

Hospitality and Tourism Career Cluster

Hospitality, Recreation and Tourism Essentials

Course Number 08.45300

Course Description:

The second course in the Hospitality, Recreation and Tourism Pathway educates students on the basics of marketing and business in relation to the hospitality, recreation, and tourism industry in the U.S. and abroad. Students will study destination geography, world economies, and historical timelines related to major segments of the hospitality industry. Students will determine how the lodging industry uses marketing to achieve goals. The vital roles of group, convention and meeting planning, human relations, communications and ethics will be discussed along with the recreation industry segment.

In order to increase the number of application experiences, students should participate in (1) Work-Based Learning (WBL) activities in the classroom and possibly in a formal WBL Program; (2) DECA competitive events that are directly aligned with course standards and (3) a School-Based Enterprise. The prerequisite for this course is Marketing Principles.

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

Course Standard 1**MKT-HRTE-1**

The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

Standard: Demonstrate employability skills required by business and industry.

The following elements should be integrated throughout the content of this course.

1.1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.

Person-to-Person Etiquette	Telephone and Email Etiquette	Cell Phone and Internet Etiquette	Communicating At Work	Listening
Interacting with Your Boss	Telephone Conversations	Using Blogs	Improving Communication Skills	Reasons, Benefits, and Barriers
Interacting with Subordinates	Barriers to Phone conversations	Using Social Media	Effective Oral Communication	Listening Strategies
Interacting with Co-workers	Making and Returning Calls		Effective Written Communication	Ways We Filter What We Hear
Interacting with Suppliers	Making Cold Calls		Effective Nonverbal Skills	Developing a Listening Attitude
	Handling Conference Calls		Effective Word Use	Show You Are Listening
	Handling Unsolicited Calls		Giving and Receiving Feedback	Asking Questions
				Obtaining Feedback
				Getting Others to Listen

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Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application
Reading Body Language and mixed Messages	Constructive Criticism in Writing	One-on-One Conversations	Writing a Cover Letter
Matching Verbal and Nonverbal communication		Small Group Communication	Things to Include in a Résumé
Improving Nonverbal Indicators		Large Group Communication	Selling Yourself in a Résumé
Nonverbal Feedback		Making Speeches	Terms to Use in a Résumé
Showing Confidence Nonverbally		Involving the Audience	Describing Your Job Strengths
Showing Assertiveness		Answering Questions	Organizing Your Résumé
		Visual and Media Aids	Writing an Electronic Résumé
		Errors in Presentation	Dressing Up Your Résumé

1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

Teamwork and Problem Solving	Meeting Etiquette
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Facilitating Discussions and Closing
	Preparing Visual Aids
	Virtual Meetings

1.3 Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

Problem Solving	Customer Service	The Application Process	Interviewing Skills	Finding the Right Job
Transferable Job Skills	Gaining Trust and Interacting with Customers	Providing Information, Accuracy and Double Checking	Preparing for an Interview	Locating Jobs and Networking
Becoming a Problem Solver	Learning and Giving Customers What They Want	Online Application Process	Questions to Ask in an Interview	Job Shopping Online
Identifying a Problem	Keeping Customers Coming Back	Following Up After Submitting an Application	Things to Include in a Career Portfolio	Job Search Websites
Becoming a Critical Thinker	Seeing the Customer's Point	Effective Résumés:	Traits Employers are Seeking	Participation in Job Fairs
Managing	Selling Yourself and the Company	Matching Your Talents to a Job	Considerations Before Taking a Job	Searching the Classified Ads
	Handling Customer Complaints	When a Résumé Should be Used		Using Employment Agencies
	Strategies for Customer Service			Landing an Internship
				Staying Motivated to Search

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1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

Workplace Ethics	Personal Characteristics	Employer Expectations	Business Etiquette	Communicating at Work
Demonstrating Good Work Ethic	Demonstrating a Good Attitude	Behaviors Employers Expect	Language and Behavior	Handling Anger
Behaving Appropriately	Gaining and Showing Respect	Objectionable Behaviors	Keeping Information Confidential	Dealing with Difficult Coworkers
Maintaining Honesty	Demonstrating Responsibility	Establishing Credibility	Avoiding Gossip	Dealing with a Difficult Boss
Playing Fair	Showing Dependability	Demonstrating Your Skills	Appropriate Work Email	Dealing with Difficult Customers
Using Ethical Language	Being Courteous	Building Work Relationships	Cell Phone Etiquette	Dealing with Conflict
Showing Responsibility	Gaining Coworkers' Trust		Appropriate Work Texting	
Reducing Harassment	Persevering		Understanding Copyright	
Respecting Diversity	Handling Criticism		Social Networking	
Making Truthfulness a Habit	Showing Professionalism			
Leaving a Job Ethically				

1.5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.

Expected Work Traits	Teamwork	Time Management
Demonstrating Responsibility	Teamwork Skills	Managing Time
Dealing with Information Overload	Reasons Companies Use Teams	Putting First Things First
Transferable Job Skills	Decisions Teams Make	Juggling Many Priorities
Managing Change	Team Responsibilities	Overcoming Procrastination
Adopting a New Technology	Problems That Affect Teams	Organizing Workspace and Tasks
	Expressing Yourself on a Team	Staying Organized
	Giving and Receiving Constructive Criticism	Finding More Time
		Managing Projects
		Prioritizing Personal and Work Life

1.6 Present a professional image through appearance, behavior and language.

On-the-Job Etiquette	Person-to-Person Etiquette	Communication Etiquette	Presenting Yourself
Using Professional Manners	Meeting Business Acquaintances	Creating a Good Impression	Looking Professional
Introducing People	Meeting People for the First Time	Keeping Phone Calls Professional	Dressing for Success
Appropriate Dress	Showing Politeness	Proper Use of Work Email	Showing a Professional Attitude
Business Meal Functions		Proper Use of Cell Phone	Using Good Posture
Behavior at Work Parties		Proper Use in Texting	Presenting Yourself to Associates
Behavior at Conventions			Accepting Criticism
International Etiquette			Demonstrating Leadership

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Cross-Cultural Etiquette			
Working in a Cubicle			

Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10:

Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses.

Course Standard 2

MKT-HRTE-2

Analyze the hospitality, recreation, and tourism industry in relationship to historical developments/changes, broad segments of the markets and various motivations for travel.

- 2.1 Distinguish among the terms that are commonly interchanged: hospitality, hotel and lodging, food and beverage, tourism, recreation, catering, institutional food, event planning, convention and trade shows, ecotourism.
- 2.2 Chart the evolution of the major industry segments: travel, recreation, tourism and hospitality.
- 2.3 Identify and describe different types of travelers and motivations for travel, e.g., business, leisure, and visiting friends and relatives.
- 2.4 Explain the concept and importance of seasonality in the hospitality industry.

Course Standard 3

MKT-HRTE-3

Assess the varied aspects of tourism by determining the impact on the local, state, national, and international economies, the importance of successful positioning in the target consumers' minds and the competitive nature of the industry.

- 3.1 Illustrate the competitive nature of the tourism industry.
- 3.2 Research to determine the amount of money spent on hospitality, travel, and tourism marketing at the local, state, national, and international levels.
- 3.3 Evaluate the potential return on investment per dollars spent on tourism.
- 3.4 Chart the economic impact of tourism on various countries focusing on global leaders as well as developing nations.
- 3.5 Identify and describe factors that impact the profit margins of different types of businesses in the hospitality, recreation, and tourism industry.
- 3.6 Identify and describe key websites that provide up-to-date information for Hospitality, Recreation and Tourism professionals to use in meeting the needs of business and leisure travelers (i.e., add key web sites here).
- 3.7 Substantiate the importance of industry-related resources including the local Convention and Visitors Bureaus (CVBs), Georgia Department of Industry, Trade, and Tourism, and the Southeastern Tourism Society.

Course Standard 4

MKT-HRTE-4

Develop a basic knowledge of world geography and be able to discuss the relationship of geography to climates, major destinations, travel issues and concerns, and upcoming trends in destination hotspots.

- 4.1 Identify and describe distinguishing traits (i.e., geographic locations, time zones, climate, terrain, etc.) of selected destinations.
- 4.2 Define and discuss the following terms and concepts: traveling across time zones, prime meridian, International Date Line, and jet lag.
- 4.3 Categorize various types of travel destinations based on geographic locations.
- 4.4 Debate issues associated with international travel versus domestic travel.
- 4.5 Evaluate the markets of major travel destinations.
- 4.6 Investigate travel warnings and concerns based upon U.S. State Department briefings.
- 4.7 Identify and describe markets feeding directly into the United States' tourism industry.
- 4.8 Explore travelers' differing standards and expectations in relation to domestic to international markets.

Course Standard 5

MKT-HRTE-5

Explore the application of marketing and business fundamentals as they apply to the hospitality, recreation, and tourism industry.

- 5.1 Identify and explain various target or niche markets in the hospitality, research, and tourism industries and identify the products and services created for these markets.
- 5.2 Describe the advantages and disadvantages of marketing hospitality of marketing hospitality, travel and tourism products and services on the internet and on social media sites.
- 5.3 Explain pricing structures for hospitality, recreation, and tourism products and services.
- 5.4 Describe the types of promotional strategies and media used to promote hospitality, recreation, and tourism industries.
- 5.5 Outline the type of marketing research that should be conducted prior to developing a marketing plan for a selected hotel/lodging property or tour package.
- 5.6 Calculate the return on investment (ROI) for promotional strategies.
- 5.7 Analyze different marketing strategies used to reach various markets based on generational marketing.

Course Standard 6

MKT-HRTE-6

Examine the lodging industry and determine how companies use marketing to achieve the goals and objectives of the facility.

- 6.1 Discuss the differences among target markets in the hotel/lodging industry.
- 6.2 Distinguish between amenities and services provided by limited and full service lodging properties.
- 6.3 Classify various types of lodging properties (e.g., hotels, motels, resorts, timeshares, bed & breakfasts, country inns, camp grounds, dude ranches, casinos, etc.) based on operations, target markets, location and other factors.
- 6.4 Classify properties based on various categories (amenities, seasonality, theme, inclusiveness and destination)

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- 6.5 Identify and describe trends in the use of technology in the hotel/lodging industry, including the use of property management systems, as well as consumer and business websites such as Trip Advisor, Expedia, Travelocity, Hotels.com, and others.
- 6.6 Differentiate among franchises, branded properties, chains, independents, and management companies as forms of lodging operational structures.
- 6.7 Compare and contrast international lodging chains to domestic chains.
- 6.8 Research the rating guidelines for the lodging industry including the AAA-Diamond rating system, Forbes Travel Guide (5-star), and the Hotel and Travel Index's class system.

Course Standard 7

MKT-HRTE-7

Examine food and beverage operations in the hospitality, recreation, and tourism industry.

- 7.1 Define the following terms and differentiate among them: banquet, catering, specialized dining, public cafeterias, hospital cafeterias, business cafeterias, and concessions.
- 7.2 Discuss the career opportunities in the food and beverage industry and emphasize various management positions.
- 7.3 Analyze the elements necessary for successfully operating food and beverage business operations.
- 7.4 Identify and define the roles of the Front of the House employees including hostess, food server, bartender, bussers, and other personnel.
- 7.5 Identify and define the roles of Back of the House employees including executive chef, sous chef, expeditor, steward, garde manger, patissier/pattissiere hospitality, recreation, and tourism.

Course Standard 8

MKT-HRTE-8

Analyze the transportation options (cruise and ferry, air, rail and ground transportation) available to various destinations in the U.S. and abroad.

- 8.1 Discuss the differences among target markets in the hotel/lodging industry Differentiate among the major types of passenger cruise ships.
- 8.2 Explore cruise ship offerings such as accommodations, and other products and services.
- 8.3 Discuss the similarities between a cruise ship vacation and a land based hotel vacation.
- 8.4 Compare and contrast the various types and usage of ground transportation such as rail, bus, limousines, shuttles and rental cars.
- 8.5 Identify widely used global distribution systems such as Sabre, Galileo, Worldspan, and AMADEUS.
- 8.6 Evaluate the role of travel agencies in the hospitality, recreation and tourism industry by exploring the advantages and disadvantages of using a travel agent.
- 8.7 Explore the effectiveness of bus transportation in tour operations including the planning of itineraries and turnkey operations.
- 8.8 Examine the history of the airline industry emphasizing the importance of the hub & spoke system, the use codes for airlines, airports, and cities.
- 8.9 Research the following terms and concepts within the airline industry: no shows, bumping, overbooking, compensation, excess baggage, and frequent flyer programs.
- 8.10 Explore security regulations emphasizing the role of Homeland Security and the Transportation Security Administration (TSA).

Course Standard 9

MKT-HRTE-9

Assess the importance of human relations, communications, and ethical conduct in relation to the hospitality, recreation and tourism industry.

- 9.1 Categorize the personality traits that are needed to succeed in the hospitality, recreation and tourism industry.
- 9.2 Determine ways to establish repeat business through successful customer service and loyalty programs.
- 9.3 Examine the importance of ethics in hospitality, recreation and tourism industries.
- 9.4 Identify and describe the importance of employee retention and training.
- 9.5 Explore and discuss the work ethic required for success in the hospitality, recreation and tourism industry
- 9.6 Identify the generation gaps in the workplace and discuss the need to manage generational diversity in the workplace
- 9.7 Determine the possible repercussions of professional image decisions (tattoos, piercings, hair colors, etc.) on employment and upward career mobility
- 9.8 Research written information and develop presentations using software to communicate formal and informal ideas with diverse audiences.
- 9.9 Interpret verbal and nonverbal behaviors to communicate with clients and coworkers.

Course Standard 10

MKT-HRTE-10

Determine the importance of group, convention and meeting planning as a vital segment of the HRT industry.

- 10.1 Distinguish among and association of meeting planner, an independent meeting planner, and a corporate meeting planner.
- 10.2 Identify and describe the vendors important to conventions, trade shows, etc. (including hotels, decorations, catering, entertainment, photography, audio and visual technology, and transportation).
- 10.3 Demonstrate the basic tasks an event planner must perform (e.g., organizing an event, developing a budget, and choosing a location).
- 10.4 Analyze the economic impact that conventions, trade shows, special events, and group sales have on the local, state, and national economies.
- 10.5 Determine the role of destination management companies (DMCs).
- 10.6 Determine the economic impact of group business on hotels, retailers, restaurants, and entertainment venues in a city.
- 10.7 Evaluate the sources of group business, including corporate, government, educational, and special interest groups.
- 10.8 Explore the growth of the entertainment industry as a source of business for group travel in the HRT industry.

Course Standard 11

MKT-HRTE-11

Explore the recreation industry segment and the role played in the overall HRT market.

- 11.1 Evaluate trends in the eco-tourism market and the outcomes for the recreation industry.
- 11.2 Explore businesses operating in the recreation tourism industry such as ropes courses, rafting/kayaking/canoeing, hiking, teambuilding camps, canopy tours, hot air ballooning, etc.

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- 11.3 Define green space initiatives including local, state, and national parks and recreation programs.
- 11.4 Investigate state and national historic sites.
- 11.5 Determine the role of risk management in the HRT industry (including discussions about liability insurance, OSHA regulations, and staff training).

Course Standard 12

MKT-HRTE-12

Analyze HRT initiatives related to conducting business in global and sustainable environment.

- 12.1 Explore cultural issues related to potential travelers to the United States and other countries.
- 12.2 Investigate the need for sustainability in HRT industries in relation to environmental issues, profitability, as well as civic and social responsibility.
- 12.3 Analyze global business opportunities including expansion into foreign markets, establishment of foreign partnerships, foreign subsidiaries, franchises, and direct opportunities.
- 12.4 Analyze the current legislation impacting the HRT industry in Georgia and across the nation.