Alabama CTE

Lodging I

Hospitality Industry	1	Compare classifications of lodging properties for affiliations, levels of service, ownership, size, and target market. 1
	2	Distinguish functions of various departments of a hotel, including accounting, security, engineering, front desk, housekeeping, maintenance, human resources, and sales and marketing. 2
	3	Determine trends and issues associated with the lodging industry. 3
	4	Assess ways technology impacts and is used in the lodging industry. 4
	5	Assess career options, entrepreneurial opportunities, and credentials associated with the lodging industry. 5
Business Operations	1	Compare cost efficiency for resorts, large hotel chains, and independently owned lodging establishments. 6
	2	Critique sales opportunities available in the lodging industry. 7
Lodging Structure	1	Compare types of services offered by the lodging industry. Examples: bed and breakfast, tour, business travel, leisure, destination, theme packets 8
Front Desk	1	Summarize the role of front desk staff, including cashiering and accounting, receiving reservations, and creating departmental log reports. 9
Housekeeping Functions	1	Determine roles of the housekeeper in hotel operations, including guest room cleaning, managing inventory, and reporting damaged property. 10
Guest Services and Relations	1	Describe strategies for maintaining positive guest relations. 11
	2	Demonstrate strategies for resolving guest complaints. 12
	3	Summarize duties of the concierge and bell hop. 13
Safety and Security	1	Describe safety and security associated with the lodging industry, including Occupational Safety and Health Administration (OSHA) standards, emergency esponse, and housekeeping security. 14

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Cultural Diversity	**1**	**Explain how cultural diversity impacts the hospitality and tourism industry.** 15
Economics	**1**	**Analyze effects of the economy on the hospitality and tourism industry to apply appropriate strategies in developing new products or services.** 16