



Hospitality and Tourism Management II

Primary Career Cluster:	Hospitality and Tourism
Course Contact:	CTE.Standards@tn.gov
Course Code(s):	C16H18
Prerequisite(s):	<i>Hospitality and Tourism Management I (C16H17)</i>
Credit:	1
Grade Level:	10-11
Focus Elective - Graduation Requirements:	This course satisfies one of three credits required for an elective focus when taken in conjunction with other Hospitality and Tourism courses.
POS Concentrator:	This course satisfies one out of two required courses to meet the Perkins V concentrator definition, when taken in sequence in an approved program of study.
Programs of Study and Sequence:	This is the second course in the <i>Hospitality and Tourism Management</i> program of study.
Aligned Student Organization(s):	DECA: http://www.decatn.org FBLA: http://www.fblatn.org
Promoted Tennessee Student Industry Credentials:	Credentials are aligned with postsecondary and employment opportunities and with the competencies and skills that students acquire through their selected program of study. For a listing of promoted student industry credentials, visit https://www.tn.gov/education/educators/career-and-technical-education/student-industry-certification.html .
Teacher Endorsement(s):	035, 039, 050, 051, 052, 054, 152, 153, 154, 158, 202, 204, 311, 430, 435, 436, 450, 471, 472, 474, 475, 476, 952, 953, 958
Required Teacher Certifications/Training:	None
Teacher Resources:	https://www.tn.gov/education/educators/career-and-technical-education/career-clusters/cte-cluster-hospitality-tourism.html Best for All Central: https://bestforall.tnedu.gov/

Course at a Glance

CTE courses provide students with an opportunity to develop specific academic, technical, and 21st century skills necessary to be successful in career and in life. In pursuit of ensuring every student in Tennessee achieves this level of success, we begin with rigorous course standards which feed into intentionally designed programs of study.

Students engage in industry relevant content through general education integration and experiences such as career and technical student organizations (CTSO) and work-based learning (WBL). Through these experiences, students are immersed with industry standard content and technology, solve industry-based problems, meaningfully interact with industry professionals and use/produce industry specific, informational texts.

Using a Career and Technical Student Organization (CTSO) in Your Classroom

CTSOs are a great resource to put classroom learning into real-life experiences for your students through classroom, regional, state, and national competitions, and leadership opportunities. Below are CTSO connections for this course, note this is not an exhaustive list.

- Participate in the CTSSO Fall Leadership Conference, DECA and FCCLA Fall Leadership Camps, FCCLA District STAR Events, SkillsUSA State Leadership and Skills Conference, and the DECA Emerging Leader Summit to engage with peers, demonstrate logical thought processes, and develop industry specific skills that involve teamwork and project management.
- Participate in conferences that promote career development such as DECA Career Pathways and Career Development Conferences.
- Participate in FCCLA and SkillsUSA career competitive events that highlight career development, including career investigation, interviewing, job skills demonstrations, career pathways showcases, and employment application process (ADA).
- Participate in DECA, FCCLA, and SkillsUSA competitive events such as Franchise Business Plan, Hospitality and Tourism Operations Research, Hospitality Service Team Decision Making, Travel and Tourism Team Decision Making, Hotel and Lodging Management Series, Hospitality and Tourism Professional Selling, Virtual Business Challenge – Hotel Management, Hospitality, Tourism, and Recreation, and Customer Service.

For more ideas and information, visit Tennessee DECA at <https://www.tndeca.org/>, Tennessee FCCLA at <https://www.tennesseefccla.org/>, and Tennessee SkillsUSA at [skillsusatn.org](https://www.skillsusatn.org/).

Using Work-Based Learning (WBL) in Your Classroom

Sustained and coordinated activities that relate to the course content are the key to successful work-based learning. Possible activities for this course include the following. This is not an exhaustive list.

- **Standards 1.1-1.5** | Guest speakers from the hospitality and tourism industry to discuss management styles and illustrate how to apply various styles using real-world examples and problems.
- **Standard 2.1** | Integrated project with multiple interactions with hospitality and tourism industry professionals to help students develop a mission and vision and employee manual for a hospitality and tourism organization.
- **Standards 2.4-2.6** | Guest speakers from human resources and legal within the hospitality and tourism industry.
- **Standards 4.1-4.2** | Virtual exchanges with partners in the hospitality and tourism industry to develop students' mastery of risk management strategies.
- **Standards 5.1-5.7** | Virtual exchanges with hospitality and tourism professionals to develop students' mastery of business' marketing plans.
- **Standards 7.1-7.4** | Integrated project with multiple hospitality and tourism industry professionals to develop students' mastery of industry-related financial concepts.
- **Standards 8.1-8.3** | Guest speakers and informational interviews with hospitality and tourism industry professionals to discuss industry ethics and professionalism.

Course Description

Hospitality and Tourism Management II is an intermediate course for students interested in learning more about careers in the hospitality and tourism industry. This course prepares students for the hospitality and tourism industry by focusing on management, human resources, recruitment, career development, marketing, finances, economics, and customer services. Upon completion of this course, proficient students will be able to pursue more advanced coursework in the Hospitality and Tourism Management program of study.

Course Standards

1. Management Structures and Roles

- 1.1 Management Process & Functions: Examine both the **management process** and **functions** (e.g., setting goals, planning, organizing, leading, and controlling). Analyze how concerns for the environment, an increasingly diverse workforce, globalization of the industry, and rapidly changing technology have impacted how hospitality and tourism businesses apply these functions.
- 1.2 Horizontal & Vertical Management Styles: Compare **organizational differences** between **horizontal** and **vertical business management styles**. Outline the advantages and disadvantages of horizontal and vertical management for a specific segment of the hospitality industry.
- 1.3 Management & Leadership Styles: Compare **management styles** (e.g., authoritarian, collaborative, bureaucratic, administrative, democratic, laissez-faire, and cultural) and **leadership styles** in the hospitality industry. Explain the importance of varying leadership or management styles to respond to organizational needs.
- 1.4 Management & Leadership Skills: Research the **management** and **leadership skills** (e.g., delegation, motivation, communication, technical skills, time management, organizational planning, empowerment, and professionalism) typically found in a success hospitality team. Illustrate the pros and cons of a specific management or leadership style and its effect on employee performance, engagement, and morale.
- 1.5 Stressful Situations: Create a list of **stressful situations** that a manager may experience in everyday operations in a specific hospitality segment. Investigate the potential outcomes and actions of each situation based on a certain **management style**.

2. Human Resources, Recruitment, and Career Development

- 2.1 Mission & Vision Statement: Describe the process of developing a **mission and vision statement** for a hospitality or tourism organization and identify how these statements impact both **day-to-day functions** and **employee morale**. Identify and examine the components of both a mission and a vision statement. Create a new, or recommend updates to an existing, mission and vision statement for a business.

- 2.2 Employee Manual: Generate a new, or recommend updates to an existing, **employee manual** for a hospitality or tourism business that focuses on human resource policies and employee expectations. Include the following:
- procedures for employee hiring and release,
 - orientation of new employees,
 - performance assessments,
 - handling grievances, and
 - compensation packages.
- 2.3 Legal/Illegal Labor & Management Strategies: Explain **legal** (e.g., strikes, boycotts, layoffs, and lockouts) and **illegal** (e.g., wildcat strikes, secondary boycotts, and preventing workers from forming unions) **labor strategies**. Analyze labor and management **disputes** and their impacts on hospitality or tourism businesses.
- 2.4 Human Resources: Identify the **purpose** of and separate **roles** within **human resources**. Compare human resources departments in large organizations, midsize organizations, and small organizations.
- 2.5 Candidate Selection Tools: Identify and explain the **functions of selection tools** (e.g., interviews, tests, and reference and background checks) used in the candidate hiring process. Research how companies conduct **interviews** and move a candidate through an **interview process**. Compare the **hiring process** in different size (e.g., large, midsize, and small) businesses and discuss how an organization finds the right candidate for an open position.
- 2.6 Labor Legislation: Identify **policies** and **laws** (e.g., the Americans with Disabilities Act, Genetic Information Nondiscrimination Act, Age Discrimination in Employment Act, etc.) that affect **employee recruitment** and **selection**. Examine **employers' policies** and determine if employers use specific tools to meet the requirements of these current policies and laws.

3. Business and Organizational Structure

- 3.1 Business Ownership: Analyze the advantages and disadvantages of **basic forms of business ownership** (i.e. sole proprietorship, partnership, and corporation) and identify variations (i.e. franchise, limited partnership, cooperative, limited liability company, and corporation).
- 3.2 Operations Plan: Analyze the **operations plan** of a hospitality or tourism business, identifying location, hours of operation, customer accessibility, equipment, storage and inventory needs, and current supply chain elements. Determine the business' significant **weakness(es)**, and/or **area(s) of growth** and recommend improvements to its current plan.
- 3.3 Organizational Structure: Diagram and describe the **organizational structure** of a hospitality or tourism business, paying close attention to documentation of job descriptions (including reporting structures), accurate number of employees, and any outsourced labor.

4. Safety, Security, and Legislation

- 4.1 Applicable Risks: Identify applicable **risks** to a hospitality or tourism business, such as fire or flood damage or significant theft of inventory, and research available **risk management options**, such as insurance.
- 4.2 Regulations & Laws: Identify appropriate national, state, and local bodies governing the operations of a hospitality or tourism business. Summarize **federal, state, and local regulations and laws** (e.g., environmental regulations, zoning or licensing requirements, and legal stipulations) necessary to operate the business.
- 4.3 Customer Accommodations: Analyze suggestions and regulations to **accommodate customers with special needs**. Create a list of **accommodations** or **modifications** (e.g., accessibility for mobility issues, service animals, food allergies, bathroom usage, smoking, breastfeeding, etc.) found in different environments (e.g., restaurants, hotels, ships, sporting venues, theatres, airports, etc.).

5. Marketing Concepts and Research

- 5.1 Marketing & Advertising: Define **marketing** and **advertising**. Describe each **marketing core function** (i.e. channel management, marketing information management, market planning, pricing, product service management, promotion, and selling). Illustrate how each function supports the marketing concept of a hospitality and tourism business.
- 5.2 Marketing Concepts & Campaigns: Investigate positive and negative **marketing choices, concepts, and campaigns** (e.g., good vs. bad, appropriate vs. inappropriate) from businesses in the past five years. Explain their effects on the business and recommend alternatives.
- 5.3 Marketing Plan Elements: Research and analyze the **elements of marketing plans** for hospitality and tourism businesses. Identify common elements in each marketing plan and discuss the concept of **return on investment** (ROI).
- 5.4 Green and Traditional Marketing Plans: Create a **green or traditional marketing plan** for a hospitality or tourism business aimed at increasing the business's visibility to a non-local customer. Outline specific marketing strategies, implementation plans, and evaluation standards and explain how to quantify the return on investment (ROI).
- 5.5 Promotions & Loyalty Programs: Analyze the main benefits of effective **promotions** and **loyalty programs**. Research a prominent example of a promotion or loyalty program, focusing on the company sponsor, nonprofit benefactors, the promotion's launch, continued existence, and use of social media tools.
- 5.6 Promotional or Loyalty Plan Design: Design a **promotion** or **loyalty plan** for a hospitality business. Include all elements of the promotional mix and address the following:
 - a. goals,
 - b. target market,
 - c. message or theme,

- d. coordination aspects,
- e. action plan/implementation, and
- f. evaluation instrument.

5.7 Tennessee Travel & Tourism Marketing: Analyze the **Tennessee Department of Tourist Development's marketing plan** for local, in-state travelers and national and global visitors to Tennessee. Research the hospitality and tourism industry's economic impact on Tennessee in the past five years and determine the effectiveness of state videos and slogans (e.g., The Soundtrack of America – Made in Tennessee).

6. Economics

6.1 Supply & Demand: Summarize the foundational economic principles of supply and demand. Determine **factors involved** in supply and demand and how supply and demand influences **businesses' production of goods and services**.

6.2 Economic Indicators: Analyze how **economic conditions** affect **employment and product consumption** and determine the implications on the creation, expansion, and relocation of hospitality or tourism businesses.

6.3 Business Cycle: Illustrate the **four stages of a business cycle** (i.e. recession, depression, recovery, and peak), plot the generally accepted economic activities that occur at each stage, and identify the U.S. Federal Reserve's impact on each stage of the business cycle.

7. Financial Concepts

7.1 Financial Concepts & Terms: Define and furnish examples of **foundational financial concepts and terminology**, including but not limited to financial statements, revenue, expenses, assets, liabilities, equity, net worth, profit, and net loss. Apply **basic mathematical operations skills** to understand **financial concepts** such as interest and savings.

7.2 Fixed & Variable Expenses: Differentiate between **fixed and variable expenses** on a hospitality-related business' income statement. Select three expenses and determine their importance to the business. Analyze possible **cost-cutting strategies** to minimize expenses in each category.

7.3 Invoices & Receipts: Prepare a **mock purchase order, invoice, and/or sales receipt** (including shipping and taxes) for a sample product/package. Explain the elements of the financial document and identify any mistakes and miscalculations for a mock client.

7.4 Budgeting Process: Describe the process of **developing a budget**, identifying the elements of a budget, including income statement, balance sheet, and cash flow. Plan a budget for an upcoming community service project or career and technical student organization (CTSO) event. Create a comprehensive **budget narrative**, including both a written statement and a summary worksheet listing all expenses, to justify each cost.

8. Professionalism, Customer Services, and Ethics

- 8.1 Personal & Professional Communication: Demonstrate **appropriate verbal and written communication in both professional and personal settings/situations**. Compose and format **various types of business communications** (e.g., letters, memos, reports, resumes, email, etc.). Proofread **business documents** to ensure **clarity, consistency, accuracy, and precision**.
- 8.2 Cross-Cultural Communication: Demonstrate proper respect for **diversity** and ability to communicate with people from different **cultures** and **countries**. Compose effective **business communication** according to an understanding of appropriate environments and differences in tone, style, and format.
- 8.3 Business Ethics: Research the concepts of **social responsibility and ethics** as important components of business. Hypothesize why businesses must increasingly consider their impact on society when making decisions.

Standards Alignment Notes

*References to other standards include:

- P21: Partnership for 21st Century Skills [Framework for 21st Century Learning](#)
 - Note: While not all standards are specifically aligned, teachers will find the framework helpful for setting expectations for student behavior in their classroom and practicing specific career readiness skills.