

# HOSPITALITY AND TOURISM MARKETING

**MIS03 04245**

*An instructor must hold the License Code: 04006-CTE Marketing Education to be qualified to teach this course.*

*Hospitality and Tourism Marketing will provide the student with an understanding of one of the largest industries in the world. Specific applications include marketing, promoting, and selling product of airlines, international travel, ground transportation, cruising, hotel and lodging, restaurants, and tours. Students will learn the importance of hospitality and tourism impact on the economy.*

**Credit** ½ or 1 credit

**Level** Grades 9-12

## Quarter 1

### Student Competencies

	Explain the goals of the Entrepreneurship course
	Discuss classroom operations and procedures
	Discuss the purposes of CTSO and its activities
1.1.5	Explain the nature of regulations affecting the hospitality and tourism industry (BL:065) (SP)
1.1.6	Describe the rights of customers in the hospitality and tourism industry (BL:135) (SP)
1.1.7	Explain the nature of business licenses and permits (SP)
2.3.11	Maintain day-to-day content on social platforms (CO:193) (SP)
2.3.12	Develop a crisis management plan (CO:200) (MN)
3.1.9	Process customer/guest orders (CS)
3.1.10	Identify strategies to manage customer experience during peaks in demand (CS)
3.1.11	Maintain service standards during peaks in demand (CS)
3.1.12	Identify credit-card fraud prevention methods (CS)
3.1.13	Explain the nature of identity theft controls (CS)
3.1.14	Process customer payments (FI:127) (CS)
3.1.15	Use social media to enhance customer post-sales experience (CR:028) (SP)
3.2.3	Describe customer service challenges in the hospitality and tourism industry (CS)
3.2.4	Resolve hospitality and tourism related conflicts for customers (CS)
3.2.5	Explain the nature of guest recovery (CS)
3.2.6	Determine strategies for resolving customer-service situations (SP)
3.2.7	Resolve sensitive/dangerous customer service situations (SP)
3.2.8	Resolve comprising/fraudulent customer service situations (SP)

	3.3.3	Explain the nature of customer service in the hospitality and tourism industry (CS)
	3.3.4	Differentiate between offering services and offering products in hospitality and tourism (CS)
	3.3.5	Identify factors affecting customer service practices in hospitality and tourism (CS)
	3.3.6	Identify factors associated with positive customer experiences (CS)
	3.3.7	Anticipate unspoken customer needs (CS)
	3.3.8	Accommodate special needs/specific requests of customers (CS)
	3.3.9	Deliver positive moments of truth (CS)
	4.2.8	Explain the relationship between the economy and hospitality and tourism (EC:136) (SP)
	5.2.5	Describe personal traits important to success in hospitality and tourism management (EI:090) (PQ)
	5.2.6	Determine and respond appropriately to personality types (EI:066) (SP)
<b>Quarter 2</b>		
<b>Student Competencies</b>		
	7.3.16	Explain the nature of sales for hospitality and tourism (SP)
	7.3.17	Discuss considerations in accepting credit card payments (SP)
	7.3.18	Calculate credit card processing costs (SP)
	7.3.19	Establish credit card acceptance policies (MN)
	7.3.20	Forecast hospitality and tourism sales (MN)
	7.6.7	Determine product-line profitability (FI:322) (MN)
	7.6.8	Explain cash-control procedures (e.g., signature cards, deposit slips, internal/external controls, cash clearing, etc.) (FI:113) (CS)
	7.6.9	Reconcile cash (FI:396) (CS)
	7.6.10	Coordinate money handling (SU)
	7.6.11	Set up cash collection and deposit systems (MN)
	7.6.12	Establish cash policies and procedures (MN)
	7.6.13	Monitor cash handling procedures (MN)
	8.1.6	Describe ways that businesses build positive employer-employee relationships (HR:449) (SP)
	8.1.7	Foster employee engagement and commitment (HR:513) (SP)
	8.1.8	Explain labor-relations issues (HR:452) (SP)
	8.1.9	Discuss issues associated with workplace diversity (e.g., ethnic, generational, religions, gender) (HR:515) (SP)
	8.1.10	Manage employee turnover (HR:512) (MN)
	9.2.13	Explain ways that technology impacts the hospitality and tourism industry (NF:060) (PQ)
	9.2.14	Use software to automate services (NF:106) (SP)
	9.2.15	Use database for information analysis (NF:185) (SP)
	9.2.16	Use analytical tracking tools (NF:205) (SP)
	9.3.5	Describe current issues and trends in the hospitality and tourism industry (NF:048) (CS)
	9.3.6	Explain the need for hospitality and tourism business information (CS)

	9.3.7	Identify information monitored for business decision making (SP)
	9.3.8	Explain sources of secondary hospitality and tourism information (SP)
	9.3.9	Explain types of primary hospitality and tourism market information (SP)
	9.3.10	Describe methods used to collect business information (e.g., observations, mail, telephone, Internet, discussion groups, interviews, etc.) (SP)
	9.3.11	Obtain business information from customer databases (CS)
	9.3.12	Identify challenges with the use of unstructured business data (SP)
	9.3.13	Obtain hospitality and tourism information from online sources (e.g., search engines, online databases, blogs, forums, listservs, web analytics, social media, geolocation services, etc.) (SP)
	9.3.14	Track environmental changes that impact hospitality and tourism (e.g., technological changes, guest trends, economic changes, regulatory changes, etc.) (SP)
	9.3.15	Monitor hospitality and tourism sales data (SP)
	9.3.16	Explain the use of descriptive statistics in business decision-making (SP)
		Semester Exam
<b>Quarter 3</b>		
<b>Student Competencies</b>		
	9.3.17	Interpret descriptive statistics for business decision-making (SP)
	9.3.18	Display hospitality and tourism data in charts/graphs or in tables (SP)
	9.3.19	Prepare and use presentation software to aid in making oral reports (SP)
	9.3.20	Present hospitality and tourism findings orally (SP)
	9.3.21	Prepare written reports for hospitality and tourism decision-making (SP)
	10.1.3	Differentiate between service marketing and product marketing (MK:008) (CS)
	16.2.14	Explain the concept of marketing strategies (CS)
	16.2.15	Explain the concept of market and market identification (CS)
	16.2.16	Identify ways to segment hospitality and tourism markets (MP:035) (CS)
	11.1.4	Explain the nature and scope of distribution (DS:001) (CS)
	11.1.5	Explain the concept of <i>place</i> (distribution) in the hospitality and tourism industry (DS:075) (CS)
	11.1.6	Explain the relationship between customer service and distribution (DS:029) (CS)
	11.3.8	Comply with strategies for protecting business' digital assets (e.g., website, social media, email, etc.) (OP:517) (SP)
	11.3.9	Comply with strategies to protect digital customer data (e.g., information about customers, customers' credit-card numbers, passwords, customer transactions) (OP:518) (SP)
	11.3.10	Define strategies to protect business' digital assets, customer data, and other protected information (OP:472) (MN)
	11.3.11	Evaluate strategies for protecting business' digital assets (e.g., website, social media, email, etc.), customer data, and other protected information (OP:473) (MN)
	11.3.12	Develop strategies to protect digital data (OP:105) (MN)
	11.4.5	Handle emergency situations in hospitality and tourism (OP:119) (CS)

11.4.6	Identify factors affecting evacuation procedures/protocols (SP)
11.4.7	Explain security considerations in the hospitality and tourism industry (OP:115) (CS)
11.4.8	Discuss employee security issues in hospitality and tourism (OP:058) (CS)
11.4.9	Develop procedures for safeguarding cash
11.8.3	Track invoices (OP:184) (CS)
11.9.4	Monitor and ensure completion of delegated tasks (OP:354) (SP)
11.9.5	Streamline work processes (OP:355) (SP)
11.9.6	Coordinate activities with those of other departments (OP:196) (SP)
11.6.8	Describe types of purchase orders (OP:250) (CS)
11.6.4	Discuss types of inventory (OP:336) (CS)
11.9.2	Organize and prioritize work (OP:228) (CS)
11.9.3	Coordinate work with that of team members (OP:230) (CS)
17.1.7	Explain the concept of price in the hospitality and tourism industry (PI:029) (CS)
17.1.8	Explain the nature and scope of the pricing function (SP)
17.1.9	Describe factors affecting the prices of hospitality and tourism products (PI:039) (SP)
18.1.8	Explain the concept of product in the hospitality and tourism industry (PM:081) (CS)

**Quarter 4**

**Student Competencies**

18.1.9	Explain the nature and scope of the product/service management function (SP)
18.3.7	Describe services offered by the hospitality and tourism industry (PM:095) (CS)
18.3.8	Explain the nature of product extensions in the hospitality and tourism industry (PM:099) (SP)
18.5.9	Describe the uses of grades and standards in marketing (CS)
18.5.10	Explain warranties and guarantees (CS)
18.5.11	Evaluate vendors' merchandise (PM:239) (SP)
18.5.12	Choose vendors (PM:263) (SP)
18.5.13	Negotiate terms with vendors (PM:264) (SP)
18.3.1	Explain the concept of product mix (PM:003, LAP-PM-003) (SP)
18.3.2	Describe the nature of product bundling (PM:041) (SP)
18.4.6	Explain the nature of product/service branding (PM:021, LAP-PM-006) (SP)
18.4.12	Communicate core values of product/service (PM:214) (SP)
18.4.13	Identify product's/service's competitive advantage (PM:246) (SP)
18.4.3	Explain the nature of corporate branding (PM:206) (SP)
12.7.4	Determine the services provided by professional organizations in the hospitality & tourism industry (PD:061) (SP)
12.7.5	Utilize professional development opportunities in hospitality and tourism (e.g., continuing education courses, certifications, journals, online activities/courses) (SP)
12.7.6	Employ career-advancement strategies in hospitality and tourism (PD:274) (SP)

12.8.14	Describe the nature of the hospitality and tourism industry (PD:111) (CS)
12.8.15	Describe the development of the hospitality and tourism industry (PD:105) (CS)
12.8.16	Explain career opportunities in hospitality and tourism (PD:272) (CS)
19.1.1	Explain the role of promotion as a marketing function (PR:001, LAP-PR-002) (CS)
19.1.7	Describe the concept of <i>promotion</i> in the hospitality and tourism industry (PR:121) (CS)
19.1.8	Explain promotional methods used by the hospitality and tourism industry (PR:082) (SP)
7.4.5	Explain the role of ethics in risk management (RM:041) (SP)
7.4.6	Discuss legal considerations affecting risk management (RM:043) (SP)
7.4.7	Describe the use of technology in risk management (RM:042) (SP)
7.4.8	Explain the nature of quality management (QM:001) (SP)
7.4.9	Discuss the nature of continuous improvement of the quality process (QM:003) (SP)
20.5.20	Explain factors that motivate people to choose a hospitality and tourism site (SE:220) (SP)
20.5.21	Recommend hospitality and tourism services (SE:221) (SP)
20.6.8	Process telephone orders in hospitality and tourism (SE:477) (CS)
20.6.9	Process special orders in hospitality and tourism (SE:478) (CS)
20.6.10	Sell gift certificates in hospitality and tourism (SE:479) (CS)
20.6.11	Process complimentary offers and coupons/discounts (SE:149) (CS)
20.6.12	Process sales transactions (e.g., cash, credit, check, etc.) (SE:329) (CS)
	Course Assessment
	Final Exam