

Hospitality Management and Marketing

Course Credit	1.0
Grade Levels	9-12
Prerequisites	

Hospitality Management and Marketing emphasizes skills needed for ownership, management, or employment in the growing hospitality and tourism industry. Standards are designed to develop a leadership perspective about social, environmental, economic, legal, human resource, customer relations, and consumer factors impacting the hospitality industry. The course also focuses on the marketing aspect of hospitality and tourism, including sales, promotions, advertising, and public relations.

Foundational standards, shown in the table below, are an important part of every course. Through these standards, students learn and apply safety concepts, explore career opportunities and requirements, practice the skills needed to succeed in the workplace, develop leadership qualities and take advantage of the opportunities afforded by Career and Technical Student Organizations (CTSOs), and learn and practice essential digital literacy skills. The foundational standards are to be incorporated throughout the course.

Each foundational standard completes the stem “*Students will...*”

Foundational Standards

1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.
6. Discuss and demonstrate ways to value diversity.

HOSPITALITY MANAGEMENT AND MARKETING CONTENT STANDARDS

Each content standard completes the stem “*Students will...*”

Operations and Management

1. Develop a marketing plan and sales promotion tool for hospitality and tourism.
 - a. Compare and contrast marketing concepts, advertising, and public relations.
 - b. Summarize the marketing mix, including the five P's (Product, Price, Place, Promotion, People) and the four C's (Client, Cost, Communication, Convenience).
 - c. Identify and describe the steps of a marketing plan.
 - d. Prepare a marketing budget.
2. Gather and share information concerning effective strategies for reaching various niche markets in the hospitality and tourism industry, including corporate, educational, sports, religious, and military groups.
 - a. Analyze sales strategies available for use in the hospitality and tourism industry.
 - b. Investigate the role of convention and visitors bureaus (CVBs) in large cities, and trends in the development of CVBs in smaller towns, neighborhoods, and other areas.
 - c. Compare and contrast the respective needs and wants of business and leisure travelers.
 - d. Identify features and benefits of hotel and airline offerings for both leisure and business travelers.
3. Demonstrate management skills needed to succeed in hospitality and tourism.
 - a. Identify opportunities for leadership within the hospitality and tourism industry and describe how one might prepare for these positions.
 - b. Compare and contrast styles of leadership and management and explain the importance of varying those styles in response to organization and employee needs.
 - c. Research and explain the use of an Individual Development Plan (IDP) in planning professional learning for employees.
4. Research and share information regarding the importance of cost-effective operations in the hospitality and tourism industry.
 - a. Analyze effects of seasonality and generate ideas to offset seasonality in hospitality and tourism operations.
 - b. Explain the importance of negotiating contracts and working within a budget for a department or an organization.
 - c. Explain the importance of cost control in the hospitality and tourism industry.
 - d. Identify the tax responsibilities managed by hospitality and tourism leaders.

**Customer
and
Human
Resource
Management**

5. Describe the necessity for strong customer service skills and explain the importance of guest services in the hospitality and tourism industry.
 - a. Describe skills, traits, and behaviors needed to offer top-quality guest services and build positive relationships with customers and clients.
 - b. Demonstrate proper workplace etiquette for listening, speaking, and writing.
 - c. Explain how social media are used in tourism and hospitality and the importance of providing timely responses to guests' feedback.

6. Identify and describe the essential functions of human resources in the hospitality and tourism industry.
 - a. Explain the importance of recruiting, selecting, training, and retaining high-quality employees in the hospitality and tourism industry.
 - b. Deal effectively and ethically with workplace issues.
Examples: maintaining confidentiality with business matters, performing job functions
 - c. Demonstrate the ability to use problem-solving, decision-making, and critical thinking strategies when dealing with customer service, co-workers, and vendors.
Examples: resolving complaints or disputes, negotiations

7. Identify techniques and strategies to build an effective sales team.
 - a. Explain the principles and components of supply and demand in relation to the hospitality and tourism industry.
 - b. Identify effective sales techniques.
Examples: steps in sales process, cross-selling, upselling, alternative options
 - c. Explain how customers' needs and perceptions of the hospitality and tourism industry affect their choices.
 - d. Outline an effective sales presentation, including a feature-benefit analysis and plans for promoting products and services through a variety of channels.
 - e. Explain the importance of promoting products and services using publicity, public relations, community events, advertising, and the Internet.

Legal Issues

8. Identify laws and regulations that affect the hospitality and tourism industry.
 - a. Identify the employment laws that impact the hospitality and tourism industry, and describe the role of human resources managers in applying these laws.
 - b. Discuss state and federal labor laws regulating the workplace.
Examples: child labor laws, sexual harassment prohibitions, EEOC, ADA, FMLA, OSHA
 - c. Summarize OSHA requirements that apply to hospitality and tourism settings.

Ethical Issues and Trends

9. Research and share information on current and emerging trends in the hospitality and tourism industry.
 - a. Analyze tourism challenges at the local, state, and national levels.
 - b. Identify marketing trends that may influence marketing practices in the hospitality and tourism industry.
 - c. Cite marketing challenges and identify ways to respond to their potential occurrence.
Example: shifts or changes in travel trends
 - d. Identify new tourism markets and trends that are developing around the world.
10. Research and share information on ethical and global issues in the hospitality and tourism industry.
 - a. Describe how managers can lead employees to meet the needs of global guest audiences.
Examples: discuss challenges and opportunities in welcoming people from diverse cultures, model inclusive behavior, respect diversity
 - b. Explain the concept of social responsibility, and describe examples of how hospitality and tourism companies are including corporate social responsibility initiatives in their organizations.
 - c. List issues related to personal and business ethics.
Examples: theft, pilfering, unauthorized discounting
11. Demonstrate an understanding of current conservation and sustainable practices in the hospitality and tourism industry.
 - a. Describe the benefits of sustainable practices and the role hospitality and tourism managers play in implementing them.
 - b. Identify green practices that can be initiated and implemented by the front of the house staff.
 - c. Explain the benefits of using sustainable building materials.
 - d. Identify ways the facilities management team can reduce a property's carbon footprint.

Technology

12. Summarize the value and uses of technology for hospitality and tourism marketing.
 - a. Research trends in the use of computers and software for travel reservations.
 - b. Evaluate security issues faced by hospitality and tourism professionals.

Examples: hacking, viruses
 - c. Contrast the value-added services offered by a travel consultant with those provided by an online travel agency (OTA).
 - d. Compare and contrast the use of various social media channels in the hospitality and tourism industry, examining the culture, purpose, and target audience of each.