



Hospitality and Tourism Visioning Forum
Southeast Community College, Conference Room U, 8800 O Street, Lincoln
November 15, 2011



The group members introduced themselves and Erika Volker provided an overview of career and technical education in Nebraska. Bonnie Sibert and Carol Ringenberg reviewed the current courses and programs of study available and delivered in the state. Seth Derner, facilitator, asked the group, “What stuck with you after the orientation session?” These are the points expressed:

- Event management needs to be included
- Facility management needs to be included
- Arts should be a part of it
- The image needs to change – change perceptions of the industry
- Career education/exposure may or may not define what you’ll do in the next 10 – 30 years of a career
- Careers in this industry require that you start at the bottom and work the way up (Pay your dues)
- Understand the Battelle study is important – seeing the relevance of the economic impact in the state
- These are stepping stone jobs
- Hospitality and Tourism is the third economic driver in the state
- The Nebraska State Fair has increased student enrollment in my high school classes
- Specializations within industries may not have career ladders (example IT work experience as an Executive Director)
- Trends – Management areas high growth
- Fundraising and non-profit management are important to the industry

The participants were divided into three random, but equally represented groups. The first activity was to listen to the business and industry perspective of the needs that they see and then to hear from the high school and postsecondary faculty of the opportunities that are currently available in schools around the state. These are the report outs from each of the groups.

Group A

Future of Hospitality and Tourism Careers in Nebraska?	What is offered at Secondary and Postsecondary for Hospitality and Tourism education in Nebraska?
Convention/Events/Meetings increasing • Cultural Tourism •Eco/Sustainable • Experiential •Entrepreneurship •Nebraska vs. United States and beyond •Create a Vision and Focus for Nebraska •Technology – Social media, Ordering, Booking, data collection and research •Realism •Customer Service •Basic Business understanding – marketing, management, entrepreneurship •Culinary – locally sustainability •Value Driven • Understating entire state	Student attendance at professional industry • Healthy Kids Summit •Marketing/DECA• FCCLA• ProStart – ServSafe •Skills USA •High School of Business •Tech Prep •Intro to Hospitality and Hotel and Lodging •Event Management Certification •Business Administration •Travel •Sports Entertainment •Entrepreneurship •Academies •Nutrition – Ecotourism

Group B

Future of Hospitality and Tourism Careers in Nebraska?	What is offered at Secondary and Postsecondary for Hospitality and Tourism education in Nebraska?
Entrepreneurship opportunities Central and Western Nebraska •Limited time – lack of internships •Small towns trying to survive • Linking and sharing between small towns •Opportunities expanding around area - lake & restaurants/shops, etc. •Skills are transferable •Non-profit and for-profit working together •Need for business skills and content •Technology/business/communication mixture	Northeast - Certificate that transfers to Metro CC Culinary Arts - No specific Hospitality Program •Lincoln Public Schools – 9 – 12 business opportunities – core clusters, marketing, management, entrepreneurship• Family Consumer Sciences – Pro Start, nutrition, knife skills •Lincoln Public Schools and Omaha Public Schools – food preparation skills, dual enrollment – articulation

of skills •Restaurants have the opportunity to grow – expected 15% growth in the next 10 years •Transportation needs to be developed in rural areas •Understanding key terms “non-profits” •The industry wants to have food scientists who know how to cook – culinology program need	•ServSafe Certification •Community Colleges – event management (Business, planning, marketing, sponsorship, risk management, non-profit, fund raising) • UNL – Minor in leadership business college – non-business minor • Secondary – hotel, restaurant, culinary •UNL – Culinology – understanding science and culinary arts •Online hotel •On campus restaurant •Articulation with high schools UNL – 4 years Hospitality, nutrition or ALEC, high growth, event, need faculty •Masters Degree!!!
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Group C

Future of Hospitality and Tourism Careers in Nebraska?	What is offered at Secondary and postsecondary for Hospitality and Tourism education in Nebraska?
Customer service (mandatory, sense of entitlement) •Take away their sense of entitlement •Event Planning in Nebraska and Internationally •Market our state - hospitable nature •Clear definition of hospitality Want to make industry “sexy” •Change Image of industry – start at bottom, define steps and show pathway •Look for employee – personality, background, be above average, involvement •Eco-Tourism •Hunting •Vineyard Tours •Planting trees in forest •Hiking tour	Kids need math skills •Communication skills: verbal and nonverbal, technical used correctly• Marketing •Everyday Living courses: health and wellness, relationships, grieving and self esteem •Culinary Classes – Sports Entertainment •Event Menu Operations Management •Leadership in Career Students Organization – DECA, FBLA, FCCLA, FEA, FFA, SkillsUSA, HOSA.

The participants regrouped for a large group conversation to answer the following question (in bold):

What themes or questions have emerged as a result of hearing about the Future of Hospitality and Tourism?

- Include those careers to be a grant writer or fundraiser that are related to hospitality and tourism
- Motto: “Business with a Focus “
- Opportunity for Entrepreneurship in this career cluster
- Be a destination for a corporate retreat (boards, CEO’s etc.)
- Taking information from UNL – lots of the larger companies require employees have a Masters degree (figure out what path students take)
- Students need to have a sense of patience and understand that there is a sense of reality
- It is a business - basic business skills are essential to the success of this industry
- Competition is good to bring the quality of everyone up
- Every business has the ability to be international – you could be appealing to everyone in the world
- Would like to change the name of Hospitality to some other word that is more welcoming and inviting to future employees and parents

Before the group broke for lunch, Seth asked the group three guiding questions:

1. Is there an economic need in creating a high school program of study in hospitality and tourism?
2. Is it feasible?
3. Does it increase the opportunity for students? Are they going to have a better chance to get a high skill, high wage, and high demand jobs?

Couple of questions and assumptions to ponder over lunch:

1. Culinary focused Program of Study (for schools that can make the investment)
 - a. If so what is the right name?
 - b. What are the key knowledge, skills and experience?
 - c. What is alignment to postsecondary?
2. Cluster – Based Program of Study (to make a Program of Study feasible for board collection of schools)

- a. What combination of existing courses is appropriate?
- b. Need for a new course?
- c. What is alignment to postsecondary?

After lunch the groups had an opportunity to synthesize their thoughts. These are the courses suggested for:

1. Hospitality and Tourism (Cluster level),
2. Culinary Arts and,
3. Hospitality and Tourism (Pathway level) – starting with college-level *Introduction to Hospitality and Tourism*

Course Sequence Suggestions

	Group A	Group B	Group C
Hospitality and Tourism (Cluster Level)	Customer Service National Restaurant Association (certification); Food and Nutrition for Restaurants (later sequence of culinary); Entrepreneurship; Diversity; Management; Accounting; Marketing Intro to Hospitality and Tourism Orientation College courses: SCC - FST 1406 and UNL - HRTL: 171	Intro to business Intro to Hospitality and Tourism Marketing, or Management or Entrepreneurship	Marketing, Management Intro to Hospitality and Tourism (dual credit)
Hospitality and Tourism (Pathway Level)		Intro to Hospitality and Tourism Entrepreneurship Management and Leadership OR Accounting	Intro to Hospitality and Tourism Lodging/Hotel/B & B/Venue Management Sports Entertainment/Events
Culinary Arts			

After a large group discussion the participants were invited to work on the subject area they were most passionate about to identify the program of study topics and skills to be covered in the two defined programs of study: A Cluster-Level Hospitality and Tourism and Culinary Arts.

Final Programs of Study developed for Hospitality and Tourism

Program of Study	Hospitality and Tourism Cluster Level Courses <ul style="list-style-type: none"> • Intro to Business (currently available) • Intro to Marketing (currently available) • Intro to Management (currently available) • Intro to Entrepreneurship (currently available) • Intro to Hospitality and Tourism (to be articulated with CC's statewide) 	Culinary Arts Foods 1 & 2 to include: <ul style="list-style-type: none"> • Food Prep Skills • Safety and Sanitation • Nutrition and wellness <p style="text-align: center;">OR</p> ProStart National Curriculum and Coursework
Competencies to be addressed	Intro to Hospitality and Tourism <ul style="list-style-type: none"> • Industry Defined • Economic Impact • Career Awareness • Geography • Legal Status (non-profit vs. for-profit) • Professional Associations Promotions <ul style="list-style-type: none"> • Marketing and Sales • Trends • Targets • Fundraising • Social Responsibility Customer Service <ul style="list-style-type: none"> • Professionalism • Ethical Responsibility Hospitality Law <ul style="list-style-type: none"> • Risk Management • Safety and Security Operations <ul style="list-style-type: none"> • Financial Management • Project Management • Leadership • Systems • Technology 	Intro to Culinary: vegetables, salads, baking, meat (protein) starch, overview of FDSV Careers, becoming a culinary professional, dining, food service management, standards, regulations & laws, Safety and Sanitation, HACCP, Equipment and Technical, knife skills, culinary nutrition, creating a menu, standardized recipe, cost control, cooking technique, seasonings, breakfast, great manager, hot and cold sandwiches, stock and sauces, soup and apps

Metropolitan Community College (MCC) works with Millard Public Schools Horizon's Academy Program and Omaha Public School's Career Center to offer more advanced courses for high school students. NDE and PFI want to continue to encourage the collaboration and course offering; however, for statewide purposes, the above listed courses and ProStart courses will be considered model programs of study for Nebraska. The following are a listing of courses offered in these specialized programs:

- **Millard Public Schools Academy Program** (all courses are available for college credit through MCC): Orientation, Safety and Sanitation, Culinary Math, Culinary Foundations, Vegetables and Starches; Soup Sauces, Business Math, Culinary Spanish, Baking Basics; Pastries, Artisan Breads, and Cakes
- **OPS Career Center:** Safety and Sanitization, Foundations; Baking Basics and Catering