

Hospitality and Tourism Management III

Primary Career Cluster:	Hospitality and Tourism
Course Contact:	CTE.Standards@tn.gov
Course Code(s):	C16H19
Prerequisite(s):	<i>Hospitality and Tourism Management I</i> (C16H17) and/or <i>Hospitality and Tourism Management II</i> (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 <i>Hospitality and Tourism Management</i> program of study.
Aligned Student Organization(s):	DECA: http://www.decatn.org FCCLA: https://www.tennesseefccla.org/ Skills USA: http://www.skillsusatn.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/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/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 & 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 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 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.decatn.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 1-2** | Guest speakers from the hospitality and tourism industry professionals to help students identify possible career opportunities and directions, followed by job shadowing with specific industry professionals.
- **Standards 3-5** | Virtual exchanges and informational interviews with hospitality and industry professionals to develop students' mastery of international and global hospitality and tourism.
- **Standards 6-7** | Guest speakers from the hospitality and tourism industry to address the distribution and transportation components of the industry.

- **Standards 9, 11-12** | 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 10** | Integrated project with multiple interactions with hospitality and tourism industry professionals.
- **Standards 13-14** | Compensated internship in the hospitality and tourism industry connected to curriculum and develop an artifact for that business or organization.
- **Standard 17** | Technical mentoring through online interactions with hospitality and tourism industry professionals to develop students' mastery of marketing and selling to a particular consumer audience.
- **Standard 19** | Compensated internship in the hospitality and tourism industry connected to curriculum and develop an artifact for that business or organization.
- **Standards 21-23** | Integrated project with multiple interactions with hospitality and tourism industry professionals.
- **Standard 26** | Technical mentoring through online interactions with hospitality and tourism industry professionals.

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 a variety 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.

Program of Study Application

This is the foundational course in the *Hospitality and Tourism Management* program of study. For more information on the benefits and requirements of implementing these programs in full, please visit the Hospitality and Tourism website at <https://www.tn.gov/education/career-and-technical-education/career-clusters/cte-cluster-hospitality-tourism.html>.

Course Standards

Employability in Hospitality Segments

- 1) Using the *Careers in Hospitality Glossary* created in *Hospitality and Tourism Management I*, identify the segments of the hospitality industry and distinguish differences in the professional setting in each segment. Investigate 21st century skills and soft skills necessary for employment in each segments. Create a graphic of these skills to include an in depth description of each. Compare and contrast the differences in training and development offered for employees of each segment identified.
- 2) Search for the resumes of professionals in a career of interest from the websites of institutions, organizations, or professional networks. Discuss what is typically included in the

resumes of professionals, compare and contrast several examples, and create a personal resume modeled after elements identified in the search.

International and Global Hospitality and Tourism

- 3) Conduct research to identify top international hospitality employers and organize by hospitality segment. Discuss what strategies and business practices are utilized by these employers to ensure their success. Evaluate these practices and explain the possibilities for their use among other international employers.
- 4) Analyze the importance of international marketing as it relates to hospitality and tourism businesses in Tennessee. Research reasons a company might choose to enter a foreign market, examine cross-cultural communication marketing challenges, the laws and regulations that govern international franchising and franchising relationships, and prepare a presentation on how the business could succeed in an international environment.
- 5) Explore the implications of marketing to a global consumer; use case studies to evaluate how the customs and traditions of other countries affect American companies' advertising messages in the global marketplace. Write recommendations for marketing a hospitality service in a selected country based on customs and traditions.

Distribution and Transportation Effecting Hospitality and Tourism

- 6) Describe the major modes of transportation that impact tourism and other hospitality services. Include advantages and disadvantages of each, and how tourism can be effected by the lack or surplus of modes of transportation.
- 7) Cite examples of how hospitality organizations' delivery and distribution channels in other countries differ from those in the United States. Determine how recent technological advancements have impacted the operations of warehouses and distribution centers and illustrate the challenges that still exist in developing countries.

Legislation and Governing Laws

- 8) Drawing on research from the Tennessee Department of Labor and Workforce Development, summarize various workers' rights laws and explain how they apply in specific hospitality segments. Craft an essay on the conditions that prompted the laws, the efforts made to enforce the laws, and changes brought about by the laws today.
- 9) Research laws that regulate and govern the hospitality industry. Create a report outlining key recommendations and requirements to ensure a workplace follows codes and certifications for all employees, citing sources from the Department of Labor and Workforce and the Department of Health.
- 10) Outline the steps necessary to complete and gain licenses from regulatory agencies such as the Tennessee Department of Commerce and Insurance, Division of Regulatory Boards, and city/county business licenses or permits, citing evidence from case studies and news media.

Discuss liability issues that may be problematic if proper licenses are not obtained for projects or events. Example projects or events include but are not limited to building a structure, organizing a city festival, or implementing smoking ordinances.

- 11) Investigate laws related to consumer protection within the hospitality industry, focusing on the events that influenced their creation. Select one such law and write a narrative essay describing the historical context and the significance of the legislation on customer and business behavior. Examples include guest privacy, total use of room, and protection from personal liability.
- 12) Summarize legal opinions and/or applicable legislation (e.g., use of nutritional labels) and industry self-regulation (including ethical considerations and social responsibility) applicable to the hospitality and tourism industry.

Crisis Preparedness and Emergency Procedures

- 13) Identify the various types of risks that can affect customers and employees in hospitality and tourism businesses. Describe ways in which businesses can manage risk. Develop a hospitality business presentation, public service announcement, or brochure for professionals in a hospitality company aimed at identifying persons at greatest risk for accidents. Include at least the following: types of risk, how to identify risk, signs or symptoms of complications of risk, guidelines for preventing risk, and residents' rights.
- 14) 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. Create a guide on how risk reduction or prevention can apply 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
 - e. Reduction in workplace threats
- 15) Cite the differences and features of property and liability insurance. Obtain three quotes for minimum liability insurance coverage for a hospitality business in your area, using square footage and inventory on hand as factors on which to base the quote.
- 16) Define the features of a disaster. Differentiate among environmental and natural disasters, acts of terrorism, and technological hazards, citing real-life examples found in news media affecting hospitality and tourism businesses, and describe how each impacts the stability of communities. Accurately identify appropriate local, state and national agencies that could respond in each type of disaster.

Marketing and Selling

- 17) Develop a customer profile with a detailed description of the potential target market for the proposed hospitality or tourism business based on demographic, geographic, psychographic, and behavioral information. Assess the viability of the profile for the proposed hospitality or tourism business by determining number of customers, reachability, and desire for product.
- 18) 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, and translate five service features into five customer benefits or advantages.
- 19) Identify and distinguish between high touch versus low touch selling, conversational marketing, and drip marketing. Select a local hospitality business and investigate how they approach these sales techniques.
- 20) Investigate forms of prospecting to include unsolicited calls (cold calls), door to door in person visits, referrals, webinars, seminars, networking, content marketing, and, especially, social media. Create an infographic that reflects identified forms of prospecting and the extent to which each is used, focusing on different types of social mediums used. Discuss maintaining customer relations through different forms of social networking.
- 21) Role-play the position of director of sales to a fellow classmate posing as a customer. Prepare a mock sales demonstration while taking one's customer through 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
 - h. Relationship management
- 22) Identify up to five businesses that could be considered competitors of the selected hospitality business. Gather and summarize information about the competition succinctly in a chart, table, or graphic. Information may include variety of services available, location, prices, products, and other unique characteristics.
- 23) Using previous research from standard 20 on the selected hospitality business and its competitors, describe typical prices in the industry for similar services, noting how the prices of the selected business compare to others. 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 and summarize how each relates to typical organizational goals of earning a profit, gaining market share, and being competitive, noting where there are chances to address weakness(es) or capitalize on area(s) of opportunity.

Financial Applications

- 24) Describe the differences between equity capital and debt capital. Explain the advantages and disadvantages of each.
- 25) To evaluate the credit worthiness of a hospitality business, lenders rely on the six C's (character, capacity, capital, conditions, collateral, and confidence). Identify and explain the role each of the six criteria play in a lender's ability to determine overall risk and approval of financing.
- 26) 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
 - 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.