of North Country Education Foundation,  
for their thoughts, suggestions and insights.

## NEW HAMPSHIRE'S HOSPITALITY and TOURISM PATHWAY MODEL

		<b>High-Growth Hospitality / Tourism Industry Occupations</b>	Hotel/Resort Management, Food Service Management, Chef/Culinary Arts, Recreational Management, Ski Resort Management, Travel Tourism Marketing/Advertising, Adventure Based Recreation, Small Business Ownership, Parks and Natural Resource Management, Convention Bureau / Conference Planning		
		<b>Employer Partners</b>	Local Chambers of Commerce, NH Travel Council, NH Lodging Restaurant and Association, The Balsams, Mount Washington Hotel, Attitash / Bear Peak Resort, Southwest Airlines, Birches Grill, NH Dept of Travel and Tourism Devt. Storyland, Red Roof Inns, Bretton Woods, The Red Jacket, and NHBIA.		
<b>P A T H W A Y R E R</b>		<b>Postsecondary Options</b>	<b>B.A./B.S. Degree Options</b> <i>Tourism /Hospitality Management</i> Southern NH University University Of New Hampshire  <i>Hotel Management / Hospitality Administration</i> Southern NH University  <i>Marketing</i> Southern NH University University Of New Hampshire Hesser College  <i>Culinary Arts, Restaurant and Food Service Management</i> Johnson and Wales Southern NH University University Of New Hampshire  <i>Recreation and /Ski Resort Mgt.</i> Lyndon State College University of New Hampshire Plymouth State College  <i>Natural Resources Management</i> University of New Hampshire  <i>Heritage Tourism, Environ. Planning</i> Plymouth State College ↑	<b>A.A./A.S. Options</b> <i>Culinary Arts</i> McIntosh College Johnson and Wales NHCTC - Berlin  <i>Tourism Management</i> McIntosh College Hesser College Johnson and Wales NHCTC - Concord  <i>Hotel/Restaurant Management</i> Hesser College Johnson and Wales NHCTC – Laconia, Concord  <i>Marketing</i> Hesser College Rivier College Johnson and Wales NHCTC –Manchester, Nashua, Concord  <i>Food Service Management</i> UNH Thompson School Hesser College Johnson and Wales NHCTC - Laconia ↑	<b>Other</b> Apprenticeships  Professional/ Industry Certifications <i>Culinary Arts</i> McIntosh College Johnson and Wales NHCTC at Berlin <i>Hospitality Mgt.</i> McIntosh College <i>Travel and Tourism</i> McIntosh College NHCTC - Concord <i>Hotel Administration</i> NHCTC –Concord  <u>Associated Careers:</u> Child Care, Property Management, Real Estate, Building and Construction, Sports Medicine, Registered Guides, Forestry, Business Mgt. ↑
		<b>Grade 12</b>	<b>Career Pathway Continues</b> Running Start* * High School Graduation * <i>Competency Based Assessment</i> *Career-Focused Academic/Technical Skills Coursework * <u>Hospitality and Tourism Curriculum</u> * Workplace Internships* Complete College Applications * FCCLA PROGRAMS * Youth Apprenticeships * VICA		
		<b>Summer</b>	Student/Teacher Internships * All Aspects of the Industry Edu. Training * Educator/Employer Curriculum Work * Secondary/Postsecondary Faculty Professional Development * Summer Career Employment		
		<b>Grade 11</b>	<b>Begin Travel And Tourism Career Pathway</b> Exposure to all aspects of Travel and Tourism industry. * Career-focused Academic/Technical Skills Coursework * <u>Travel and Tourism Curriculum</u> * FCCLA PROGRAMS Worksite Tours * Field Trips * College Campus Tours * Registered Youth Apprenticeships		
	<b>F O U N D A T I O N</b>	<b>Grades 9-10</b>	<b>Core Academic Courses * Select Career Pathway</b> English * Algebra * Geometry * Biology * Chemistry * U.S. History * Geography * Civics Physics * Foreign Languages * World Civilization <i>10th grade NHEIAP Assessment</i> Career Interest and Aptitude Assessment * Career Fairs * Distance Learning * Interdisciplinary Teaching * Project-Based Learning * Community Service Learning * Workplace Skills * FCCL/HERO PROGRAMS * Business Familiarization Tours * Safety Training		
		<b>Grades 6-8</b>	<b>Middle School Curriculum and Career Exploration Program</b> <i>6th grade NHEIAP Assessment</i> Team Teaching * Job Shadow Experiences * FCCLA Programs * Business Familiarization Tours * Junior Achievement * Community Service Learning * Career Fairs * College for a Day		
		<b>Grades K-5</b>	<b>Elementary School Curriculum and Career Awareness Program</b> <i>3rd grade NHEIAP Assessment</i> Employer Classroom Visits * Parent Job Shadow * Adopt-a-School Partnerships * Business Familiarization		

## NEW HAMPSHIRE'S HOSPITALITY and TOURISM CULINARY PATHWAY MODEL

	<b>High-Growth Hospitality / Tourism Industry Occupations</b>	Food Service Management, Chef/Culinary Arts, Small Business Ownership, Convention Bureau / Conference Planning, Franchise Ownership / Management, Catering, Bed and Breakfast Ownership Specialty Foods Production, NH Cooks Program		
	<b>Employer Partners</b>	Local Chambers of Commerce, NH Travel Council, NH Lodging Restaurant and Association, The Balsams, Mount Washington Hotel, Attitash / Bear Peak Resort, Southwest Airlines, Birches Grill, NH Dept of Travel and Tourism Devt. StoryLand, Red Roof Inns, Bretton Woods, The Red Jacket, and NHBIA.		
<b>C A R E E R</b>	<b>Postsecondary Options</b>	<b>B.A./B.S. Degree Options</b> <i>Culinary Arts, Restaurant and Food Service Management</i> Johnson and Wales Southern NH University University Of New Hampshire	<b>A.A./A.S. Options</b> <i>Culinary Arts</i> McIntosh College Johnson and Wales NHCTC - Berlin Culinary Institute of America  <i>Hotel/Restaurant Management</i> Hesser College Johnson and Wales NHCTC - Laconia NHTI - Concord  <i>Food Service Management</i> UNH Thompson School Hesser College Johnson and Wales NHCTC – Laconia  Balsams Apprenticeship Program	<b>Other</b> Apprenticeships Balsams Mt. Washington Hotel  Military  Professional/ Industry Certifications <i>Culinary Arts</i> McIntosh College Johnson and Wales NHCTC at Berlin NHCTC at Laconia  State Licensing / Certification  ServSafe Training
	↑	↑	↑	
	<b>Grade 12</b>	<b>Career Pathway Continues</b> Running Start * High School Graduation * <i>Competency Based Assessment</i> * Career-Focused Academic/Technical Skills Coursework * <u>Hospitality I and Tourism Curriculum</u> * Workplace Internships* Complete College Applications * FCCLA PROGRAMS * Youth Apprenticeships * VICA		
	<b>Summer</b>	Student Internships * All Aspects of the Industry Edu. Training * Educator/Employer Curriculum Work * Summer Career Employment		
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	<b>Grades K-5</b>	<b>Elementary School Curriculum and Career Awareness Program</b> <i>3rd grade NHEIAP Assessment</i> Employer Classroom Visits * Parent Job Shadow * Adopt-a-School Partnerships * Business Familiarization		

# <sup>1</sup>Career Clusters (Hospitality and Tourism)



	<b>Academic</b>	<b>Technical</b>	<b>Work Place Skills</b>
<b>Core Foundation</b> -these courses and skills are common to all career clusters	Reading, Writing, Speaking, Math, Science and History	Information Technology Financial Literacy Foods and Nutrition	Career Exploration Employability skills Interpersonal skills
<b>Cluster Foundation</b> –these courses and skills are common to the careers within an individual cluster (Hospitality and Tourism)	Written and Spoken Communication, Business Math, Accounting Math, World Language, Nutritional Science	<b>Introduction to the Hospitality Industry</b> (Career exploration, customer service, sanitation and safety, management skills, geography)Foods and Nutrition, Nutritional Science	Cluster Careers Exploration Workplace Safety Individual and Team Skills
<b>Career Pathway</b> - skills shared by a sector of the career cluster: (Food Production and Services; Travel and Tourism, Resort Management)	FPS-Math (cost analysis of food and drink) GSR-Business (contract issues) TT-World Languages LHS-Science (environmental safety)	Liability issues concerning alcohol, amusement park rides, tour cancellations, or over booked hotel reservations	Team work in a restaurant or other Hospitality settings Telephone Etiquette Customer Service
<b>Occupational Specialties</b> - more specialized career areas within a pathway: (FPS-Dietician, Waitpersons, TT-Travel agents, Tour guides)	Ordering food and supplies for the restaurant (writing and math skills) Planning a historical tour (writing and history)	Preparing and serving food  Ticketing travel for a tour	Dealing with unruly customers  Dealing with disability concerns

Refer to the V-TECS Career Cluster document

<sup>1</sup> Developed by Joan Fossum for use with the V-tecs/US DOE career cluster model. 12/01.



## **INTRODUCTION**

This curriculum guide was developed by New Hampshire industry professionals and educators to introduce high school students to important topics of Hospitality and Tourism. It also provides a basis for work or further study in the areas of Food Production and Services, Lodging Management, Travel and Tourism and Recreation and Sports Management. Hospitality and Tourism is one of the largest employers in the state as well as worldwide. In New Hampshire there are over 65,000 people employed in the industry and worldwide 1 out of every 8 people are employed in the Hospitality Industry. The industry grows at over 5% per year.

The objective of the Hospitality and Tourism Curriculum is to create a working guide and resource document that is used by high school teachers in various academic disciplines. It is our hope that teachers in the areas of Business, Marketing, Culinary Arts, Social Studies, Family and Consumer Science, Travel Tourism and other areas will find this material useful. The different units may be used in any order or individually to enhance these areas of career exploration. This material is meant to be a starting place for teachers to introduce the concepts of the Hospitality and Tourism Industry to interested students, and by no means should the learning experience be confined to this curriculum. Many reference books and videos are listed and should be used whenever possible.

The use of this curriculum is not limited to the field of education. It can act as a bridge between education and professionals currently in the industry, especially those employing entry-level employees. Because of its modular nature, various subjects can be addressed when the need arises and used at a later time for reference. This document also makes a solid foundation for the industry to develop standards based internships with written goals and outcomes.

I would like to thank Joan Fossum from the New Hampshire Dept. of Education, for her Leadership and Organizational Skills in this process. Her knowledge of curriculum development and skill standards assessments has made this a much easier journey. Additionally I would like to thank Carl Lindblade of CEL Assoc. and UNH for his passion to "Professionalize" the Industry, and his blend of knowledge in both the Hospitality Industry and Higher Education that brought this to fruition, and Maryanne Cantor of NHCTC Concord for her research and hospitality.

Kevin J. Shyne  
North Country School to Career Regional Partnership



**INTRODUCTION**  
**TO**  
**HOSPITALITY AND TOURISM**  
**RECOMMENDED GRADE LEVEL: 9, 10**

**Based on National Standards  
for Family and Consumer Sciences  
5, 8 & 10.**

**National Marketing Education  
Standards**

**New Hampshire K-12  
Social Studies Curriculum Framework**

Comprehensive Standard:

Integrate knowledge, skills and practices for careers in Hospitality and Tourism related industries: Facilities Management and Maintenance; Food Production and Service; Hospitality, Tourism and Recreation.



# Standards Referenced in Preparation of this Curriculum Guide

## Family and Consumer Sciences Education National Standards

### Facilities Management and Maintenance

- 5.0 Integrate knowledge, skills and practices required for careers in facilities management and maintenance
  - 5.1 Analyze career paths within the facilities management and maintenance areas
  - 5.3 Demonstrate sanitation procedures for a clean and safe environment
  - 5.4 Apply hazardous materials and waste management procedures
  - 5.5 Demonstrate a work environment that provides safety and security
  - 5.7 Demonstrate facilities management functions

### Food Production and Services

- 8.0 Integrate knowledge, skills and practices required for careers in food production and services
  - 8.1 Analyze career paths within the food production and food services industries
  - 8.2 Demonstrate food safety and sanitation procedures
  - 8.6 Demonstrate implementation of food service management functions
  - 8.7 Demonstrate the concept of internal and external customer service

### Hospitality, Tourism and Recreation, Sports Management

- 10.0 Integrate knowledge, skills and practices required for careers in hospitality, tourism and recreation
  - 10.1 Analyze career paths within the hospitality, tourism and recreation industries
  - 10.2 Demonstrate procedures applied to safety, security and Environmental issues
  - 10.3 Apply concepts of service to meet customer expectations
  - 10.6 Demonstrate management of recreation, leisure and other programs and events.



## Standards Referenced in Preparation of this Curriculum Guide (*Continued*)

<b>National Marketing Education Standards</b>
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### **Foundations**

#### Business, Management and Entrepreneurship

Understands fundamental business, management and entrepreneurship concepts that affect business decisions making

- Identify ways that technology impacts business
- Demonstrate leadership characteristics
- Identify potential business ventures based on community, market and opportunity analyses

#### Communication and Interpersonal Skills

Understands concepts, strategies and systems needed to interact effectively with others

- Communicate clearly and concisely in writing
- Use appropriate technology to facilitate marketing communications
- Make decisions
- Treat others fairly at work
- Demonstrate interpersonal skills in team working relationships
- Apply interpersonal skills to develop good customer relationships

#### Professional Development

Understands concepts and strategies needed for career exploration, development, and growth

- Analyze employer expectations in the business environment
- Identify employment opportunities in marketing and business
- Utilize resources that can contribute to professional development



## **Standards Referenced in Preparation of this Curriculum Guide (*Continued*)**

### **New Hampshire K-12 Social Studies Curriculum Framework**

#### **Geography**

10. Students will demonstrate the ability to use maps, mental maps, globes, and other graphic tools and technologies to acquire, process, report and analyze geographic information
  - 10.10.3 Employ maps and other images to identify, analyze, and communicate why various human geographic features are located in particular areas
  - 10.10.4 Locate, (using maps, plans, and schematics), the major components of the infrastructure of their community and region
11. Students will demonstrate an understanding of the physical and human geographic features that define places and regions
  - 11.10.2 Explain how industrialization, population, and urbanization define places and regions
  - 11.10.3 Use maps to demonstrate how place and regional boundaries change
14. Students will demonstrate an understanding of the connections between Earth's physical and human systems; the consequences of the interaction between human and physical systems, and changes in the meaning, use distribution, and importance of resources
  - 14.10.1 Analyze patterns of land use in terms of physical and human geographic features, distances to raw materials; proximity to population centers, and absence of physical barriers
  - 14.10.4 Discuss how settlement patterns and other land use decisions reflect the perceptions of people both in the past and in the present.
15. Students will demonstrate the ability to apply their knowledge of geographic concepts, skills, and technology to interpret the past and the present and to plan for the future.
  - 15.10.1 Evaluate sites within their community or region in order to identify the best location for a particular activity (for example shopping area or park)



## **Standards Referenced in Preparation of this Curriculum Guide (*Continued*)**

### **History**

16. Students will demonstrate the ability to employ historical analysis, interpretation and comprehension to make reasoned judgements and to gain an understanding, perspective, and appreciation of history and to its uses in contemporary situations
  - 16.6.9 Display historical perspective by describing the past through the eyes and experiences of those who were there, as related through their memories, literature, diaries, letters debates, arts, maps, and artifacts
  - 16.10.4 Examine historical materials relating to a particular region, society, or theme; analyze change over time; and make logical inferences concerning cause and effect
  - 16.10.5 Develop and implement research strategies in order to investigate a given historical topic
  
17. Students will demonstrate knowledge of the chronology and significance of the unfolding story of America including the history of their community, New Hampshire and the United States
  - 17.6.8 Discuss the origin, function and development of New Hampshire town meeting from the 17<sup>th</sup> century to the present
  - 17.10.9 Discuss the contributions of New Hampshire to United States history from 1600 through 1877
  - 17.12.8 Discuss the contributions of New Hampshire to United States history from 1865 to the present

# CAREERS



## **Standard:**

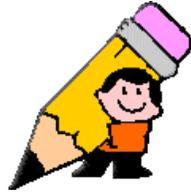
Analyze career paths within the Hospitality Industry

## **Focus Competencies:**

- Determine the roles, functions and possible careers/paths of individuals engaged in careers in the hospitality industry
- Explore opportunities for employment and entrepreneurial endeavors
- Examine education and education opportunities and training requirements on opportunities for career paths in the hospitality industry
- Examine the hospitality occupations on local, state, national and global economies

## **Expected Student Outcomes:**

- ❖ Be able to identify their personal skills and attitudes in relation to the Hospitality and Tourism Industry
- ❖ Be able to identify some specific roles and responsibilities of employees in the Hospitality and Tourism Industry
- ❖ Be able to describe opportunities for employment and advancement in the Hospitality and Tourism Industry
- ❖ Be able to identify training and education requirements for various Hospitality and Tourism Industry careers
- ❖ Describe the economic impact of the Hospitality and Tourism Industry at the local, state, national, and global levels
- ❖ Be able to identify skill and attitude expectations within the Hospitality and Tourism Industry

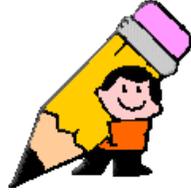


## **Suggested Activities**

- Personal Portfolio
  - Resume Writing
- Salary Research
- Create Travel Brochure
- Brainstorm a list of jobs and careers related to the hospitality industry and the education needed. Using this list, develop a career ladder that shows this list from entry level to most advanced.
- Self assessment
  - Career Decision Making (CDM) System by Harrington O'Shea
  - Myers Briggs Personality Analysis – Career Related Learning Styles Inventory
- Using the pathway model discuss the possible career choices with this class as your starting point.
- Develop a list of vocabulary words related to the hospitality industry. This list can be added to as the course proceeds.
- Informational Interview
  - Have the students identify someone in a career in which they are interested to interview.
  
  - Have the students develop a list of questions that they feel would be important to have answered during the interview.

### **(Must have questions:)**

1. How did the person get into this career?
  2. What was the training/education necessary for this career?
  3. How might current trends affect this job in the future?
  4. Opportunities for advancement?
  5. What do they consider to be good/bad-working conditions in this career field?
  6. If they had it to do over again would they change anything?)
- Have the students conduct the interview. This could be done as an in class interview, or outside of class and then the student could give oral or written report.
  - Have business people come do interviews
  - Create posters or bulletin boards
  - Have the students identify 3 of their skills or abilities and show how they could be developed into a career in the hospitality industry.



## Suggested Activities (continued)

- Using the local want-ad section of your paper, identify what jobs/careers are available. Have a discussion about how local economy affects this. Identify what trends or events influence the industry at a state/local level.
- Using the Internet, review the international hospitality and tourism job/career potential.
- Create a personal factsheet based on information that is usually asked for on an application form. Students fill out different styles of applications.
- Paycheck stub activity: Have the students review the information that is found on a paycheck stub. Help the students identify the difference between gross and net (take-home) pay.
- Field Trips
  - Company tour of entire business (marketing department, accounting department, etc.)
  - Job Shadowing
- Reverse goals project
  - How old will you be 20 years from now?
  - From Student Success Secrets
- Growth opportunities/Career Advancement
- Required skills/education

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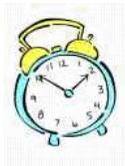
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## Assessments

- Informational Interview
- Create brochure relating to Hospitality and Tourism.
- Scenario Evaluation
  - Fill out a “real” job application
- Written Test
- Personal Portfolio
  - Resume Portfolio
    1. Job Description Ad
    2. Resumes
    3. Cover Letter
    4. Thank you note
    5. Mock interview (video taped)
    6. A letter of recommendation written for yourself
- Salary Research

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## Time

Quarter Course	6-9 hours
Semester Course	12-18 hours



## **Resources**

Meyers-Briggs Personality Analysis  
Career Decision Making System by Harrington O'Shea

### **Organizations:**

New Hampshire Lodging and Restaurant Association (603)-228-9584  
New Hampshire Travel Council  
Business and Industry Association  
UNH Thompson School, Durham  
SNHU School of Hospitality, Tourism and Culinary Management, Manchester  
McIntosh College, Dover  
NHCTC-Berlin/Laconia  
NHTI-Concord  
Johnson and Wales University  
Various Hotels throughout the state  
Department of Employment Security  
NH Works

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## **Books/Magazines**

Jackson, Lee: Careers in Focus: Family and Consumer Sciences, (1997), The Goodheart-Wilcox Company, Inc., Tinley Park, Illinois (Chapters 2 and 3)

Educational Institute of the American Hotel and Motel Association, Lodging Management Program, (1999) Lansing, Michigan (Chapter 3)

Parnell, Frances Baynor, Skills for Living, (2001), The Goodheart-Wilcox Company, Inc., Tinley Park, Illinois (Chapter 5)

VanZandt, Zark and Bette Ann Buchan: Lessons for Life: Secondary Grades Career Development Activities Library, (1997) The Center for Applied Research in Education. Simon and Shuster. West Nyack, NY.

Occupational Outlook Handbook

Student Success Secrets, Barron 1996

World of Work – textbook and student handbook

What Color is Your Parachute? Richard Bolles

Just Publishing: The Professional Careers Book Series

Travel, Tourism and Hospitality Series

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## **Guest Speakers**

Business Community  
(Travel Agents, Resort and Lodging Managers, Restaurant Managers)

Alumni from your school that are in the industry

Representatives from various Culinary, Hospitality and Lodging programs at the post secondary level

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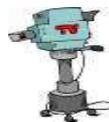
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## **Videos**

Mary Tyler Moore – First Show (Job Interview)

Teacher's Video Company – 800-262-8837, [www.teachersvideo.com](http://www.teachersvideo.com)

- 1). Interviewing Tips for Teens
- 2). No-Brains Interviewing
- 3). Careers: Preparing for Your Future

Just Publishing: Career Videos

- 1). High School-to-Career Video Series
- 2). Social Skills at Work

Delmar:

- 1). Hosting the Disabled – Crossing Communications Barriers
- 2). Reservation Clerk

Education Institute: 800-344-4381

- 1). Recruiting and Interviewing
- 2). Diversity: The Face of Hospitality
- 3). Breaking Down Barriers: Achieving Great Service for Guests with Disabilities
- 4). Hosting International Guests
- 5). Guest Service: Out of this World



## Websites

Career Choice, Hospitality and Travel Careers.

[www.jobshadow.org](http://www.jobshadow.org)  
[www.resortjobs.com](http://www.resortjobs.com)  
[www.hcareers.com](http://www.hcareers.com)  
[www.hospitalityadventures.com](http://www.hospitalityadventures.com)  
[www.hospitalitycareers.com](http://www.hospitalitycareers.com)  
[www.travelmanagement.com](http://www.travelmanagement.com)  
[www.tourismcareers.com](http://www.tourismcareers.com)  
[www.totaljobs.com/travel-jobs.html](http://www.totaljobs.com/travel-jobs.html)  
[www.typefocus.com](http://www.typefocus.com)  
[www.toutismhrc.com](http://www.toutismhrc.com)

[www.atto.org](http://www.atto.org)  
[www.careerage.com](http://www.careerage.com)  
[www.careerfitter.com](http://www.careerfitter.com)  
[www.otto.igs/net](http://www.otto.igs/net)  
[www.hoteljobresource.com](http://www.hoteljobresource.com)  
[www.foodservice.com](http://www.foodservice.com)  
[www.benchmarkhospitality.com](http://www.benchmarkhospitality.com)  
[www.hoteljobresource.com](http://www.hoteljobresource.com)



## Software

CX Bridges  
Expand  
Choices

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## **Field Experiences**

Job Shadows  
Internships

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# CUSTOMER SERVICE



## **Standard:**

Apply the concepts of quality service to meet or exceed customer expectations and interact effectively with others

## **Focus Competencies:**

- Demonstrate quality services which exceed the expectations of customers
- Examine the relationship between employees' attitudes and actions and customer satisfaction
- Develop and apply strategies for resolving complaints
- Demonstrate sensitivity to diversity and individuals with special needs

## **Expected Student Outcomes:**

- ❖ Communicate effectively with customers and co-workers in a variety of situations
- ❖ Demonstrate the skills and knowledge needed to address the needs of customers with special needs (ADA, Dietary, Age)
- ❖ Demonstrate various skills and knowledge needed to provide quality service for all customers
- ❖ Identify how behaviors will influence your ability to provide consistent customer service
- ❖ Demonstrate an awareness of different cultural/regional backgrounds
- ❖ Demonstrate that competent customer service is dependent on product knowledge
- ❖ Demonstrate how competent customer service is dependent on product knowledge
- ❖ Demonstrate knowledge and skills necessary for resolving customer complaints in a nonconfrontational manner.



## Suggested Activities

- Review the Americans with Disabilities Act (ADA) and the Equal Employment Opportunities Act (EEOA) and discuss how they affect the hospitality and tourism industry (reference case studies)
- Students will participate in various role playing
  - -Dealing with a cultural difference issue
  - -Dealing with an unruly customer
  - -Resolving an issue because someone in your department made an error and is not there to correct it
- Have a guest speaker (chef or nutritionist) discuss how they meet the dietary needs of diverse populations
- Have the students modify a standard recipe to address a dietary issue and sample the results
- Bring guest speakers to discuss diversity in the workplace
- View videos showing various customer service events. Have the students discuss and role play another way of handling the example
- Organize a field trip(s) to different hospitality and tourism sites to observe customer service. Discuss and evaluate
- Have guest speakers representing different cultures speak on how that would affect how they react in various situations
- Read and discuss various customer service policies



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## Assessments

- Create a video using role playing to compare quality vs. poor customer service
- Observation and reflection paper examining the relationship between service providers and customers
- Develop a bulletin board or a poster that reflects various cultural similarities and differences  
(This could be tied to have this would influence customer service)
- Prepare and oral presentation on a topic related to customer service
- Written test

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## Time

6-9 hours (12-18 hours)



## Resources

### Organizations:

Thompson School at UNH  
 Hesser College  
 NHTI at Concord

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## **Books/Magazines**

Travel, Sales and Customer Service - ICTA Case Studies (Scwartz, Roberta and MacNeill, Debra)

Service America – Albrecht, K., & Zenke. R. New York: Warner Books, Inc

Total Customer Service – Davidaw, W.H., and Uhal, B. New York: Harper & Row Publications

Everyone is a Customer: Kearney. E. I. And Brandley, MJ Provo, Utah: Sterling Press

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## **Guest Speakers**

Hotels/Resorts

Restaurants

Travel Agents

Recreational Attractions

Airlines

Human Resource Representatives from various organizations

Chamber of Commerce Directors

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## Videos



Southwest Airlines Video  
Teachers Video: Etiquette Survival Kit

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## Websites



[www.isite.com](http://www.isite.com)  
[www.customerservice.apnet.com](http://www.customerservice.apnet.com)  
[www.csr.co.za](http://www.csr.co.za) (Customer Service Review)

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## Software



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## Field Experiences



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# GEOGRAPHY AND HISTORY



## **Standard:**

**Demonstrate an understanding of the influence of history and geography on the New Hampshire Hospitality and Tourism Industry**

## **Focus Competencies:**

- Display historical perspective by describing the past through the eyes and experiences of those who were there, as related through their memories, literature, diaries, letters, debaters, arts, maps, and artifacts.
- Develop and implement research strategies in order to investigate a given historical topic.
- Discuss the contribution of New Hampshire to United States history, including the development of the town meeting.
- Demonstrate and discuss the influences of New Hampshire history on the hospitality and tourism industry.
- Explain, from a historical perspective, how industrialization, population, and urbanization define places and regions.
- Demonstrate, identify, analyze, and communicate why various human geographic features are located in particular areas.
- Locate, using maps, plans, and schematics, the major components of the infrastructure of their community and region.
- Use maps to demonstrate how place and regional boundaries change.
- Analyze patterns of land use in terms of physical and human geographic features.
- Evaluate sites within their community or region in order to identify the best location for a particular activity (for example a school or shopping area.)

## **Expected Student Outcomes:**

- ❖ To demonstrate a general knowledge of the role and structure of a town meeting and its history.
- ❖ To identify the seven regions, ten counties and county seats, major land and water forms of NH.
- ❖ Be able to recognize individuals and events that influenced the development and history of NH as well as their impact on United States History.
- ❖ To identify major regional attributes of the state which contribute to the tourism industry.
- ❖ Be able to demonstrate the proper use of a New Hampshire road map.
- ❖ Describe the historical and geographic variables that a business owner needs to consider when opening a business.
- ❖ To be able to locate and use state resources for research purposes.
- ❖ To demonstrate mapping skills, graphing, and data collection.
- ❖ To utilize modern technology (GIS or GPS) for informational purposes.



## Suggested Activities

### ➤ Mapping

1. Identify the 7 regions, 10 counties, and county seats
2. Identify the state's latitude and longitude
  - Compare the latitude with other cities in the northern and southern hemispheres
3. Label significant rivers, lakes, mountains, bodies of water, colleges
  - Create icons that represent famous historical and recreational sites in each of the seven regions
4. Review the use of a New Hampshire road map
5. Identify the border states and their geographic influences on New Hampshire

### ➤ Role Playing

1. Mock travel agency that helps plan trips to NH
2. Mock trade show of NH products
3. Be a salesman – bring in NH made product and try to sell it
4. Town meeting – create a list of warrant articles

### ➤ Current Events

1. Bring a current event from your local newspaper, and using a NH map of individual towns identify the source of the event and explain its relevance to the community and region.

### ➤ Projects

1. Using a NH Road map, ruler, NH Historical Markers Booklet, Official New Hampshire Guidebook – create an imaginary trip to NH for US and foreign visitors. Use the map, currency exchange, brochures, travel guides and the internet as resources. Create different types of trips such as recreational, honeymoon, foliage, family vacations, etc.
2. Interview a variety of individuals to find out where they work and why.
  - Graph the number of miles they drive to work. Try and understand the relationships between where we live and work and why.
3. Interview a variety of people who were born in NH, find out where they have traveled and live. Ask why they live in NH and important facts about their lives.
4. Unsolved Mysteries – research the unknown mysteries of your community. (Haunted Houses, Native American legends, graveyards, deaths) and give a presentation through a skit, brochure or video.
5. Interview a business owner and/or artisan that you might be considering working for or entering into a career with, to understand the reality of a potential career in NH.
6. Research and visit a state or local tourist attraction and apply the information as it pertains to the hospitality and tourism industry.



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## Assessments

- Quiz or test
- Mapping skills
- Prepare a map that identifies the location of a tourist attraction and how to get there from various locations in the state. Could be part of a brochure
- Class presentation depicting a historical event that has influenced the Hospitality industry
- Develop a survey for tourists to complete about a particular attraction or area in the state  
This could be done as a service project for a historical society, business or the state
- Peer Evaluation
- Self evaluation

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## Time

10-14 hours (20-28)



## **Resources**

### **Organizations:**

State and local historical societies  
Daughters of the American Revolution  
Geography Department-Plymouth State College-Plymouth

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## **Books/Magazines**

Belman and Pride: The NH Century, (2000), University Press of New England, Hanover NH and London England

Speare, Stories of NH (1992), General Federation of Women's Clubs – New Hampshire, Clayton, New Hampshire The Way I See It (1999) Peter E. Randall, Portsmouth, NH

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## **Guest Speakers**

Fritz Weatherbee  
New Hampshire Fish and Game  
Local Librarians  
Local Authors  
Local and Regional Elected Officials  
Local and State Historical Societies  
Canterbury Shaker Village (Canterbury)  
Northern Forest Heritage Park (Berlin)  
Strawberry Banke ( Portsmouth)

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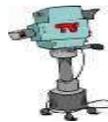


## **Maps**

NH Road Maps – any rest area or the state  
Blank NH Maps – state of NH  
USGS Topographic Sheets  
Appalachian Mountain Club Trail Maps

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## **Videos**

New Hampshire Crossroads  
Family Profile – Taking care of the Old Man  
New Hampshire – We Have a Story to Tell (NH Stories)  
Grand Hotels (New Hampshire Public Television)  
Concord: A Video Portrait  
Hello New Hampshire (New Hampshire Public Television)

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## Websites



NH Official Guide to Travel and Tourism	visitnh.gov
State of NH	state.nh.gov
Ski NH	skinh.com
NH State Guide	gorp.com/location/nh/nh.htm
NH Historical Society	nhhistory.org
Visit NH	visit-newhampshire.com
New Hampshire Travel and Tourism	newhampshire.worldweb.com
National Geographic Online	nationalgeographic.com
The American Geographical Society	amergeog.org
Geography World	members.aol.com/geographyworld
Map and Travel Store	maps.com
Online World Geography	worldwiseworldwide.com

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## Software



## Field Experiences



New Historical Museum  
Strawberry Banke  
Visit The Grand Hotels (The Balsams, The Mount Washington, The Mountainview,  
Wentworth By the Sea)  
State Parks  
Area businesses  
Area Chamber of Commerce

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# MANAGEMENT SKILLS



## **Standard:**

Demonstrate an understanding of the fundamental management skills needed in the Hospitality and Tourism Industry

## **Focus Competencies:**

- Apply the procedures in staff planning, recruiting, interviewing, selecting and scheduling of employees
- Understand the principles of orientation, training and education and on-the-job training and retraining
- Apply effective time and work management techniques
- Utilize appropriate methods of purchasing and receiving equipment and supplies
- Utilize appropriate procedures for the care and maintenance of equipment and supplies
- Perform cash handling accounting and financial transactions
- Demonstrate skills and knowledge related to marketing, promoting and publicizing events

## **Expected Student Outcomes:**

- ❖ Demonstrate the knowledge and skills needed for recruiting, interviewing and hiring employees
- ❖ Demonstrate and use workplace ethics and manners
- ❖ Demonstrate effective time management techniques for personal and work use
- ❖ Identify the rules for purchasing and receiving of equipment and supplies
- ❖ Demonstrate the correct procedures for care and maintenance of equipment, tools and supplies
- ❖ Use correct cash handling procedures
- ❖ Demonstrate correct accounting procedures
- ❖ Demonstrate marketing skills related to promoting a business or event



## **Suggested Activities**

- **Dressing for success**
  1. Classroom discussions and demonstration of appropriate workplace clothing, including the use of uniforms.
  2. Review various company dress codes.
  
- **Role Playing**
  1. Manager and unruly customer/employee
  2. Ethical situation
  3. Proper cash handling
  4. Telephone skills
  5. Interviews
  6. Recruiting a new employee
  
- **Etiquette**
  1. Phone (cell or desk)
  2. Voice mail
  3. Taking and leaving messages
  4. E-mail
  5. General business behaviors
  
- **Personal Time Management Assessment**
  1. Work vs. Personal hours – maintain a diary of personal time for 3 days. Keep track of how you spend your time, then evaluate. Identify those areas that could be improved and what you would do differently.
  
- **Demonstrate how to correctly use industry related equipment, such as a cash register**
  
- **Public Speaking**
  1. Training session for employees
  2. Marketing a product
  3. Business meeting
  
- **Writing Techniques**
  1. Job descriptions
  2. Ads
  3. Manuals
  4. Business forms and letters
  5. Promotional materials
  
- **Research Skills**
  1. Pricing equipment and marketing avenues
  2. Best business practices
  3. Preliminary marketing plan





## Assessments

- **Class Participation**
- **Oral Presentations**
  - Topic researched
  - Training sessions
  - Demonstrations
- **Written Evaluation**
  - Topic researched paper
  - Marketing plan
  - Training manual
  - Tests
- **Role Playing/Scenario Evaluation**
  - Interview
  - Telephone skills
  - Problem solving skills

- **Homework**

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## Time

8-10 hours (16-20)



## **Resources**

### **Organizations:**

Area Businesses

NH Municipal Assoc. Training – customer service, safety and management

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## **Books/Magazines**

Van Zandt, Zark and Bette Ann Buchan. Lessons for Life: Secondary Grades Career Development Activities Library, (1997) The Center for Applied Research in Education. Simon & Shuster. West Nyack, NY.

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## Guest Speakers

Material resources managers (budgets, manuals, etc.)  
In-school staff  
Post-secondary school representatives.  
Human resources trainers

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## Videos

Southwest Airlines Video – Marketing and Promotion  
Journal of Convention & Exhibition Management  
Journal of Hospitality & Leisure Marketing

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## Websites

Web-based Internet research	
Cruise Industry News	<a href="http://www.cruiseindustrynews.com">www.cruiseindustrynews.com</a>
Hotel On-Line	<a href="http://www.hotel-online.com">www.hotel-online.com</a>
Travel Weekly	<a href="http://www.twcrossroads.com">www.twcrossroads.com</a>
Club Management	<a href="http://www.clubmgmt.com">www.clubmgmt.com</a>
Association Meetings	<a href="http://www.meetingsnet.com">www.meetingsnet.com</a>
Hotel and Motel Management	<a href="http://www.hmmnews.com">www.hmmnews.com</a>
Air Transport World	<a href="http://www.atwonline.com">www.atwonline.com</a>
Special Events Magazine	<a href="http://www.specialevents.com">www.specialevents.com</a>
Journal of Sports Tourism	<a href="http://www.sptourism.net">www.sptourism.net</a>
Business Travel News	<a href="http://www.btonline.com">www.btonline.com</a>
Travel Trade Magazine	<a href="http://www.traveltrade.com">www.traveltrade.com</a>



## **Software**

Bookkeeping/Accounting simulation

Programs in:

Accounting

Publishing

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## **Field Experiences**

Site visits

Job Shadows

Conduct Interviews

Internships

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# SAFETY, SANITATION AND PERSONAL HYGIENE



## **Standards:**

Demonstrate procedures for a clean and safe environment

Explain the function of security, safety, sanitation, housekeeping, maintenance and engineering

## **Focus Competencies:**

- Demonstrate an understanding of good personal hygiene/health procedures
- Demonstrate an awareness of responsible reporting of illness symptoms
- Demonstrate an awareness of safety, security and environmental issues related to the hospitality, tourism industry
- Examine the rules and procedures required in the handling of various materials in the hospitality and tourism industry

## **Expected Student Outcomes:**

- ❖ Practice good personal and professional presentation (hygiene)
- ❖ Demonstrate knowledge and skills of sanitation / safety issues in the hospitality and tourism industry
- ❖ Identify the symptoms of illness and injury
- ❖ List correct procedures for reporting illness and injury
- ❖ Demonstrate an awareness of the state regulations regarding the safe handling of chemicals
- ❖ Explain Occupational Safety and Health Administration (OSHA) requirements regarding various situations
- ❖ Utilize safety and security procedures as required by OSHA
- ❖ Demonstrate skills and knowledge about the importance of safety and sanitation
- ❖ Demonstrate an understanding of various security procedures in the hospitality and tourism industry





## Assessments

- Develop and present a video/poster/tri-fold.
- Demonstration of proper safety and sanitation techniques
- Written tests
- Research paper on a sanitation/safety/security topic



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**Time** 6-9 hours (12-18)



## Resources

### Organizations:

- Occupational Safety and Health Administration
- Public Health Department
- Fire Department
- Center for Disease Control
- NRA (National Restaurant Association) Serve Safe
- NH Department of Education
- NH Department of Labor (new curriculum on safety, sanitation & hygiene)
- NH Travel Council
- American Hotel and Lodging Association

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## **Books/Magazines:**

Trade Journals and Professional Publications  
Nations Restaurant News [www.nrn.com](http://www.nrn.com)  
Journal of Food Products Marketing  
Journal of Food Production Management

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## **Guest Speakers**

Chef from the Industry  
Health Inspector  
Human Resource Directors of Various Businesses in the Industry  
Hotel Owner/Manager  
Security personnel from various industry business  
OSHA representative  
AFL-CIO – worker safety focus  
Hospitality Risk management Specialists

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## Videos

American Hotel and Lodging Assoc. (workplace safety videos, housekeeping procedures)

20/20 or Dateline undercover videos of the industry.

Teachers Video: 800-262-8837 (Cooking Videos)

Delmar Videos:

- |                        |                          |
|------------------------|--------------------------|
| 1). Baker              | 6). Food Preparer        |
| 2). Catering Assistant | 7). Food Service Manager |
| 3). Cheesemaker        | 8). Host                 |
| 4). Cook               | 9). Order Taker          |
| 5). Dietary Assistant  |                          |

## Websites



[www.jobshadow.org](http://www.jobshadow.org)

## Software



## Field Experiences



Full service lodging establishments

Job shadow

Internships



## Reference Material

1. H&T Pathway House
2. Sample Articulation Agreement
3. Sample Articulation Application
4. Apprenticeship Programs
5. NH Hospitality Orgs. and Agencies
6. NH Chambers of Commerce
7. NE H&T Postsecondary Schools
8. Journals, Trade Publications and Websites
9. NH High School Culinary Arts / Hospitality Instructors



## Hospitality and Tourism Career Pathway

North Country Partnership  
 Kevin Shyne, Regional Director  
 603-449-3406

### Postsecondary Options:

#### Certificate Program

**Culinary Arts**

McIntosh College  
 Johnson and Wales  
 NHCTC – Berlin  
 NHCTC - Laconia

**Hospitality Management**

McIntosh College

**Travel and Tourism**

McIntosh College

State Licensing/Certification

#### Associate's Degree

**Culinary Arts**

McIntosh College, Johnson and Wales, NHCTC-Berlin  
 SNH Univ., University of New Hampshire  
 New England Culinary Institute

**Hospitality Management**

McIntosh College, New Hampshire College

**Tourism Management**

McIntosh College, Hesser College, Johnson and Wales

**Hotel/Restaurant Management**

Hesser College, Johnson and Wales  
 NHCTC- Laconia/Concord, SNH Univ.,  
 University of New Hampshire

**Marketing**

Hesser College, Rivier College, Plymouth State College  
 Johnson and Wales, NHCTC-Manchester  
 Rochester Institute of Technology

**Food Service Management**

UNH Thompson School, Hesser College  
 Johnson and Wales, NHCTC- Laconia

#### Bachelor's Degree

**Tourism/Hospitality Management**

SNH Univ., McIntosh College  
 University of New Hampshire

**Hotel Management/Hospitality Administration**

New Hampshire College, Hesser College  
 University of New Hampshire

**Marketing**

New Hampshire College, Plymouth State College  
 University of New Hampshire, Hesser College  
 Johnson & Wales, Rochester Institute of Technology

**Culinary Arts, Restaurant and Food Service Management**

Johnson and Wales, New Hampshire College  
 University of New Hampshire, NHCTC-Berlin  
 McIntosh College, New England Culinary Institute

**Recreation and Ski Resort Management**

Lyndon State College, University of New Hampshire

**Natural Resources Management**

University of New Hampshire

### Occupational Strands

**Food Production and Services**

- Chefs, Cooks, Bakers, Pastry Chefs
- Short Order Cooks, Caterers, Dieticians, Nutritionists
- Institutional Food Preparation and Service Managers
- Food, Beverage and Banquet Managers
- Food Safety and Sanitation Inspectors and Instructors

**Lodging and Hotel Management**

- Front Desk Attendants
- Hotel Managers
- Fitness and Training Managers
- Concierges

**Travel and Tourism Services**

- Convention Management and Services
- Tour and Tourism Directors
- Travel Agents
- Travel Promotion Writers/Workers

**Core Academic Courses**

- ✓ Technical Writing
- ✓ Business Math
- ✓ Accounting I & II
- ✓ Hospitality Travel Geography
- ✓ Introduction to Sociology
- ✓ Environmental Science

**Core Cluster Courses**

- ✓ Communications for the Workplace
- ✓ Human Relations for the Workplace
- ✓ Ethics and Society
- ✓ Intro to Hospitality Industry
- ✓ Safety, Security and Sanitation
- ✓ Hospitality Sales

**Core Technical Courses**

- ✓ Information Technology & Me
- ✓ Keyboarding/Word Processing
- ✓ Desktop Publishing
- ✓ Introduction to Multimedia

**Core Specialized Courses**

- (to support Food Production & Services Strand)
- ✓ Nutrition & Food Science
  - ✓ Food Arts & Management 1-2
  - ✓ Food Arts & Management 3-4

### School-to-Career Practicums

- ✓ Apprenticeships, Co-ops, Internships, Military, Job Shadowing, Mentorships

# Culinary Arts Articulation Agreement

## Between

Secondary School: White Mountains Regional High School  
Whitefield, NH

Secondary Program: Culinary Arts

## And

Postsecondary School: New Hampshire Community Technical  
College Berlin, NH

Postsecondary Program: Culinary Arts

## Effective Dates

**From:** June 1,2002 **To:** June 30,2007

## General Expectations

### **New Hampshire Technical College at Berlin responsibilities:**

- Provide staff to assist with student/parent orientation.
- Offer the opportunity for student visits to NHTC.
- Develop peer mentors so that WMRHS students can shadow NHTC students.

### **White Mountains Regional High School responsibilities:**

- Provide a program that integrates academic and vocational-technical education.
- Expose students to career options and the opportunity available for articulation with NHTC.
- Provide counseling for students and parents interested in post-secondary education.
- Coordinate with NHTC faculty to review curriculum.
- Sponsor activities with the NHTC when possible.

### **Student responsibilities:**

- Visit with NHTC faculty, students and programs in areas related to career interests.
- Obtain program instructor's recommendation.
- Maintain necessary GPA with a 90% attendance rate.

### **Terms and Conditions:**

- ✓ Prior to graduating from WMRHS, student will be able to apply for admission to New Hampshire Technical College, Berlin Campus.
- ✓ Students enrolled in the high school culinary arts courses may have the opportunity to earn college credit if/when the following criteria is met:
  - a. A review of the high school transcript indicates attainment of skills and standards comparable to postsecondary courses
  - b. An attendance record of no less than 90%
  - c. A grade point average of 2.5 or higher

### **Note:**

The credit earned is a college credit and may be applied toward graduation from the New Hampshire Technical College, Berlin Campus. The College Transcript will read: Credit by waiver of the NHTC Course. The grade will not count in the college cum. \* Running Start may be available for students who choose to receive full credit and grade transfer.

## WMRHS Sequence of Instruction

Names and Sequence of Courses:

- |                             |       |                     |       |
|-----------------------------|-------|---------------------|-------|
| 1. English                  | 4 cr. | 4. Culinary Arts 1. | 2 cr. |
| 2. Math                     | 3 cr. | 5. Baking.          | 2 cr. |
| 3. Introduction to Cooking. | 2 cr. | 6. Culinary Arts 2. | 2 cr. |

## NHCTC-Berlin Sequence of Instruction

Names and Sequence of Courses:  
*Courses eligible for transfer credit.*

### First Year

#### Fall Semester

1. CUL 111. Soups Sauces and Basic Techniques.
2. CUL 112. Introductory Food Prep.
3. CUL 113 Hot Food Techniques
4. CUL 114 Pantry
5. CUL 115 Food Theory and Meat Fabrication
6. CUL 116 Food Service Sanitation
7. ENG 120 College Composition or Elective

#### Spring Semester

1. CUL 117. Introduction to Baking
2. CUL 118. Patisserie
3. CUL 119. Classical Desserts
4. CUL 121. Baking Theory
5. CUL 122. Introduction to Garde Manger
6. CUL 123. Table Service and Mixology
7. ENG 120. College Composition or Elective

#### Summer Semester

CUL211 Work Internship

### Second Year

#### Fall Semester

1. COM 103. Intro. to Spreadsheets
2. CUL 212. Patisserie International
3. CUL 213. Charcuterie
4. CUL 214. Buffet
5. CUL 215. Food Sculpture and Design
6. CUL 216. Menu Anal. and Rest. Des.
7. CUL 217. Buffet Theory
8. CUL 225. Restaurant Techniques
9. ----- English / SS Elective

#### Spring Semester

1. CHE 112. Nutrition
2. CUL 219. Regional American Cuisine
3. CUL 220. A la Carte Cookery
4. CUL 221. International Cuisine
5. CUL 222. Food Service Management
6. CUL 223. History and Culture Theory
7. CUL 224. Healthy Cuisine
8. CUL 226. Advanced Rest. Techniques
9. CUL 227. Product Purch. and Mktg

## Signatures

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Dean of Academic Affairs  
NHTC

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Superintendent  
WMR School Dist

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Department Chair, Culinary  
NHTC

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Principal / Vocational Dir.  
WMR HS

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Instructor  
NHTC

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Instructor  
WMR HS

Dated this \_\_\_\_\_ day of \_\_\_\_\_ 2002.

This agreement is in effect until June 30, 2007, after which time it will be reviewed. Any major changes in either schools curriculum will call for review and update of this agreement.



NH Community Technical College, Berlin Campus  
Application for Culinary Arts Articulation

WHITE MOUNTAINS REGIONAL HIGH SCHOOL

Student Name:

Address:

Telephone:

Please complete the information below with assistance from you instructor. If any questions arise, call NHCTC at (603) 752-1113, and ask for an instructor in the Culinary Arts Department.

**1. Student is applying for (check one):**

- Credit by Waiver (Credit earned toward graduation, with no effect on college GPA)
- Running Start Full Credit and Grade Transfer (Fee Required)

White Mountain Regional Courses

Introduction to Cooking  
Culinary Arts I  
Culinary Arts II  
Baking

NHCTC Equivalent

CUL 112 Introductory Food Production  
CUL 114 Pantry  
CUL 111 Soups, Sauces, and Basic Techniques  
CUL 117 Introduction to Baking

**2. The student has maintained a 90% attendance record and a GPA of at least 2.5, and will transfer, upon approval, the following course(s) for college credit at NHCTC/Berlin. Use the table above for course names.**

Transfer:

For NHCTC College Credit in:

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- 3. A recommendation from the high school instructor and a transcript for the above course(s) must accompany this application.**
- 4. Attach this document when submitting your admissions application.**

\_\_\_\_\_  
Student Signature

\_\_\_\_\_  
Instructor (High School)

\_\_\_\_\_  
Dean of Academic Affairs (Upon Approval)  
NHCTC

# NH Hospitality and Tourism Organizations and Agencies

- 1. New Hampshire Travel Council**  
The Center of New Hampshire  
700 Elm Street  
Manchester, NH 03101  
  
Nancy Kilbride Executive Director  
  
Phone: (603) 665-9559  
Fax: (603) 665-9009  
Email: [nhtcnk@star.net](mailto:nhtcnk@star.net)
  
- 2. New Hampshire Lodging and Restaurant Assn.**  
P.O. Box 1175  
14 Dixon Avenue, Suite 208  
Concord, NH 03302-1175  
  
Paul Hartgen Executive Director  
  
PH: (603) 228-9585  
FAX: (603) 226-1829  
E-MAIL: [phartgen@nhlra.com](mailto:phartgen@nhlra.com)  
website: [www.nhlra.com](http://www.nhlra.com)
  
- 3. New Hampshire Div. of Travel and Tourism Devt.**  
172 Pembroke Road  
PO Box 1856  
Concord, New Hampshire 03302-1856  
  
Laurie Klefos Director  
  
1-800-FUN-IN-NH (1-800-386-4664)  
FAX: 603-271-6870  
[travel@dred.state.nh.us](mailto:travel@dred.state.nh.us)

## 9g. NHChamberCommerce.xls

<b>Name</b>	<b>Address</b>	<b>City</b>	<b>State</b>	<b>Zip Code</b>	<b>Phone #</b>
Barrington CC	PO Box 363	Barrington	NH	03825	664-2200
Bethlehem CC	PO Box 748	Bethlehem	NH	03574	869-2151
Claremont CC	Moody Bldg. Tremont Sq.	Claremont	NH	03743	543-1296
Conway Village CC	PO Box 1019	Conway Village	NH	03818	447-2639
Center Harbor/Moultonboro CC	PO Box 824	Ctr. Harbor	NH	03226	253-4582
Derry CC	1 N. Main St. Suite 101-A	Derry	NH	03038	432-8205
Exeter CC	120 Water St.	Exeter	NH	03833	772-2411
Franconia Notch CC	1 Main St. PO Box 780	Franconia	NH	03580	823-5661
Greater Concord CC	244 North Main St.	Concord	NH	03301	224-2508
Greater Dover CC	299 Central Ave.	Dover	NH	03820	742-2218
Greater Franklin-Tilton CC	337 Central St.	Franklin	NH	03235	934-6909
Greater Ossipee CC	127 Route 28	Ossipee	NH	03864	539-6201
Greater Raymond CC	PO Box 425	Raymond	NH	03077	895-2254
Hampton Beach CC	836 Lafayette Rd. PO Box 790	Hampton Beach	NH	03842	926-8718
Hanover CC	216 Nugget Bldg. PO Box 5105	Hanover	NH	03755	643-3115
Hillsborough CC	PO Box 541	Hillsboro	NH	03244	464-5858
Hudson CC	71 Lowell Rd.	Hudson	NH	03051	889-4731
Jackson CC	PO Box 304	Jackson	NH	03846	383-9356
Jaffrey CC	PO Box 2	Jaffrey	NH	03452	532-4549
Keene CC	48 Central Square	Keene	NH	03431	352-1303
Laconia/Weirs Beach CC	11 Veterans Square	Laconia	NH	03246	524-5531
Lancaster Regional CC	PO Box 537	Lancaster	NH	03584	586-7808
Lebanon CC	2 Whippleplace PO Box 97	Lebanon	NH	03766	448-1203
Lincoln-Woodstock CC	PO Box 358	Lincoln	NH	03251	745-6621
Lisbon CC	PO Box 77	Lisbon	NH	03585	838-6522
Littleton Area CC	PO Box 105	Littleton	NH	03561	444-6561
Londonderry CC	889 Elm St. Suite #300	Manchester	NH	03101	434-7438
Manchester CC	889 Elm St.	Manchester	NH	03101	666-6600
Meredith CC	PO Box 732	Meredith	NH	03253	279-6121
Merrimack CC	301 DW Hwy. PO Box 254	Merrimack	NH	03054	424-3669
Mount Washington Valley CC	PO Box 2300	North Conway	NH	03860	356-3171

## 9g. NHChamberCommerce.xls

Nashua CC	146 Main St. 2nd floor	Nashua	NH	03060	881-8333
New London Area CC	Box 532 Main St.	New London	NH	03257	526-6575
Newport CC	2 N. Main St.	Newport	NH	03773	863-1510
Northern White Mountain COC	PO Box 298, 184 Main St.	Berlin	NH	03570	752-6060
North Country CC	PO Box 1	Colebrook	NH	03576	237-8939
Peterborough CC	PO Box 401	Peterborough	NH	03458	924-7234
Plymouth CC	PO Box 65	Plymouth	NH	03264	536-1001
Portsmouth CC	500 Market St. PO Box 239	Portsmouth	NH	03802	436-1118
Rindge CC	PO Box 911	Rindge	NH	03461	899-5051
Rochester CC	18 South Main St.	Rochester	NH	03867	332-5080
Salem CC	PO Box 304	Salem	NH	03079	893-3177
Somersworth CC	PO Box 615	Somersworth	NH	03878	692-7175
Souhegan Valley CC	52 Nashua St.	Milford	NH	03055	673-4360
Twin Mountain CC	PO Box 194	Twim Mountain	NH	03595	356-6729
Umbagog Area CC	PO Box 113	Errol	NH	03579	482-3906
Wakefield CC	PO Box 111	Sanbornville	NH	03872	522-6106
Waterville Valley Reg. CC	RFD 1 Box 1067	Campton	NH	03223	726-3804
Whitefield CC	70 Kings Sq.	Whitefield	NH	03598	837-2609
Wolfeboro CC	PO Box 547	Wolfeboro	NH	03894	569-2200

New England Colleges and Universities

<b>School</b>	<b>Program</b>	<b>Contact</b>	<b>Address</b>	<b>City</b>	<b>St</b>	<b>Zip</b>	<b>Telephone</b>
College for Lifelong Learning	Sunday River	Deb Piccirillo	148 Pleasant St.	Berlin	NH	03570	(207) 824-5902
Champlain College	Tourism & Event Mgt, Hotel & Rest Mgt.	Peter Straube	163 South Willard St.	Burlington	VT	05401	(800) 570-5858
Culinary Institute of America.	Culinary Arts	Jackie Martin	1946 Campus Drive	Hyde Park	NY	12538	(888) 306-5649
Endicott College	Hospitality Studies	Brendin Cronin	376 Hale St.	Beverly	MA	01915	(800) 325-1114
Hesser College	Travel and Tourism	Jean Marshall	3 Sundial Avenue	Manchester	NH	03103	(800) 526-9231
Johnson and Wales University	Hospitality and Culinary Arts	Kim Lavoie	8 AbbottPark Place	Providence	RI	02903	(603) 749-7906
Johnson State College	Hospitality and Tourism Management	Bob Dustin	337 College Hill	Johnson	VT	05656	(800) 636-2356
Lyndon State College	Recreation Resource and Ski Resort Mgt.		1001 College Rd.	Lyndonville	VT	05851	(802) 626-8200
McIntosh College	Travel and Tourism, Culinary Arts	Jim Dowding	23 Cataract Avenue	Dover	NH	03820	(603)742-1234
New England Culinary Institute	Food and Bev. Mgt., Culinary Arts	Anthony Benedict	250 Main St.	Montpeillier	VT	05602	(802) 223-0634
Newbury College	Hospitality Management & Culinary Arts		135 Fisher Avenue	Brookline	MA		(617) 730-7007
NH Community Technical College-Berlin	Culinary Arts	Kurt Hohmeister	2020 Riverside Drive	Berlin	NH	03570	(603) 752-1113
NH Community Technical College-Laconia	Lodging and Conf Mgt, Rest Mgt.	Chris Merritz	379 Belmont Rd.	Laconia	NH	03246	(603) 524-3207
NH Community Technical Institute - Concord	Travel and Tourism	Marianne Cantor	31 College Drive	Concord	NH	03301	(603) 271-6963
Plymouth State College	Travel and Tourism	Dr. Mark Okrant	17 High Street	Plymouth	NH	03264	(800) 842-6900
Quinsidiamond Community College	Hotel and Restaurant Management		670 West Boylston St	Worcester	MA	01606	(508) 853-2300
Southern Maine Technical Institute.	Hospitality Management & Culinary Arts		Fort Road	S. Portland	ME	04106	(207) 767-9500
Southern NH University	Hotel and Rsst. Mgt, Travel Mgt.	Bill Pederson	2500 N. River Road	Manchester	NH	03106	(603) 668-2211
University Of New Hampshire	Hospitality Management	Dr. Ray Goodman	4 Garrison Avenue	Durham	NH	03824	(603) 659-3321

# **Journals, Trade Publications and Websites**

## **Academic Journals:**

1. Cornell Hotels and Restaurant Administration Quarterly. Elsevier Science Inc., Box 945, New York, NY 10019
2. Hospitality and Tourism Educators, Council on Hotel, Restaurant and Institutional Education, 1200 17<sup>th</sup> Street, Washington, DC 20036
3. Journal of Convention and Exhibition Management, Haworth Press Inc., 10 Alice Street, Binghamton, NY 13904
4. Journal of Hospitality and Leisure Marketing, Haworth Press Inc., 10 Alice Street, Binghamton, NY 13904
5. Journal of Park and Recreation Administration, Sagamore Publishing, P.O. Box 647, Champaign, Illinois 61824
6. Journal of Restaurant and Foodservice Marketing, Haworth Press inc., 10 Alice Street, Binghamton, NY 13904
7. Journal of Travel and Tourism Marketing, Haworth Press Inc., 10 Alice Street, Binghamton, NY 13904
8. Journal of Vacation Marketing, Henry Stewart Publications, Russell House, 28-30 Little Russell St., London WC1A 2 HN, England
9. Tourism, Culture and Communication, Victoria University of Technology, Department of Hospitality and Tourism Management, P.O. Box 14428 MCMC, Melbourne, Victoria 8001, Australia
10. Tourism Geographies, Routledge Journals Department, 29 West 35<sup>th</sup> Street, New York, 10001-2299

## **Trade Publications:**

1. Air Transport World, Penton Publishing, Inc., 1350 Connecticut Avenue N.W. Washington DC 20036
2. Courier, National Tour Association, 546 East Main Street, Lexington, Kentucky 40508
3. Hotels: Magazine of the Worldwide Hotel Industry, Cahners, 1350 East Touhy Avenue, Des Plaines, Illinois 60016
4. Lodging, American Hotel and Motel Association, 1201 New York Avenue N.W. Washington DC 20005
5. Meetings and Conventions, Cahners Travel Group, 500 Plaza Drive, Secaucus, NJ 07094
6. Meeting News, Miller Freeman, One Penn Plaza, New York, NY 20119
7. OAG Travel Magazines, OAG 1775 Broadway, NY, NY 10019
8. Successful Meetings, Bill Communications, 355 Park Avenue South, NY, NY 10010
9. Tour and Travel News, Miller Freeman, One Penn Plaza, Ny, NY 10019
10. Travel Agent Magazine, Advanstar. Communications, Inc 131 West First Street, Duluth, Minnesota 55802
11. Travel Trade, Travel Trade 15 West 44<sup>th</sup> Street, NY, NY 10036
12. Travel Weekly, Cahners Travel Group, 500 Plaza Drive, Secaucus, NJ 07094s

## General Web Sites

1. The World Travel and Tourism Council [www.wttc.org/](http://www.wttc.org/)
2. World Tourism Organization [www.world-tourism.org](http://www.world-tourism.org)
3. Cruise Line International Association [www.cruising.org/](http://www.cruising.org/)
4. National Restaurant Association [www.restaurant.org/](http://www.restaurant.org/)
5. Directory of Hotel and Restaurant Homepages [www.wku.edu/~hrtm/hottlrest.htm](http://www.wku.edu/~hrtm/hottlrest.htm)
6. National Tour Association [www.ntaonline.com](http://www.ntaonline.com)
7. International Festival and Events Association [www.ifea.com](http://www.ifea.com)
8. Accessible Journeys [www.disablitliytravel.com](http://www.disablitliytravel.com)
9. National Geographic Society [www.nationalgeographic.com](http://www.nationalgeographic.com)
10. The Lonely Planet Online [www.lonelyplanet.com](http://www.lonelyplanet.com)
11. Tourism Policy Council [www.tpcnet.doc.gov/main/index.html](http://www.tpcnet.doc.gov/main/index.html)
12. World Travel and Tourism Council [www.wttc.org](http://www.wttc.org)
13. World Travel and Tourism Tax Policy Center [www.traveltax.msu.edu/](http://www.traveltax.msu.edu/)
14. The Ecotourism Society [www.ecotourism.org](http://www.ecotourism.org)
15. The American Hotel and Lodging Association [www.ahla.com](http://www.ahla.com)
16. Lodging Research Network [www.lodgingresearch.com](http://www.lodgingresearch.com)
17. Food Safety News [www.extension.iastate.edu/foodsafety/news/news](http://www.extension.iastate.edu/foodsafety/news/news)
18. Nation's Restaurant News [www.nrn.com](http://www.nrn.com)
19. Small Business Association [www.sba.gov](http://www.sba.gov)
20. Reference Desk [www.refdesk.com/travel.html](http://www.refdesk.com/travel.html)  
[www.refdesk.com/geo.html](http://www.refdesk.com/geo.html)
21. Tourism Education Materials [www.msue.msu.edu/msue/imp/modtd/mastertd.html](http://www.msue.msu.edu/msue/imp/modtd/mastertd.html)
22. Purdue University Tourism Links [www.cfs.purdue.edu/rhit/links.htm](http://www.cfs.purdue.edu/rhit/links.htm)
23. International Travel and Tourism Educators [www.istte.org](http://www.istte.org)

Associations

## **North Country School-to-Career Regional Partnership**

16 Highland St. Whitefield, NH 03598  
Tel. 837-9363/Fax 837-2326

Kevin J. Shyne, Regional Coordinator  
Tel/Fax 449-3406. Email - [kshyne@ncia.net](mailto:kshyne@ncia.net)

### **NH Vocational Culinary Arts and Hospitality Instructors List**

#### Culinary Arts

1. Caryl Walker  
Plymouth Regional High School  
86 Old Ward Bridge Rd.  
Plymouth, NH 03264
  
2. Myrna Vashaw  
Concord Regional Technology Center  
Concord High School  
170 Warren St.  
Concord, NH 03301
  
3. Bob McIntosh  
Concord Regional Technology Center  
Concord High School  
170 Warren St.  
Concord, NH 03301
  
4. Trudy Kasinchuk  
Region 6 Vocational Center  
Kennett High School  
176 Main St.  
Conway, NH 03818
  
5. Tim Buxton  
Palmer Tech Center  
Alvirne High School  
200 Derry Road  
Hudson, NH 03501
  
6. Cheryl Emerson  
Milford Area High School  
100 West Street  
Milford, NH 03055

7. Jack Aldrich  
J. Olivia Huot Technical Center  
345 Union Avenue  
Laconia, NH 03246
8. Keith Klawes  
Center of Applied Technology  
Nashua High School  
36 Riverside Drive  
Nashua, NH 03062
9. Len Martin  
Region 9 Vocational Education Center  
Kingswood Regional High School  
Wolfboro, NH 03894
10. Rhonda Lang  
Sugar River Valley Regional Technical Center – West  
111 South St.  
Claremont, NH 03743
11. Doug Coons  
Dover High School  
Regional Vocational Center  
25 Alumni Dr.  
Dover, NH 03820
12. Ed Mulligan  
Somersworth High School Reg. Vocational Ctr.  
18 Cemetery Road  
Somersworth NH 03878
13. Scott Rogers  
Cheshire Center of Applied Science and Technology  
43 Arch St.  
Keene, NH 03431
14. Clifton McGee  
Manchester School of Technology  
530 South Porter Street  
Manchester, NH 03103

15. Wendy Clark  
Manchester School of Technology  
530 South Porter Street  
Manchester, NH 03103
16. Michael Holfelder  
Manchester School of Technology  
530 South Porter Street  
Manchester, NH 03103
17. Lynn Durgin  
Seacoast School of Technology  
40 Linden St.  
Exeter, NH 03833
18. Dave Haywood  
White Mountains Regional High School  
PO Box 338  
Whitefield, NH 03598
19. Diane Pinkham  
Portsmouth Senior High School  
50 Alumni Drive  
Portsmouth, NH 03801
20. Rick Connor  
Region 14 ATC  
Crotched Mountain Rehabilitation Center  
1 Verney drive  
Greenfield, NH 03047
21. Keith Founier  
Region 14 ATC  
Rivermead Retirement Center  
150 Rivermead  
Peterborough, NH 03485
22. Keith Brooks  
Kearsarge Regional High School  
PO Box 182  
North Sutton, NH 03260

## Hospitality

1. Cheryl Hirni  
Center of Applied Technology  
Nashua High School  
36 Riverside Drive  
Nashua, NH 03062
2. Nancy Mciver  
Lin-Wood School  
Lincoln, NH 03251
3. Barbara DeVenuti  
Manchester School of Technology  
530 South Porter Street  
Manchester, NH 03103

## NH Career and Technical Education

Joan Fossum  
NH Department of Education  
101 Pleasant St.  
Concord, NH 03301  
271-8489