

PROGRAM CONCENTRATION: Marketing, Sales & Service
CAREER PATHWAY: Travel Marketing & Lodging Management
COURSE TITLE: Hospitality & Tourism Management

COURSE DESCRIPTION: This course will focus on the leadership and supervision of employees in the travel, tourism, and hospitality industries as well as the management of operations in this industry. The course emphasizes the application of management level decision-making skills in hotel/lodging, human resources, food and beverage, and travel/tourism operations. The course will allow students to investigate trends, technology, and customs in the hospitality industry while focusing on the development of customer service skills. This course is intended to be a second-level course in the Travel Marketing & Lodging Management Pathway.

Competencies for the co-curricular student organization “DECA, An Association of Marketing Students” are integral components of both core employability skill standards and the technical skills standards, and DECA activities should be incorporated throughout the instructional strategies developed for the course.

*(Special Note: For the readers benefit, **travel** includes travel agents and modes of transportation, **hospitality** includes lodging, food, and beverage, and **tourism** is a broad term relating to the overall industry.)*

OVERVIEW OF THE SIGNIFICANCE OF HOSPITALITY, TRAVEL, AND TOURISM MARKETING

Students will review the elements of the hospitality, travel, and tourism industries through a study of the impact of these industries on social, environmental, economic, and consumer factors.

MKT-HTM-1. Students will draw conclusions about the social, environmental, economic, and consumer factors that impact the tourism and hospitality industry.

- a. Identify different types of travelers and cite reasons why people travel.
- b. Describe major components of the hospitality, travel, and tourism industries.
- c. Explain the concept of seasonality in the hospitality, travel, and tourism industries.
- d. Predict the economic impact of the hospitality and tourism industry on a city, a state, and a nation.
- e. Determine the economic interdependencies between the hotel/lodging component and the travel/tourism component of the hospitality industry.
- f. Determine the cultural, social, and economic impact of the hospitality industry on our society.

Academic Standards:

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SSEF6 The student will explain how productivity, economic growth and future standards of living are influenced by investment in factories, machinery, new technology and the health, education and training of people.

SSEF4 The student will compare and contrast different economic systems and explain how they answer the three basic economic questions of what to produce, how to produce, and for whom to produce.

THE IMPACT OF INTERNATIONAL HOSPITALITY, TRAVEL, AND TOURISM

Students will investigate the influence hospitality, travel, and tourism have on international markets.

MKT-HTM-2. Students will investigate the international hospitality market based on legal guidelines, customs, and current trends associated with travel abroad.

- a. Evaluate the importance of cultural differences that impact international travel.
- b. Determine the special events, celebrations, and other activities that affect the international hospitality industry.
- c. Assess the impact of cultural attractions on the international economy.
- d. Discover the safety and security concerns involved in international travel.
- e. Propose effective promotional measures to attract international travelers to cultural activities/events.
- f. Determine all needed travel documents such as passports, visas, etc. which are associated with international travel.
- g. Compare various career opportunities in the international travel arena including cruise line, airline, meeting planning, and tour companies.

Academic Standards:

SSWG2 The student will explain the cultural aspects of geography.

ELA9RC3 The student acquires new vocabulary in each content area and uses it correctly.

SSEIN1 The student will explain why individuals, businesses, and governments trade goods and services.

SSEIN2 The student will explain why countries sometimes erect trade barriers and sometimes advocate free trade.

HOSPITALITY MANAGEMENT

Students will assess management and human relations skills needed for employees to successfully perform duties and handle functions (service levels, advanced training, strategic management decisions, human resources decisions, etc.) in the hospitality industry.

MKT-STM-3. Students will determine the leadership and management skills needed by upwardly mobile employees in successful hotel/lodging facilities.

- a. Determine the business and marketing skills needed for a successful career in hotel/lodging facilities.
- b. Develop the social and leadership skills needed for a successful career in the hotel/lodging industry.
- c. Identify training opportunities in lodging which focus on the importance of customer service.
- d. Distinguish between management and leadership in the hotel/lodging industry.

Academic Standards:

ELA9RC4 The student establishes a context for information acquired by reading across subject areas.

SSEF2 The student will give examples of how rational decision making entails comparing the marginal benefits and the marginal costs of an action.

MKT-STM-4. Students will investigate the importance of marketing principles to effective management and leadership in the hospitality industry.

- a. Evaluate current marketing strategies for top companies in the hospitality, travel, and tourism industries.
- b. Compose appropriate marketing strategies for hospitality organizations emphasizing product differentiation, target marketing, and SWOT.
- c. Create a marketing plan for a business in the hospitality industry.
- d. Determine the impact of return on investment calculations based on marketing decisions in the hospitality industry.

Academic Standards:

SSEMI2 The student will explain how the Law of Demand, the Law of Supply, prices and profits work to determine production and distribution in a market economy.

SSEMI3 The student will explain how markets, prices and competition influence economic behavior.

MKT-STM-5. Students will analyze the control systems used in food and beverage operations in the hospitality industry.

- a. Examine the components of an effective food and beverage operation (purchasing, receiving, storage, issuing, prep, and the serving of food and beverages).
- b. Determine the importance of profit and loss statements in a food and beverage operation.
- c. Analyze revenue expenses, uncontrollable costs, and profit and loss statements to determine overall profitability in a food and beverage operation.

- d. Explain the importance of cost control in the hotel/lodging industry.

Academic Standards:

MA1D1 Students will determine the number of outcomes related to a given event.

MM1D3 Students will relate samples to a population.

MM3D3 Students will understand the differences between experimental and observational studies by posing questions and collecting, analyzing, and interpreting data.

MKT-HTM-6. Students will explore the essential functions of human resources in the hospitality industry.

- a. Identify the essential functions of the human resources department in the hospitality industry.
- b. Understand the role of human resources in employment law and the legal responsibilities of the employer in the hospitality industry.
- c. Discuss the importance of selecting, recruiting, training, and maintaining quality employees in the hospitality industry.
- d. Analyze changing human resource trends as they relate to recruiting, training, and motivating of employees in the hospitality industry.

Academic Standards:

SSEF6 The student will explain how productivity, economic growth and future standards of living are influenced by investment in factories, machinery, new technology and the health, education and training of people.

ELA12C1 The student demonstrates understanding and control of the rules of the English language, realizing that usage involves the appropriate application of conventions and grammar in both written and spoken formats.

ELA12W4 The student practices both timed and process writing and, when applicable, uses the writing process to develop, revise, and evaluate writing.

MKT-HTM-7. Students will evaluate event and convention opportunities in the hospitality industry.

- a. Distinguish between and judge the effectiveness of key industry terms including: meetings, seminars, workshops, conferences, conventions, trade shows, etc.
- b. Assess the cost effectiveness and profitability of amenities offered by meeting facilities.
- c. Distinguish between types of meeting planners (corporate, association, and independent).
- d. Analyze the types of jobs available in convention/meeting planning.
- e. Categorize the variety of suppliers needed by meeting planners (hotels,

- convention facilities, and catering companies).
- f. Understand the importance of negotiating contracts and working within a budget.
 - g. Assess the skills needed to manage an event.

Academic Standards:

ELA9C1 The student demonstrates understanding and control of the rules of the English language, realizing that usage involves the appropriate application of conventions and grammar in both written and spoken formats.

SSEMI3 The student will explain how markets, prices and competition influence economic behavior.

MKT-HTM-8. Students will interpret the overall importance of sales and the management of sales activities in the hospitality industry.

- a. Distinguish between and draw conclusions about selling a service and selling a product in the hospitality industry.
- b. Analyze sales strategies available for use in the hospitality industry.
- c. Research sales career opportunities in the hospitality industry.
- d. Create a profile of a successful sales professional in the hospitality industry by including information about technical and social skills and experience.
- e. Demonstrate selling skills necessary for success in the hospitality industry (product knowledge, relationship skills, overcoming objections, and closing the sale).

Academic Standards:

ELA9C1 The student demonstrates understanding and control of the rules of the English language, realizing that usage involves the appropriate application of conventions and grammar in both written and spoken formats.

ELA9LSV1 The student participates in student-to-teacher, student-to-student, and group verbal interactions.

ELA9RC2 The student participates in discussions related to curricular learning in all subject areas.

SSEMI3 The student will explain how markets, prices and competition influence economic behavior.

MKT-HTM-9. Students will demonstrate knowledge of legal and liability issues in order to process and evaluate appropriate responses in the hospitality industry.

- a. Investigate laws affecting businesses operating in the hospitality industry.
- b. Examine the various types of written, oral, and implied contracts in the hospitality industry.
- c. Exhibit knowledge of regulations and licensing in the hospitality industry.

- d. Estimate the cost of litigation in the hospitality industry.
- e. Determine the impact that training and communications have on the prevention of lawsuits in the hospitality industry.
- f. Demonstrate the appropriate responses when handling customer issues in the hospitality industry.

Academic Standards:

MA1P1 Students will solve problems (using appropriate technology).

SSEIN1 The student will explain why individuals, businesses, and governments trade goods and services.

SSEPF5 The student will describe how insurance and other risk-management strategies protect against financial loss.

TOURISM MANAGEMENT

Students will assess management and human relations skills needed for employees to successfully perform duties and handle functions (service levels, advanced training, strategic management decisions, human resources decisions, etc.) in the tourism industry.

MKT-HTM-10. Students will determine current and emerging trends in the tourism industry.

- a. Analyze tourism challenges at the local and national levels.
- b. Discuss the new tourism markets that are developing around the world.
- c. Interpret current and future hotel development strategies.
- d. Draw conclusions about the competitive nature of hospitality at local, state, and national levels.
- e. Research recent tourism-related topics that have appeared in the news and make inferences about how they affect the industry.
- f. Analyze the impact of current events in the hospitality industry.

Academic Standards:

SSEF4 The student will compare and contrast different economic systems, and explain how they answer the three basic economic questions of what to produce, how to produce and for whom to produce.

SSEMI3 The student will explain how markets, prices, and competition influence economic behavior.

ELA12W1 The student produces writing that establishes an appropriate organizational structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.

MKT-HTM-11. Students will assess the importance of membership in professional organizations and associations representative of the hospitality industry.

- a. Identify top associations and organizations in the hospitality industry.
- b. Examine the various benefits a member receives from a professional association/organization in the hospitality industry (meetings, conventions, tradeshow, and educational opportunities).
- c. Determine types of careers and /or volunteer opportunities offered within an association/organization within the hospitality industry.
- d. Analyze the marketing vehicles that can be used to obtain new members for associations/organizations in the hospitality industry.
- e. Categorize the major associations in the hospitality industry by national, regional, and local levels.

Academic Standards:

SSEIN1 The student will explain why individuals, businesses, and governments trade goods and services.

ELA12LSV1 The student participates in student-to-teacher, student-to-student, and group verbal interactions.

ELA12LSV2 The student formulates reasoned judgments about written and oral communication in various media genres. The student delivers focused, coherent, and polished presentations that convey a clear and distinct perspective, demonstrate solid reasoning, and combine traditional rhetorical strategies of narration, exposition, persuasion, and description.

TECHNOLOGY IN THE HOSPITALITY AND TRAVEL INDUSTRY

Students will evaluate various uses of current technology in the hospitality and travel industry.

MKT-HTM-12. Students will examine the elements of technology used in the hospitality industry.

- a. Research trends in the use of computers and software for travel reservations.
- b. Analyze major uses, costs, and effects of the Internet on travel reservations.
- c. Contrast the value-added services offered by a travel consultant vs. an online service.
- d. Assess possible career paths requiring the knowledge of computers in travel and tourism.
- e. Research the advantages and disadvantages of marketing on the Internet (i.e., hosting of blogs on Websites: www.tripadvisor.com).
- f. Evaluate security issues (e.g., firewalls, hacking, viruses, e-commerce).
- g. Critique hotel websites and identify retail products being marketed (examples: robes, towels, and mattresses).

Academic Standards:

MA1P1. Students will solve problems (using appropriate technology).

SSEF6 The student will explain how productivity, economic growth and future standards of living are influenced by investment in factories, machinery, new technology and the health, education and training of people.

MA1P4. Students will make connections among mathematical ideas and to other disciplines.

Reading Across the Curriculum

Reading Standard Comment

After the elementary years, students engage in reading for learning. This process sweeps across all disciplinary domains, extending even to the area of personal learning. Students encounter a variety of informational as well as fictional texts, and they experience text in all genres and modes of discourse. In the study of various disciplines of learning (language arts, mathematics, science, social studies), students must learn through reading the communities of discourse of each of those disciplines. Each subject has its own specific vocabulary, and for students to excel in all subjects, they must learn the specific vocabulary of those subject areas in *context*.

Beginning with the middle grades years, students begin to self-select reading materials based on personal interests established through classroom learning. Students become curious about science, mathematics, history, and literature as they form contexts for those subjects related to their personal and classroom experiences. As students explore academic areas through reading, they develop favorite subjects and become confident in their verbal discourse about those subjects.

Reading across curriculum content develops both academic and personal interests in students. As students read, they develop both content and contextual vocabulary. They also build good habits for reading, researching, and learning. The Reading Across the Curriculum standard focuses on the academic and personal skills students acquire as they read in all areas of learning.

CTAE-RC-1 Students will enhance reading in all curriculum areas by:

Reading in All Curriculum Areas

- Read a minimum of 25 grade-level appropriate books per year from a variety of subject disciplines and participate in discussions related to curricular learning in all areas.
- Read both informational and fictional texts in a variety of genres and modes of discourse.
- Read technical texts related to various subject areas.

Discussing Books

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- Discuss messages and themes from books in all subject areas.
- Respond to a variety of texts in multiple modes of discourse.
- Relate messages and themes from one subject area to messages and themes in another area.
- Evaluate the merit of texts in every subject discipline.
- Examine author's purpose in writing.
- Recognize the features of disciplinary texts.

Building Vocabulary Knowledge

- Demonstrate an understanding of contextual vocabulary in various subjects.
- Use content vocabulary in writing and speaking.
- Explore understanding of new words found in subject area texts.

Establishing Context

- Explore life experiences related to subject area content.
- Discuss in both writing and speaking how certain words are subject area related.
- Determine strategies for finding content and contextual meaning for unknown words.

CTAE Foundation Skills

The Foundation Skills for Career, Technical and Agricultural Education (CTAE) are critical competencies that students pursuing any career pathway should exhibit in order to be to be successful. As core standards for all career pathways in all program concentrations, these skills link career, technical and agricultural education to the state's academic performance standards.

The CTAE Foundation Skills are aligned to the foundation of the U. S. Department of Education's 16 Career Clusters. Endorsed by the National Career Technical Education Foundation (NCTEF) and the National Association of State Directors of Career Technical Education Consortium (NASDCTEC), the foundation skills were developed from an analysis of all pathways in the sixteen occupational areas. These standards were identified and validated by a national advisory group of employers, secondary and postsecondary educators, labor associations, and other stakeholders. The Knowledge and Skills provide learners a broad foundation for managing lifelong learning and career transitions in a rapidly changing economy.

CTAE-FS-1 Technical Skills: Learners achieve technical content skills necessary to pursue the full range of careers for all pathways in the program concentration.

CTAE-FS-2 Academic Foundations: Learners achieve state academic standards at or above grade level.

CTAE-FS-3 Communications: Learners use various communication skills in expressing and interpreting information.

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CTAE-FS-4 Problem Solving and Critical Thinking: Learners define and solve problems, and use problem-solving and improvement methods and tools.

CTAE-FS-5 Information Technology Applications: Learners use multiple information technology devices to access, organize, process, transmit, and communicate information.

CTAE-FS-6 Systems: Learners understand a variety of organizational structures and functions.

CTAE-FS-7 Safety, Health and Environment: Learners employ safety, health and environmental management systems in corporations and comprehend their importance to organizational performance and regulatory compliance.

CTAE-FS-8 Leadership and Teamwork: Learners apply leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.

CTAE-FS-9 Ethics and Legal Responsibilities: Learners commit to work ethics, behavior, and legal responsibilities in the workplace.

CTAE-FS-10 Career Development: Learners plan and manage academic-career plans and employment relations.

CTAE-FS-11 Entrepreneurship: Learners demonstrate understanding of concepts, processes, and behaviors associated with successful entrepreneurial performance.

**Marketing, Sales, and Service
National Cluster Knowledge and Skill Standards
Hospitality and Tourism Marketing**

<p align="center">National Standard (National Business Education Curriculum Standards/NBECS)</p>	<p align="center">Hospitality and Tourism Marketing</p>
<p>Academic Foundations</p> <p>Performance Element: Understand economic indicators to recognize economic trends and conditions.</p>	<p>MKT-HTM-1 Students will draw conclusions about the social, environmental, economic, and consumer factors that impact the tourism and hospitality industry.</p>
<p>Academic Foundations</p> <p>Performance Element: Understand the nature of business to its contribution to society.</p> <p>Performance Element: Discuss the global environment in which businesses operate.</p>	<p>MKT-HTM-2 Students will investigate the international hospitality market based on legal guidelines, customs, and current trends associated with travel abroad.</p>
<p>Business Administration Core</p> <p>Performance Element: Employ leadership skills to achieve workplace objectives.</p>	<p>MKT-HTM-3 Students will determine the leadership and management skills needed by upwardly mobile employees in successful hotel/lodging facilities.</p>
<p>Marketing Information Management</p> <p>Performance Element: Employ marketing information to develop a marketing plan.</p> <p>Performance Element: Assess marketing plans to improve on marketing return on investment (MROI)</p>	<p>MKT-HTM-4 Students will investigate the importance of marketing principles to effective management and leadership in the hospitality industry.</p>
<p>Product/Service Management</p> <p>Performance Element: Position products/services to acquire desired business image.</p> <p>Performance Element: Employ product-mix strategies to meet customer expectations</p>	<p>MKT-HTM-5 Students will analyze the control systems used in food and beverage operations in the hospitality industry.</p>

<p>Human Resources Management</p> <p>Performance Element: Understands the tools techniques, and systems that businesses use to plan, staff, lead, and organize its human resources</p>	<p>MKT-HTM-6 Students will explore the essential functions of human resources in the hospitality industry.</p>
<p>Selling</p> <p>Performance Element: Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities</p>	<p>MKT-HTM-7 Students will evaluate event and convention opportunities in the hospitality industry.</p>
<p>Selling</p> <p>Performance Element: Understand the concepts and actions needed to determine clients needs and wants and respond through planned, personalized</p>	<p>MKT-HTM-8 Students will interpret the overall importance of sales and the management of sales activities in the hospitality industry.</p>
<p>Business Law</p> <p>Performance Element: Understands business's responsibility to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions</p>	<p>MKT-HTM-9 Students will demonstrate knowledge of legal and liability issues in order to process and evaluate appropriate responses in the hospitality industry.</p>
<p>Marketing-Information Management</p> <p>Performance Element: Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making.</p> <p>Performance Element: Identify emerging trends for use in selling</p>	<p>MKT-HTM-10 Students will determine current and emerging trends in the tourism industry.</p>

<p>Technical Skills</p> <p>Performance Element: Understand the use of public-relations activities to communicate with targeted audiences.</p>	<p>MKT-HTM-11 Students will assess the importance of membership in professional organizations and associations representative of the hospitality industry.</p>
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National Standard (American Hotel & Lodging Educational Institute)	Hospitality and Tourism Marketing
<p>Marketing and Sales Hospitality Marketing and Sales Food and Beverage Service Hotels and the Food Service Industry</p>	<p>MKT-HTM-1 Students will draw conclusions about the social, environmental, economic, and consumer factors that impact the tourism and hospitality industry.</p>
<p>Marketing and Sales Hospitality Marketing and Sales The Sales Office The Marketing Plan</p>	<p>MKT-HTM-2 Students will investigate the international hospitality market based on legal guidelines, customs, and current trends associated with travel abroad.</p>
<p>Marketing and Sales Hospitality Marketing and Sales The Sales Office The Marketing Plan</p>	<p>MKT-HTM-3 Students will determine the leadership and management skills needed by upwardly mobile employees in successful hotel/lodging facilities.</p>
<p>Marketing and Sales The Marketing Plan Leadership and Management Leadership and Management Team Building Communication Skills Career Development Overview of Lodging Management Organization Structure Career Guest Service</p>	<p>MKT-HTM-4 Students will investigate the importance of marketing principles to effective management and leadership in the hospitality industry.</p>
<p>Food and Beverage Service Hotels and the Food Service Industry Dining & Food Service Banquets & Catered Events The Menu Casual/Theme Restaurants Room Service</p>	<p>MKT-HTM-5 Students will analyze the control systems used in food and beverage operations in the hospitality industry.</p>
<p>Leadership and Management Leadership and Management</p>	<p>MKT-HTM-6 Students will explore the essential functions of human resources in</p>

Team Building Communication Skills Career Development	the hospitality industry.
Marketing and Sales Hospitality Marketing and Sales The Sales Office Selling is Everyone's Job The Marketing Plan Banquet and Meeting Room Sales Telephone Sales	MKT-HTM-7 Students will evaluate event and convention opportunities in the hospitality industry.
Marketing and Sales Hospitality Marketing and Sales The Sales Office Selling is Everyone's Job The Marketing Plan Banquet and Meeting Room Sales Telephone Sales	MKT-HTM-8 Students will interpret the overall importance of sales and the management of sales activities in the hospitality industry.
Marketing and Sales Hospitality Marketing and Sales Overview of Lodging Management Organization Structure	MKT-HTM-9 Students will demonstrate knowledge of legal and liability issues in order to process and evaluate appropriate responses in the hospitality industry.
Leadership and Management Leadership and Management Team Building Communication Skills Career Development	MKT-HTM-10 Students will determine current and emerging trends in the tourism industry.
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The Sales Office The Marketing Plan	legal guidelines, customs, and current trends associated with travel abroad.
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Overview of Lodging Management Organization Structure	order to process and evaluate appropriate responses in the hospitality industry.
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