Arkansas CTE

Business and Marketing Technology: Hospitality Administration

Discuss and summarize the purpose and importance of the Hospitality Industry 1.1	**1** Summarize the facets and purpose of the hospitality industry. 1.1.1
	2 Explain the importance and economic impact of the hospitality industry to individual communities. 1.1.2
	3 Explain the importance and economic impact of the hospitality industry to the state as a whole. 1.1.3
Explore and explain career opportunities in the hospitality field. 1.2	**1** Discuss certifications available for jobs at varying levels of the industry: entry level, mid-level, upper level management. 1.2.1
	2 Classify education and training requirements for different careers. Discuss the importance of life-long learning in the hospitality industry. 1.2.2
	4 Critique professional behavior: etiquette, dress, hygiene, and other soft skills for appropriateness in various careers in the hospitality industry. 1.2.4
Identify and explain the primary segments in the hospitality industry and front of house and back of house operations. 1.4	**1** Demonstrate understanding of the purpose and operations of the hotel, motel and bed & breakfast sector of the hospitality industry and the markets in which these industries operate. 1.4.1
	2 Demonstrate understanding of the purpose and operations of the resorts and clubs sector of the hospitality industry and the markets in which these businesses operate. 1.4.2
	3 Demonstrate understanding of the purpose and operations of the restaurants sector of the hospitality industry and the markets in which these industries operate. 1.4.3
	5 Demonstrate understanding of the purpose and operations of the convention center sector of the hospitality industry and the markets in which these industries operate. 1.4.5

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	6 Demonstrate understanding of the purpose and operations of the tourism sector of the hospitality industry and the markets in which these industries operate. 1.4.6
	7 Demonstrate understanding of the purpose and operations of the theme parks, parks and campgrounds sector of the hospitality industry and the markets in which these industries operate. 1.4.7
Discuss and apply skills related to professional personal presentation. 2.1	1 Discuss the importance of and demonstrate the passion and attitude, demeanor, empathy, and a service mentality necessary for success in the hospitality industry. 2.1.1
	4 Practice proper etiquette and manners, appropriate conversation and language in a variety of situations. (For example: formal situations with a guest(s), social gatherings where guests are present, eating meals with guests, etc.) 2.1.4
	5 Explain the importance of being considerate of other cultures, disabilities (ADA compliance), religions, and other issues of diversity as it relates to guest services. 2.1.5
Explain the importance of and model employee accountability 2.4	1 Discuss and practice personal accountability for decisions. Exhibit what it means to take initiative. 2.4.1
	2 Discuss ones accountability to the employer and the organization; discuss company policies, good work habits, honesty and integrity. 2.4.2
	3 Describe one's accountability to the guest. Discuss conflict resolution, confidentiality, security, customer satisfaction, etc. 2.4.3
	4 Summarize ethical requirements of an employee in the hospitality industry as it relates to customer sales and service, payments, privacy, and being an ethical employee. 2.4.4
Explain and demonstrate skills to ensure guest satisfaction. 2.5	1 Explain empowerment and how it can help you achieve great service in an organization. 2.5.1
	2 Practice problem solving in a variety of situations. Critique the effectiveness of problem solving techniques in various situations. 2.5.2
	3 Explain the value of repeat business to the organization and relate the impact of repeat business to the customer, the organization, and the employees. 2.5.3
Solve problems using basic business math skills 3.1	1 Explain and practice the process converting decimals to percentages, finding percent of increase or decrease, and using ratios in a variety of situations in hospitality administration scenarios. 3.1.1

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	2 Examine profit/loss statements and explain the elements and purpose of P/L statements 3.1.2
	3 Explain the importance of budgeting and forecasting. Create and evaluate a budget. 3.1.3
	4 Explain the purpose and relationship between cost of goods sold (COGS), cost control, and waste management. Compute the cost of producing a product or providing a service. 3.1.4
	5 Discuss and summarize night audit purpose and procedures. 3.1.5
	6 Compute taxes and amount after taxes. 3.1.6
	7 Explain tipping and calculate tips. 3.1.7
	8 Compare and contrast methods of payment. 3.1.8
	9 Describe the trickle-down effect of hospitality spending. 3.1.9
Explain and summarize basic legal requirements of employees and businesses operating in the hospitality industry. 3.2	1 Discuss policies and regulations regarding security and confidentiality in the hospitality industry. 3.2.1
	2 Discuss ADA compliance and how it affects the operations of a hospitality business. 3.2.2
	3 Examine and summarize major government regulations that affect the hospitality industry. 3.2.3
	4 Explain the concept of liability and the importance of insurance and risk management in the hospitality industry. 3.2.4
Discuss and demonstrate basic marketing concepts related to the hospitality industry. 3.3	1 Explain and demonstrate upselling. 3.3.1
	2 Define and illustrate branding and cobranding. 3.3.2
	3 Compare and contrast types of ownership and franchising. 3.3.3
	4 Discuss social media as a means of marketing and the importance of the digital world: text groups, social media, and apps. 3.3.4
	5 Explain seasonality and how it relates to the hospitality industry. 3.3.5
	6 Describe the global nature of the hospitality industry. 3.3.6
	7 Analyze and classify marketing promotions with emphasis on brand loyalty and rewards programs. 3.3.7
	8 Discover and summarize current trends in the hospitality industry. 3.3.8