Hospitality and Tourism Management III

Primary Career Cluster:	Hospitality and Tourism
Course Contact:	CTE.Standards@tn.gov
Course Code(s):	C16H19
Prerequisite(s):	*Hospitality and Tourism Management I* (C16H17) and/or *Hospitality and Tourism Management II* (C16H18)
Credit:	1
Grade Level:	11-12
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 third course in the *Hospitality and Tourism Management* program of study.
Aligned Student Organization(s):	DECA: https://www.tndeca.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 CTSO 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 FCCLA and SkillsUSA career competitive events that highlight career development, including career investigation, interviewing, job skills demonstrations, career pathways showcase, 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/, Tennessee FBLA at https://www.tnfbla.org and Tennessee SkillsUSA at 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 1.1-1.3** | Virtual exchanges and informational interviews with hospitality and industry professionals to develop students' mastery of international and global hospitality and tourism.
- **Standards 2.1-2.2** | Guest speakers from the hospitality and tourism industry to address the distribution and transportation components of the industry.
- **Standards 3.1-3.5** | Guest speakers and informational interviews with hospitality and tourism industry professionals to develop students' mastery of the laws and legislation that regulate the industry.

- **Standard 5.1-5.6** | Technical mentoring through online interactions with hospitality and tourism industry professionals to develop students' mastery of marketing and selling to a particular consumer audience.

Course Description

Hospitality and Tourism Management III is an advanced course intended to further build on the knowledge and skills from previous courses and preparing students for various careers in the hospitality and tourism industry. This course covers multiple topics in employability and professionalism, international and global hospitality and tourism, legislation and governing laws, crisis preparedness and emergency procedures, marketing and selling, and financial applications. 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. **International and Global Hospitality and Tourism**

    1.1 <u>International Hospitality Employers</u>: Identify top **international** hospitality and tourism employers. Evaluate their strategies and business practices to determine how they succeed.

    1.2 <u>International Marketing</u>: Analyze the importance of international **marketing** to hospitality Tennessee's hospitality and tourism industry. Research why a company might enter a foreign market. Examine **cross-cultural communication marketing** challenges, as well as the laws and regulations that govern **international franchising** and franchising relationships.

    1.3 <u>Marketing to Global Consumers</u>: Explore marketing's implications for a **global consumer** and evaluate how other countries' **customs** and **traditions** affect U.S. companies' advertising messages in the global marketplace.

2. **Distribution and Transportation Effecting Hospitality and Tourism**

    2.1 <u>Major Transportation Modes</u>: Describe the **major modes of transportation** that impact tourism and other hospitality services and determine how both the **lack** and **surplus** of transportation can affect tourism.

    2.2 <u>Delivery & Distribution Channels</u>: Identify how global hospitality organizations' **delivery** and **distribution channels** differ from the United States' channels. Determine how recent technological advancements impact the operations of **warehouses** and **distribution centers**.

3. **Legislation and Governing Laws**

    3.1 <u>Workers' Rights Laws</u>: Summarize various **workers' rights laws** and explain how they apply to the hospitality and tourism industry. Analyze the conditions that prompted the laws, the laws' enforcement, and any changes.

    3.2 <u>Laws & Regulations</u>: Research **laws** that regulate and govern the hospitality industry. Outline key recommendations and requirements to ensure a workplace follows **codes** and **certifications** for all employees.

    3.3 <u>Licensing & Regulatory Permits</u>: Outline the steps to obtain **licenses from regulatory agencies** such as the Tennessee Department of Commerce and Insurance, Division of

Regulatory Boards. Discuss **liability issues** that may arise without the proper licenses for a project or event.

3.4 <u>Consumer Protection Laws</u>: Investigate **consumer protection laws** in the hospitality and tourism industry. Analyze historical context and significance of at least one law on customer and business behavior.

3.5 <u>Industry Self-Regulation</u>: Summarize **legal opinions** and/or **applicable legislation** (e.g., use of nutritional labels) and **self-regulation** (including ethical considerations and social responsibility) in the hospitality and tourism industry.

4. Crisis Preparedness and Emergency Procedures

4.1 <u>Risk</u>: Identify the various **risks** that can affect customers and employees in hospitality and tourism businesses and describe how businesses can manage risk. Identify types of risk, explain how to identify risk, identify signs or symptoms of risk complications, describe guidelines for preventing risk, and outline residents' rights.

4.2 <u>Risk Reduction & Prevention</u>: Categorize **risks** and **emergencies** that impact a specific hospitality and tourism segment and/or business. Create a flow-chart of how local, state, and federal governments coordinate to handle requests for assistance related to human resources, supplies/equipment, and medical countermeasures. Identify how risk reduction or prevention applies to the following but not limited to these areas:
   a. employee screening and training,
   b. safety conditions and safety instructions,
   c. employee theft,
   d. shoplifting, and
   e. reduction in workplace threats.

4.3 <u>Property & Liability Insurance</u>: Compare features of **property** and **liability insurance**. Obtain three quotes for minimum liability insurance coverage for a hospitality business in your area.

4.4 <u>Disasters</u>: Differentiate **environmental** and **natural disasters**, acts of **terrorism**, and **technological hazards** that can affect hospitality and tourism businesses. Identify appropriate local, state, and national agencies that could respond in each type of disaster.

5. Marketing and Selling

5.1 <u>Customer Profile</u>: Develop a **customer profile**, based on demographic, geographic, psychographic, and behavioral information, with a detailed description of the potential **target market** for the proposed hospitality or tourism business. Assess the profile's viability by determining number of customers, reachability, and product desirability.

5.2 <u>Feature, Advantage, & Benefit Selling</u>: Explain **feature, advantage and benefit selling**. Break down a selected service into the features, advantages, and benefits most likely to resonate with a target population. Translate five service features into five customer benefits or advantages.

5.3 <u>High-Touch vs. Low-Touch Selling</u>: Distinguish **high touch** and **low touch selling**, **conversational marketing**, and **drip marketing**. Select a local hospitality business and investigate how they apply these sales techniques.

5.4 <u>Selling & Customer Relationships</u>: Explain the **selling process** and the role of **customer service** in developing customer relationships and maintaining selling relationships. Identify techniques to build and enhance customer relationships and increase sales.

5.5 <u>Mock Sales Demonstration</u>: Prepare a **mock sales demonstration** to include the following steps:
- a. describe the setting (specific hospitality segment or business),
- b. identify the approach,
- c. determine needs,
- d. present the service,
- e. overcome the objections,
- f. close the sale (using a variety of purchase options),
- g. offer suggestive selling, and
- h. relationship management.

5.6 <u>Pricing Decisions</u>: Select a hospitality and tourism business and outline their **services** and **prices**, then compare these prices to the industry standard. Summarize how businesses make and review **pricing decisions** based on **four key market factors**: cost and expenses, supply and demand, consumer perception, and competition. Analyze each factor for the selected business to determine how these factors align to organizational goals of profit, market share, and competition.

6. Financial Applications

6.1 <u>Equity & Debt Capital</u>: Compare **equity capital** and **debt capital**, explaining the advantages and disadvantages of each.

6.2 <u>Credit Worthiness</u>: Identify the **six C's** (character, capacity, capital, conditions, collateral, and confidence) used to evaluate a hospitality business' **credit worthiness**. Identify and explain the role each criterion plays in a lender's ability to determine overall risk and approval of financing.

6.3 <u>Business Plan Financial Documents</u>: Recognize the types of **financial documents** typically included in a **business plan**. Prepare examples of the following:
- a. personal financial statement,
- b. estimated startup costs,
- c. projected business income statement for one quarter, and
- d. projected balance sheet after one year.

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.