Hospitality and Tourism Career Cluster
Hospitality, Recreation and Tourism Management
Course Number: 08.45400

Course Description:
The third course in the Hospitality, Recreation and Tourism (HRT) Pathway will ensure that students develop a leadership perspective about social, environmental, economic and consumer factors impacting the HRT industry. Students will analyze operations, control systems, management structures, service levels, cost effective operations and related technology. Students will demonstrate skills in handling legal and liability issues and human resources functions. Throughout the course, students will develop an innate understanding that exemplary customer service skills define success in the industry.

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 Hospitality, Recreation & Tourism Essentials.

Course Standard 1

MKT-HRTM-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

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

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
Cross-Cultural Etiquette			
Working in a Cubicle			

Course Standard 2

MKT-HRTM-2
Draw conclusions about the social, environmental, economic, and consumer factors that impact the hospitality, recreation, and tourism industry and its development.

2.1 Describe the major components of the hospitality, recreation, and tourism industries.
2.2 Research careers and salary potential within the hospitality, recreation, and tourism industry.
2.3 Develop a career ladder for occupations in the hospitality, recreation, and tourism industry.
2.4 Conduct a PEST (political, economic, socio-cultural, technological) analysis to determine current impacts on the hospitality, recreation, and tourism industry on cities, states, and nations.
2.5 Examine the economic interdependencies between the hotel/lodging segment and the travel/tourism segment of the hospitality, recreation, and tourism industry.
2.6 Investigate the cultural, social, and economic impact of the hospitality, recreation, and tourism industry on society.

Course Standard 3

MKT-HRTM-3
Develop the leadership, management and technological skills needed for career advancement in successful hospitality, recreation, and tourism facilities.

3.1 Demonstrate the business and marketing skills needed for a successful career in the hotel/lodging industry.
3.2 Identify and provide examples of training opportunities in lodging that focus on the importance of customer service.
3.3 Identify the purpose and objectives of a Customer Relationship Management (CRM) software system utilized in the HRT industry.
3.4 Distinguish between management and leadership in the hotel/lodging industry.
3.5 Identify and describe the work ethic needed for career advancement in the hospitality, recreation, and tourism industry (e.g., skill sets, work schedules, travel/relocation, teamwork, communication skills, flexibility, and adaptability etc.).
3.6 Research and organize relevant material and use spreadsheet and /or database software to produce graphs, charts, and figures to communicate and share data.
3.7 Exhibit leadership qualities to promote teamwork and improve the quality of work and the work environment.

Course Standard 4

MKT-HRTM-4
Analyze the operations and control systems used in the food and beverage division of the hospitality, recreation, and tourism industry.

4.1 Identify and describe types of restaurants and beverage-service establishments.
4.2 Discuss customer service expectations according to the types of restaurants and beverage-serving establishments.
4.3 Examine the components of an effective food and beverage operation such as purchasing, receiving, storage, issuing, prep and serving of food and beverages.
4.4 Analyze the cost control systems utilized in the food and beverage industry.
4.5 Determine the importance of profit and loss statements in a food and beverage operation.
4.6 Analyze revenue expenses, variable costs, and profit and loss statements, balance sheets and cash flow statements to determine overall profitability in a food and beverage operation.

4.7   Explore the labor needs and pay structures for back of the house, and front of the house within a food and beverage operation.

Course Standard 5

MKT-HRTM-5

Explore the essential functions of human resources in the hospitality industry.

5.1   Discuss employee characteristics expected by prospective hospitality, recreation, and tourism employers.

5.2   Provide examples of job-related advancement in the hospitality, recreation, and tourism industry, including opportunities from education, internships, etc.

5.3   Discuss the importance of safety training and certifications in the HRT industry.

5.4   Identify and describe the essential functions of the human resources department in an operation.

5.5   Demonstrate an understanding of the role of human resources in employment law and the legal responsibilities of an employer.

5.6   Discuss the importance of selecting, recruiting, training, and maintaining quality employees in the hospitality, recreation, and tourism industry, including the Internet as an application and screening tool for hospitality, recreation, and tourism organizations.

5.7   Analyze changing human resource trends as they relate to recruiting, training, and motivating employees in the hospitality, recreation, and tourism industry.

5.8   Distinguish between the characteristics of a positive work environment from that of a hostile work environment.

5.9   Discuss strategies on how to encourage an inclusive and positive work environment in the HRT industry.

5.10 Explore human resource proactive policies that attract, develop, retain, and motivate diverse workforce.

Course Standard 6

MKT-HRTM-6

Analyze hospitality, recreation, and tourism services in relation to management structures, service levels, and current issues.

6.1   Identify and summarize the typical organizational structures for hospitality, recreation, and tourism operations, including common departments as well as service-level expectations within hotels and recreation-based industries.

6.2   Explore customer service expectations within hospitality, recreation, and tourism industries based on the company's quality service standards.

6.3   Identify and describe current challenges facing hospitality, recreation, and tourism managers.

6.4   Investigate franchising opportunities in the hospitality, recreation, and tourism industry in comparison to other expansion methods in business operations.

6.5   Describe the various functions of management in the hospitality, recreation, and tourism industry.

6.6   Analyze the trends, opportunities, and major functions of the travel service segment of the hospitality, recreation, and tourism industry (e.g., the travel agent's role, corporate travel organizations, niche markets and corporate travel departments for large companies).

Course Standard 7

MKT-HRTM-7
Interpret the overall importance of sales, operations, and management of sales activities in the hospitality, recreation, and tourism industry.

7.1 Distinguish between and draw conclusions about selling a service and selling a product in the hospitality, recreation, and tourism industry.
7.2 Compare and contrast the roles of marketing and selling in the HRT industry.
7.3 Analyze sales and promotion strategies utilized in the hospitality industry.
7.4 Create a sales presentation for an HRT business using feature-benefit sales techniques.
7.5 Examine upselling as a sales strategy in the HRT industry.
7.6 Develop a profile of successful sales professional in the hospitality, recreation, and tourism industry by including information about technical and social skills and experience.
7.7 Demonstrate effective and ethical selling skills necessary for success in the hospitality, recreation, and tourism industry (product/service knowledge, individual rapport, overcoming objections, and closing a sale).
7.8 Explore strategies to effectively reach various niche markets in the hospitality, recreation, and tourism industry including corporate, educational, sports, religious, military, etc.
7.9 Investigate the role of convention and visitors' bureaus (CVBs) in large cities as well as trends in the development of CVBs in smaller towns, neighborhoods, and areas.

Course Standard 8

MKT-HRTM-8
Demonstrate knowledge and skills required for meeting and event planning in the hospitality, recreation, and tourism industry.

8.1 Demonstrate an overall understanding of the logistics and steps to planning a successful meeting or event.
8.2 Perform a customer needs assessment for an event (including venue capacity, food & beverage, audio-visual equipment, staffing, security, etc..).
8.3 Establish a budget for a meeting or event proposal.
8.4 Compare and contrast various venue options.
8.5 Compose a Banquet and Event Order (BEO) and a room layout diagram for a meeting or event.
8.6 Anticipate challenges and develop a contingency plan for an event.
8.7 Consider the role of contracts and negotiation skills for planning meetings and events in the HRT industry.
8.8 Evaluate the implementation and financial performance for a meeting or event (i.e., final billing, post event meeting, etc.).

Course Standard 9

MKT-HRTM-9
Demonstrate knowledge of legal and liability issues in the hospitality, recreation, and tourism industry and determine appropriate responses.

9.1 Investigate laws affecting businesses operating in the hospitality, recreation, and tourism industry.
9.2 Examine the various types of written, oral, and implied contracts in the hospitality, recreation, and tourism industry.
9.3 Exhibit knowledge of regulations and licensing in the hospitality, recreation, and tourism industry.
9.4 Estimate the cost of litigation in the hospitality industry.

9.5 Determine the impact of training and communications on the prevention of lawsuits in the hospitality, recreation, and tourism industry.
9.6 Determine root causes of customer complaints and evaluate solutions.
9.7 Research and locate relevant information to respond to customer problems effectively and ethically within the hospitality, recreation, and tourism industry.

Course Standard 10

MKT-HRTM-10

Develop customer service skills and an overall understanding of the importance of guest services in the hospitality, recreation, and tourism industry.

10.1 Demonstrate exceptional customer service strategies.
10.2 Explain the importance of delivering effective customer service and establishing strong guest relations in the hospitality, recreation, and tourism industry.
10.3 Determine skills, traits and attributes needed to offer top-quality guest services and build relationships with customer and clients.
10.4 Explore the use of social media and the importance of the industry's timely responses to guests' feedback.

Course Standard 11

MKT-HRTM-11

Determine current and emerging trends in the hospitality, recreation, and tourism industry.

11.1 Analyze tourism challenges at the local and national levels.
11.2 Investigate the new tourism markets that are developing around the world.
11.3 Interpret current and future hotel development strategies.
11.4 Draw conclusions about the competitive nature of hospitality at the local, state and national levels.
11.5 Research recent tourism-related topics that have appeared in the news and make inferences about how they affect the industry.
11.6 Analyze the impact of the current events and trends in the hospitality, recreation, and tourism industry.

Course Standard 12

MKT-HRTM-12

Determine the importance of cost-effective operations in the hospitality, recreation, and tourism industry.

12.1 Explain the importance of cost control in the hotel/lodging industry.
12.2 Determine revenue indicators including PAR levels, occupancy levels, return on investment (ROI) and load management.
12.3 Analyze seasonality and generate ideas to offset seasonality in hospitality, recreation, and tourism operations.
12.4 Explain the importance of negotiating contracts and working within a budget for a department or an operation.

Course Standard 13

MKT-HRTM-13

Examine the elements of technology used in the hospitality, recreation, and tourism industry.

13.1   Research trends in the use of technology and software for travel reservations.
13.2   Analyze major uses, costs, and effects of the internet on travel reservations.
13.3   Compare and contrast the value-added services offered by a travel agent/consultant vs. online travel agencies (OTA) and websites.
13.4   Research the advantages and disadvantages of marketing hospitality, recreation, and tourism businesses on the internet.
13.5   Investigate internet security issues (e.g., firewalls, hacking, viruses, etc.) that impact the HRT industry.
13.6   Identify various social media and other applications utilized in the HRT industry and examine the impact on business, marketing, and customer engagement.
13.7   Explain the value of inter-personal skills and customer service staff to implement technological advancements in the HRT industry (i.e., QR codes, paperless event tickets, virtual meetings, etc.).

Course Standard 14

MKT-HRTM-14

Examine how related student organizations are integral parts of career and technology education courses through leadership development, school, and community service projects and competitive events.

14.1 Explain the purpose, mission, objectives, motto, colors, official dress and other distinguishing characteristics of DECA.
14.2 Explain how participation in DECA can promote lifelong responsibility for community service, professional growth, and development.
14.3 Explore the impact and opportunities DECA can develop to bring business and industry together with education in a positive working relationship through innovative leadership and career development programs.
14.4 Explore the local, state, and national opportunities available to students through participation in DECA including but not limited to conferences, competitions, community service, philanthropy, and other DECA activities.