

START

Your hospitality career STARTs here

Skills, Tasks, and Results Training

Global Edition



The Next Generation of Hospitality

START a Career in Lodging on the Right Track!

The START Program, developed by the American Hotel & Lodging Educational Institute (AHLEI), is a curriculum that gives high school students and people re-entering the work force the real-world knowledge and skills needed for a long-term career in the lodging industry.

START provides training for hospitality positions in the rooms and food and beverage divisions of a lodging operation, including front desk, reservations, housekeeping, bell services, restaurant service, banquet setup, and more. Guest service professionalism, and career exploration are other important components of this program.

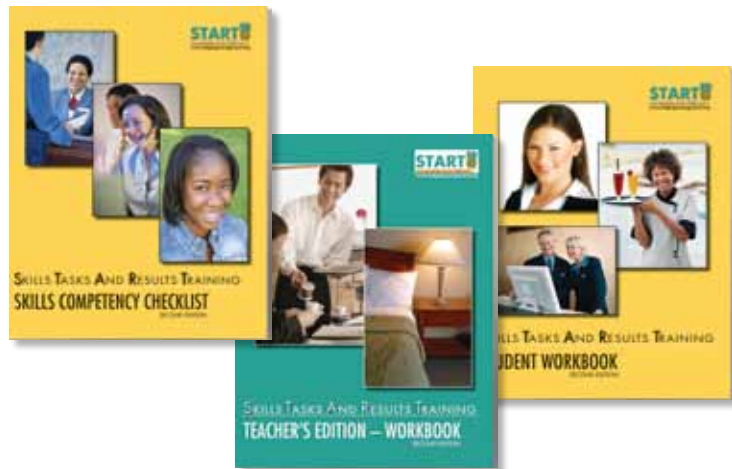
Students who complete the START program and work in a designated hospitality position, can earn line-level certification from the Educational Institute, in addition to a certificate of completion for successfully passing the course and exam.

We can give those you serve a strong new START . . .

Already used successfully by Job Corps, workforce development groups, educational institutions, and community and faith-based organizations, START provides participants with the training, credentials, and contacts they need to move into high-growth jobs in hospitality. START is supported by members of the American Hotel & Lodging Association, a nationwide network of 10,000 hotel owners, operators, and other industry employers.



WORKFORCE



TEXTBOOK CONTENTS

18 chapters

- Sections
 - » Competencies
 - » Task list
 - » Knowledge
 - » Tasks
 - » Questions
- Summary with Key Terms
- Glossary
- Index

Student Workbook Contents

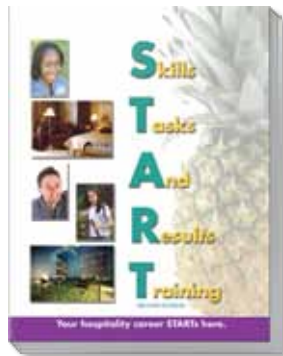
The workbook contains activities for students to use in class or as homework. There will be three activities for each textbook section and will integrate core skills such as reading, writing, technology, and math into the lodging curriculum.

Activity types include:

- Building Your Vocabulary
- Compute This
- Do You Remember?
- Case Studies
- Add it Up
- Write Right
- Putting the Pieces Together

American Hotel & Lodging Educational Institute career education programs provide:

- Competency-based learning that targets the hospitality-specific skills required by today's employers
- Industry-recognized certification for successful graduates
- An extensive network of hospitality associations, hotel companies, and individual properties to connect learners with potential employers



Section 1: Hospitality Orientation

- Chapter 1: Hospitality and Careers
- Chapter 2: Guest Service
- Chapter 3: Professionalism
(appearance, life skills, work habits)
- Chapter 4: Safety and Security

Section 2: Rooms Division

- Chapter 5: Rooms Division Overview
(overview of department and how positions relate to each other)
- Chapter 6: Front Desk Representative
- Chapter 7: Reservationist
- Chapter 8: PBX Operator
- Chapter 9: Bell Services Attendant
- Chapter 10: Guestroom Attendant
- Chapter 11: Maintenance Attendant
- Chapter 12: Laundry Attendant
- Chapter 13: Public Space Cleaner

Section 3: Food and Beverage Division

- Chapter 14: Food and Beverage Division Overview
(overview of department and how positions relate to each other)
- Chapter 15: Restaurant Server
- Chapter 16: Banquet Setup Employee
- Chapter 17: Banquet Server
- Chapter 18: Bus Person

We work in partnership with you to offer skills-based training and job opportunities to:

- Youth
- Adults (including welfare and TANF populations)
- Dislocated workers
- Ex-offenders
- Incumbent workers
- Older workers
- Homeless populations

We offer your clients . . .

- 180 hours of classroom and hands-on instruction covering all aspects of hotel operations
- Skills-based training in 12 line-level hospitality positions
- Instruction in guest service, professionalism, and safety
- Industry-recognized certification upon program completion

Employers Want START Graduates

“I volunteered my property to serve as a training ground for the students in the START program. After working in each of the departments—front office, housekeeping, maintenance, breakfast bar, back office—they had a good understanding of how everything you do in a hotel works together. I'm developing other hotels, and I know that these students have all the skills I'm going to be looking for in prospective employees. As an employer, it's invaluable to me to know that there is a trained workforce ready to fill the openings I'll have.”

Rudy Dabdoub
Owner/Operator
Holiday Inn Express
Nogales, AZ

The hospitality industry—a partner with much to offer

If you serve individuals looking to start a career in a rewarding, high-growth environment with multiple career paths, then take a look at what the hospitality industry has to offer.

Strong benefits

Most hospitality operations offer a full range of benefits, including: Health insurance * Paid vacation * Paid sick time * Retirement savings plans * Performance-based bonuses * Tuition reimbursement * Discounts on lodging, food, and travel

Competitive compensation

Entry-level employees attain consistent increases as they gain skills and experience on the job.

Promotion from within

The hospitality industry invests in its entry-level employees—training, educating, and promoting from within the company.

A wealth of careers

Hospitality is one of the largest, fastest-growing industries in the world, with more than 200 job categories. Line-level employment in the lodging sector is expected to grow between 5 and 14 percent by 2018.* As the industry expands, it offers significant stability and security, as well as the flexibility for workers to learn new roles and choose from various career paths.



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