Arkansas CTE

Hospitality Administration and Arkansas Tourism (2025)

Recognize the benefits of participating in a Career and Technical Student Organization and involvement in professional organizations. 1.0

1 **Determine and discuss the value of professionalism and involvement in professional, academic, and leadership activities.** 1.1

1 Recognize and discuss the academic and professional benefits of participating in a CTSO (DECA and FBLA) and professional organizations. 1.1.1

2 Identify and explain the primary segments in the hospitality industry and front of house and back of house operations. 1.1.2

3 Explain the importance of and model employee accountability. 1.1.3

4 Research professional organizations for hospitality and tourism related careers and discuss the importance of membership and participation in professional organizations for career development and success. 1.1.4

Discuss the purpose and importance of the hospitality industry. 2.0

1 **Discuss and summarize the purpose and importance of the hospitality industry.** 2.1

1 Summarize the facets and purpose of the hospitality industry. 2.1.1

2 **Explore and explain career opportunities in the hospitality field.** 2.2

1 Discuss certifications available for jobs at varying levels of the industry: entry level, mid-level, upper-level management. 2.2.1

2 Classify education and training requirements for different careers. Discuss the importance of lifelong learning in the hospitality industry. 2.2.2

3 Relate the skills needed for success in the hospitality industry to the students' strengths and weaknesses; discuss the benefit of being bilingual 2.2.3

Explain and demonstrate the culture of service. 3.0

1 **Practice and demonstrate professional and effective verbal and written communication skills.** 3.1

1 Practice and critique verbal speaking and listening skills for professional effectiveness. 3.1.1

2 Discuss the importance of and critique hygiene, appearance, clothing, and dress that are appropriate for various jobs in the hospitality industry. 3.1.2

3 Explain the necessity for and demonstrate confidence, a firm handshake, appropriate eye contact, body language, and posture, especially as it relates to guest service. 3.1.3

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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.) 3.1.4

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. 3.1.5

Identify, analyze, and explain the various geographic regions in the State of Arkansas. 4.0

1 **Identify, analyze, and explain the various geographic reasons in the State of Arkansas. Performance Indicators** 4.1

1 Identify the different geographic regions. 4.1.1

2 Examine the various demographics in each geographic region and how this affects consumer behaviors in each region. 4.1.2

3 Research and explain the economic conditions of each region. 4.1.3

4 Identify and label the counties in each region. 4.1.4

Identify and discuss the economic impact of hospitality and tourism on the Arkansas economy. 5.0

1 **Identify and explain the various tourism opportunities in Arkansas.** 5.1

1 Explain the food and agricultural industry in Arkansas and the impact the industry has on local, state, and the national economy. 5.1.1

2 Categorize and explain the types of food businesses and business ownership. 5.1.2

3 Research the various types of cuisine, service styles, restaurants, and their price ranges. 5.1.3

4 Identify the types of lodging available in Arkansas, including hotel, motel, bed and breakfast, resort, CRP7 camping, and time shares. Analyze how each option meets consumer wants/needs. 5.1.4

5 Identify the most popular lodging facilities in Arkansas and the factors that make them popular with consumers. 5.1.5

6 Research and analyze the economic impact of the lodging industry in Arkansas. 5.1.6

7 Research the careers available in the Arkansas hospitality industry. 5.1.7

8 Research, identify and explain trends in lodging industry; Airbnb, VRBO, agritourism, etc. 5.1.8

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2 **Evaluate and discuss the tourism industry in Arkansas and its economic relevance to Arkansas communities, regions, and the state as a whole.** 5.2

1 Locate and examine the various types of parks in Arkansas, i.e. city, state, and national. 5.2.1

2 Locate and describe activities associated with lakes, rivers, forests, and other outdoor activities. 5.2.2

3 Explain the tourism industry as it relates to sports, including any professional sports facilities, college athletic programs, marathons, hunting sports, hall of fame, etc. 5.2.3

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4 List, locate and become familiar with the different tourist attractions in the state. 5.2.4

5 Discover the different festivals in the state and describe the featured foods, crafts, and the cities where the festivals are located. 5.2.5

6 Determine the careers available in the tourism industry and outdoor recreation. 5.2.6

7 Examine demographic characteristics and lifestyle preferences of consumers in each segment of the tourism industry. 5.2.7

8 Research, examine and explore Agri-tourism and Farm-to-Table 5.2.8

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3 Analyze the transportation industry and the impact of the transportation infrastructure on the travel and tourism industry. 5.3

1 Analyze the Arkansas infrastructure for rail, air, land and water, including the challenges, strengths and deficiencies of each. 5.3.1

2 Understand the impact of the transportation infrastructure on the travel and tourism industry, especially as it relates to economic utility for consumers and the marketing mix for products and services offered in the industry. 5.3.2

3 Understand the economic impact of the transportation industry on the Arkansas economy. 5.3.3

4 Identify and examine the different types of public transportation and availability of each type in each region. 5.3.4

5 Determine the careers available in the transportation industry. 5.3.5

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4 Explain and summarize basic legal requirements of employees and businesses operating in the hospitality industry. 5.4

1 Discuss policies and regulations regarding security and confidentiality in the hospitality industry. 5.4.1

2 Discuss ADA compliance and how it affects the operations of a hospitality business. 5.4.2

3 Examine and summarize major government regulations that affect the hospitality industry. 5.4.3

4 Explain the concept of liability and the importance of insurance and risk management in the hospitality industry. 5.4.4

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5 Discuss and demonstrate basic marketing concepts related to the hospitality industry. 5.5

1 Explain and demonstrate upselling. 5.5.1

2 Define and illustrate branding and co-branding. 5.5.2

3 Compare and contrast types of ownership and franchising. 5.5.3

4 Discuss social media as a means of marketing and the importance of the digital world: text groups, social media, and apps. 5.5.4

5 Explain seasonality and how it relates to the hospitality industry. 5.5.5

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6 Describe the global nature of the hospitality industry. 5.5.6

7 Analyze and classify marketing promotions with emphasis on brand loyalty and rewards programs. 5.5.7

8 Discover and summarize current trends in the hospitality industry. 5.5.8

Identify and examine Arkansas based businesses and entrepreneurs. 6.0

1 **Examine and deliberate on businesses that originated in Arkansas as well as professional organizations associated with Arkansas businesses.** 6.1

1 Identify and categorize various businesses that originated in Arkansas. 6.1.1

2 Identify and examine the various professional organizations associated with Arkansas businesses. 6.1.2

3 Compare and contrast the characteristics of successful and unsuccessful entrepreneurs. 6.1.3

2 **Determine and discuss economic and legal factors affecting Arkansas businesses.** 6.2

1 Examine economic incentives for starting a business, such as tax incentives, infrastructure grants, income tax credits, sales tax credits, refunds. 6.2.1

2 Determine and analyze the liabilities and risk of business ownership. 6.2.2

3 Analyze the impact of changing economic conditions affect Arkansas travel and tourism. 6.2.3

3 **Understand and explain basic marketing concepts important in hospitality and tourism businesses.** 6.3

1 Locate Chambers of Commerce to discover information regarding tourism in respective cities. 6.3.1

2 Identify Visitors and Convention Bureaus, and Destination Marketing Organizations (DMOs) and determine the role they play in tourism. 6.3.2

3 Determine how advertising and promotion taxes are important to the hospitality and tourism industries. 6.3.3

4 Discuss the competitive nature of the hospitality and tourism industry in Arkansas and how it relates to and is impacted by national and global competition. 6.3.4

5 Research the local market and generate ideas about opportunities for new hospitality and tourism businesses in the local area. Identify unmet wants or needs in the local market and devise a plan to meet those wants and needs. 6.3.5

Examine job readiness skills required for a career in Arkansas hospitality and tourism industries. 7.0

1 **Understand and demonstrate understanding of educational requirements for career development and advancement.** 7.1

1 Determine the education required for careers in hospitality and tourism and the importance of life-long learning. 7.1.1

Determine how educational achievement impacts one's choice of further training, a college major, and career choice. 7.1.2

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3 Explain the importance of long-term and short-term goal setting and career planning. 7.1.3

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2 **Understand and demonstrate job readiness concepts and skills.** 7.2

1 Demonstrate personal qualities related to employability: promptness, interpersonal skills, dependability, initiative, honesty, integrity, patience, asking questions, responsibility, respect for diversity, and communication skills. 7.2.1

2 Illustrate how personal qualities transfer from school to the workplace and how they impact co-workers, the overall employer, and personal job and promotion prospects. 7.2.2

3 Discuss different cultures and backgrounds of people working, living and visiting Arkansas and how these differences impact the need for respect for people in the workplace. 7.2.3

4 Demonstrate good health, hygiene, nutrition and physical fitness habits and discuss how these can help you to be a better employee and have an improved quality of life. 7.2.4

5 Demonstrate professional listening, verbal and written skills. 7.2.5

6 Participate effectively in teamwork. 7.2.6

7 Participate in quarterly work skills evaluations. (Evaluations should be like employee performance reviews used in the workplace.) 7.2.7