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## Career Cluster:



Hospitality & Tourism cluster encompasses the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services.

## Lewis & Clark Expedition

### Introduction

The next two years in North Dakota promise to be especially exciting times for the tourism and hospitality industry. 2004-2006 marks the two hundred year commemoration of the Lewis and Clark Corps of Discovery expedition. North Dakota is home to two of the “Signature Events” slated nation-wide to mark this occasion.

### Warm-Up Activity

Direct the students to share with a partner their family plans of how they will participate in the North Dakota events commemorating the Lewis and Clark expedition. Ask students to suggest ways that your school might stage an event to mark this occasion sometime during 2004-2006.

Have the students define “tourism” and “hospitality” in their own terms. Select a few students to share their experiences in impromptu, short speeches in front of the class about their personal experiences of being tourists and giving or receiving hospitality.

### Procedure

Using the lesson plans at [Lewis & Clark - U.S. History lesson plan \(grades 6-8\) - DiscoverySchool.com](http://www.discoveryschool.com) create small groups in your classroom to be responsible for as many of the activities as you find useful on this website. In addition to the activities in this site, you may also ask students to keep journals as they live out their lives over the next two years. A reunion could be planned for the sharing of some of the discoveries the students may make on any tours that they participate in during that time frame. Students

could also explore the growing business of ecotourism and draw up business plans to develop an ecotour of their own in their local community. Draw up a bibliography for students to access that contains books and accounts of the Native Americans as they first encountered the Lewis and Clark expedition. Have students visit the [www.northdakotahasjobs.com](http://www.northdakotahasjobs.com) site. (By clicking on “For job Seekers” and then “Find Jobs in North Dakota by Employer”, students will view the logos for various employers in North Dakota.) Students will develop a business card that could have been distributed by the participants of the Corps of Discovery. If possible, invite members of local Native American tribes to come to your class to share their points of view about the Corps of Discovery.

Direct students to visit [North Dakota — Travel Guide](#) for information to share with their parents and other community members. Also visit the North Dakota job site <http://www.northdakotahasjobs.com> to see what effect this event will have on the state’s job market and employment opportunities.

Students can visit [www.careerclusters.org](http://www.careerclusters.org) for information on preparing themselves to find careers in the tourism and hospitality industry.

### **Assessment**

There are assessments available from a wide variety of sources for the material covered about Lewis and Clark including this site:

<http://www.usgs.gov/features/lewisandclark/ChildrenWebSites.html>

### **Standards**

These activities meet a number of North Dakota Social Studies Standards, including:

- Standard 1: Nature and Scope of History;
- Standard 4: Social Studies Resources; and
- Standard 7: Culture

### **Time Frame**

This lesson will take approximately three class periods.

### **Resources**

Career Clusters -- [www.careerclusters.org](http://www.careerclusters.org)

Lewis & Clark - U.S. History lesson plan (grades 6-8) - DiscoverySchool.com –

<http://school.discovery.com/lessonplans/programs/lewisclark/>

North Dakota Tourism Travel Guide -- [www.ndtourism.com/TravelGuide/](http://www.ndtourism.com/TravelGuide/)

North Dakota Has Jobs – [www.northdakotahasjobs.com](http://www.northdakotahasjobs.com)

US Geological Survey -

<http://www.usgs.gov/features/lewisandclark/ChildrenWebSites.html>

The Cluster/Pathway Model for Hospitality & Tourism outlines the pathways and occupations as well as the related cluster knowledge and skills. This model can be located by clicking on Career Clusters at [www.imaginend.com](http://www.imaginend.com).

## Career Cluster: Hospitality & Tourism

*Hospitality & Tourism encompasses the management, marketing and operations of restaurants and other foodservices, lodging, attractions, recreation events and travel related services.*

<b>Sample Career Specialties/Occupations</b>	<p>General Manager, •Food &amp; Beverage Manager•Kitchen Manager•Catering &amp; Banquets Manager•Service Manager• Maitre' d•</p> <p>Restaurant Owner•Baker•Brewer•Caterer•</p> <p>Executive Chef•Cook•Pastry &amp; Specialty Chef• Bartender•Restaurant Server•Banquet Server•Cocktail Server•Banquet Set-Up Employee•Bus Person•Room Service Attendant•Kitchen Steward•Counter Server•Wine Steward•Host</p>	<p>Front Office Manager•Executive Housekeeper•Director of Sales &amp; Marketing•Chief Engineer•Director of Human Resources•Rooms Division Manager•Director of Security•Controller•Food &amp; Beverage Director•Resident Manager•Director of Operations•General Manager•Regional Manager•Quality Assurance Manager•Corporate Management•Lodging Management•Owner/Franchisee</p> <p>Administrative Support•Uniformed Services Support•Communications Supervisor•Front Desk Supervisor•Reservations Supervisor•Laundry Supervisor•Room Supervisor•Bell Captain•Shift Supervisor•Sales Professional•Night Auditor•</p> <p>Front Desk Employee•Valet Attendant•Bell Attendant•Door Attendant•Concierge•PBX Operator•Reservationist•Guestroom Attendant•Public Space Cleaner•Laundry Attendant•House Person•Maintenance Worker•Van Driver</p>	<p>Executive Director•Assistant Director• Director of Tourism Development•Director of Membership Development•Director of Communications•Director of Visitor Services•Director of Sales•Director of Marketing and Advertising• Director of Volunteer Services•Director of Convention and Visitors Bureau•Market Development Manager•Group Sales Manager•Events Manager• Sales Manager•Destination Manager• Convention Services Manager•Heritage Tourism Developer•Travel Agent (Commercial &amp; Vacation)•Event Planner• Meeting Planner•Special Events Producer•Nature Tourism Coordinator•Tour and Travel Coordinator•Tourism Marketing Specialist•Transportation Specialist• Welcome Center Supervisor•Visitor Center Counselor•Tourism Assistant•Executive Assistant•Tour Guide•Tour Operator• Motor Coach Operator•Tour and Ticket Reservationist• Interpreter</p>	<p>Club Manager•Club Assistant Manager•Club Instructor•Club Equipment &amp; Facility Maintenance •Club Scheduler•Club Event Planner•Club Membership Developer•Parks &amp; Gardens Director•Parks &amp; Gardens Activity Coordinator•Parks &amp; Gardens Access Management•Parks &amp; Gardens Safety &amp; Security•Parks &amp; Garden Ranger•Resort Trainer•Resort Instructor•Resort Equipment Maintenance•Resort Scheduler•Gaming &amp; Casino Manager•Gaming &amp; Casino Supervisor•Gaming &amp; Casino Dealer•Gaming &amp; Casino Slot Supervisor and Maintenance•Gaming &amp; Casino Security &amp; Safety•Fairs/Festival Event Planner•Fairs/Festival Set up Supervisor•Fairs/Festival Facility Manager•Fairs/Festival Promotional Developer•Theme Parks/Amusement Parks Resale Department Manager•Theme Parks/Amusement Parks Area Retail Manager•Theme Parks/Amusement Parks Area Ride Operations Manager•Theme Parks/Amusement Parks Group Events Manager•Family Centers Manager•Family Centers Equipment Operator/Maintenance•Historical /Cultural/Architectural Ecological Industrial Sites Guides/Ranger•Historical/Cultural/Architectural Ecological Industrial Sites Exhibit Developer•Museums/Zoos/Aquariums Docent•Museum/Zoos/Aquariums Animal Trainer and Handler•Museums/Zoos/Aquariums Exhibit Developer</p>
<b>Pathways</b>	<b>Restaurants and Food/Beverage Services</b>	<b>Lodging</b>	<b>Travel &amp; Tourism</b>	<b>Recreation, Amusements &amp; Attractions</b>
<b>Cluster K&amp;S</b>	<p><b>Cluster knowledge and skills</b></p> <p style="text-align: center;">♦ Academic Foundations ♦ Communications ♦ Problem Solving and Critical Thinking ♦ Information Technology Applications ♦ Systems ♦ Safety, Health and Environmental ♦ Leadership and Teamwork ♦ Ethics and Legal Responsibilities ♦ Employability and Career Development ♦ Technical Skills</p>			