

Hospitality and Tourism Management I

Primary Career Cluster:	Hospitality and Tourism
Course Contact:	CTE.Standards@tn.gov
Course Code(s):	C16H17
Prerequisite(s):	None
Credit:	1
Grade Level:	9-10
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 first 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/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, 954, 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 Principles of Hospitality and Tourism, 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 1.1-1.4** | Guest speakers from the local businesses and agencies in the hospitality and tourism industry to discuss innovative industry trends and how to apply trends in real-world scenarios.
- **Standards 2.1-2.2** | Guest speakers/professional panel from local professionals in the hospitality and tourism industry to discuss job options and opportunities within this industry.
- **Standards 3.1-3.3** | Guest speakers from local business and agencies in the hospitality and tourism industry to discuss social responsibility and ethics and cultural diversity within the industry and provide students with real-world scenarios to illustrate concepts.

- **Standards 4.1-4.3** | Career panel with representatives from various sectors within the hospitality and tourism industry, including profit and non-profit, sole proprietorship, corporation, etc.
- **Standards 5.1-5.5** | Guest speakers, whose primary focus is marketing, from local businesses and agencies in the hospitality and tourism industry.
- **Standards 6.1-6.5** | Panel of guest speakers from local hospitality and tourism businesses and agencies with follow up workplace tours.

Course Description

Hospitality and Tourism Management I is the foundational course for students interested in careers within the hospitality and tourism industry. The course allows students to explore the career opportunities and fundamental principles that guide the organization and management of the hospitality and tourism industry. Upon completion of this course, students will be proficient in the foundations of hospitality and tourism, industry segments, business concepts and operations, role of marketing, and customer relations.

Course Standards

1. Trends in Hospitality and Tourism: Past, Present, Future

- 1.1 Hospitality & Tourism Industry Milestones: Research significant **milestones and trends** from ancient history to the present that have influenced the development of the hospitality and tourism industry.
- 1.2 Hospitality & Tourism Industry Trends: Analyze local, national, and global hospitality and tourism **innovations and trends** (e.g., artificial intelligence (AI), digitalization, extensive data use, voice recognition software for automated tasks, sleep pods in public spaces, overseas air travel showers, etc.). Predict how the hospitality and tourism industry will change in the next twenty years.
- 1.3 Hospitality & Tourism Industry Evolution: Detail the **evolution of hospitality and tourism** in the United States and explain the impact that various **technological innovations** (e.g., the steam engine, assembly line, telephone, automobile, computer, internet, digital key, instant text messaging) have had on hospitality and/or tourism and consumer behavior over time. Identify how emerging technologies continue to transform hospitality and tourism and present new challenges and opportunities to business owners.
- 1.4 Hospitality & Tourism Challenges or Trends: Evaluate a **challenge or trend** that influences the hospitality and tourism industry today. Research topics may include:
 - a. Delivering consistent service
 - b. Diversity of the workforce
 - c. Demographic trends of customers
 - d. Impact of seasons/weather
 - e. Globalization

- f. Political conditions
- g. Economic conditions

2. Hospitality Segments and Career Exploration

- 2.1 Hospitality Industry Segments: Identify different segments of the hospitality industry and provide an example of a business or organization for each. Explain the characteristics and importance of each segment in relation to the local, state, and national economies.
- 2.2 Hospitality Industry Careers: Create a ***Careers in the Hospitality Glossary*** using the five W's (i.e. who, what when, where, and why) to identify all professions (e.g., financial analyst, hotel engineer, guest service agent, etc.) in each segment (i.e. travel and tourism, lodging, food and beverage, and recreation) of the hospitality industry. Define each listing, including job descriptions and typical activities, and detail the aptitudes and training required for careers of interest. Conduct a self-assessment of aptitudes, interests, and personality traits and devise a tentative career plan to reach employment goals.
- 2.3 Tourist Classifications: Define and explain the **roles of a tourist, domestic tourist**, and **international tourist** in the hospitality industry. Describe the different types of tourism (e.g., sustainable tourism, disaster tourism, culinary tourism, ecotourism, genealogy tourism, sports tourism, voluntourism, etc.) in the industry.
- 2.4 Lodging Businesses: Compare and contrast the **characteristics of lodging businesses** (e.g., full-service hotels, limited-service properties, specialty accommodations, Bed and Breakfasts, and Airbnb) in the national and/or global market.
- 2.5 Food & Beverage Segment: Research the **food and beverage segment** of the hospitality industry, comparing the two main groups (commercial and noncommercial). Describe the role the foodservice industry plays within the larger hospitality industry, noting its relationship and overlap with other segments (such as tourism and entertainment).

3. Social Responsibility and Ethics

- 3.1 Market, Command, & Mixed Economies: Cite the advantages and disadvantages of a **market economy**, a **command economy**, and a **mixed economy**. Discuss the relationships between consumers, hospitality businesses, and government in various economic systems and analyze the rights and responsibilities of these entities in countries with these distinctive systems.
- 3.2 Social Responsibility & Ethics: Research the roles of **social responsibility** and **ethics** in the hospitality and tourism industry. Evaluate how businesses benefit from engaging in responsible business practices.

- 3.3 Cultural Diversity: Investigate the role of **cultural diversity** in the hospitality and tourism industry. Discuss the components of cultural diversity, including religious customs, dietary habits, and traditions. Identify strategies to increase **multicultural awareness** in the hospitality and tourism industry.

4. Business Concepts and Operations

- 4.1 Profit: Describe **profit's role in the economy**. Analyze the relationship between the hospitality and tourism industry and an area's economic health.
- 4.2 For-Profit vs. Nonprofit: Compare the missions, organizational structures, compensation models, and tax statuses of **for-profit** and **non-profit hospitality businesses**. Examine how different segments of hospitality support each other.
- 4.3 Types of Business Ownership: Compare the **three primary types of business ownership**: sole proprietorship, partnership, and corporation. Research a local hospitality business, focusing on the type of ownership, history and background of founding, and description of products or services offered. Highlight any operational changes in response to market and population shifts, infrastructure development (e.g., interstates, public transportation), inventions, expansion opportunities, and other market factors.

5. Role of Marketing in Hospitality and Tourism

- 5.1 Seven Functions of Marketing: Define marketing and describe the **seven functions of marketing** (distribution, financing, marketing information management, pricing, product/service management, promotion, and selling). Analyze marketing as part of a hospitality and tourism business' strategy to increase revenue.
- 5.2 Marketing Mix: Describe the components of the **marketing mix** (product or service, place, price, and promotion) and the **four Cs of hospitality** (consumer, costs, communication, and convenience). Investigate the launch of a new service, focusing on how the company employed the marketing mix or the four Cs of hospitality to aid in the launch. Critique the company's strategies and suggest alternative ideas for future campaigns, following the principles of the marketing mix or the four Cs of hospitality.
- 5.3 Advertising & Media: Define **advertising** and list **types of media** that hospitality businesses use to reach potential customers. Analyze sample advertisements, evaluating the purpose, medium (e.g., TV, radio, social media, billboard, magazine, newspaper, or other) in terms of market reach.
- 5.4 Market Segmentation: Summarize the concept of **market segmentation** and analyze how hospitality and tourism businesses use marketing to increase their **market share**.

5.5 SWOT Analysis: Conduct a **SWOT analysis** on a hospitality and tourism business, identifying its most significant strengths, weaknesses, opportunities, and threats. Highlight the techniques or specific results of market segmentation by including demographic, psychographic, and geographic data in the analysis.

6. Customer Services and Professionalism

6.1 Management Skills: Identify the **management skills** required of individuals in the workplace, including time management, organizational planning, teamwork, and professionalism.

6.2 Guest Life Cycle: Describe the **guest life cycle** and **Maslow's Hierarchy of Needs** and how the hospitality and tourism industry helps meet both the cycle's stages and Maslow's needs.

6.3 Customer-Focused Practices: Determine the correlation between **customer-focused business practices** and **customer satisfaction**. Identify employee habits, characteristics, and practices of strong customer-service-oriented individuals.

6.4 Communication Skills: Develop and practice effective **communication skills** vital to **customer** and **interdepartmental relationships**, such as active listening and nonverbal, verbal, and written communication. Determine best practices for addressing **customer complaints** and **interdepartmental disputes**. Using conflict management techniques and industry-appropriate communication, critique the role-play and written exercises of peers.

6.5 Company-Customer Relationships: Identify successful practices for **strengthening a company's relationship with its customers** and improving customer satisfaction, loyalty, and advocacy.

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.