Arkansas CTE

Introduction to Hospitality: Grades 11, 12

Adopted 2005

What is Hospitality Marketing?

1.1 Define terminology

1. List terms with definitions related to hospitality marketing 1.1.1

1.2 Describe marketing basics

1. Discuss basic concepts of marketing and the seven key marketing functions 1.2.1
2. Research any type of hotel or restaurant advertising; identify and label the components of the marketing mix 1.2.2

1.3 Explain hotel marketing as a competitive industry

1. Make a list and describe your favorite amenities found at a hotel, restaurant, or in any hospitality advertising 1.3.1

1.4 Describe the importance of hospitality marketing

1. Interview a human resources manager or general manager of a local hotel or restaurant about the impact of the hospitality industry on the economy, on the growth of the industry, and on career opportunities available in the industry 1.4.1

Types of Hospitality Markets

2.1 Define terminology

1. List terms with definitions related to types of hospitality markets 2.1.1

2.2 Describe hospitality markets

1. Discuss wide array of hospitality facilities; include hotels, motels, bed & breakfasts, conference centers, resorts, and restaurants 2.2.1

2.3 Identify hotels and motels

1. Describe different types of hotels and motels 2.3.1
2. Emphasize the advantages for each type of lodging 2.3.2
3. Tell about your hotel or motel experiences 2.3.3
4. Take a field trip or have a guest speaker from a full-service hotel explain all the extras offered by this type of hotel 2.3.4

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2.4 Identify Bed & Breakfasts

1. Describe bed and breakfast and how it differs from other lodging establishments 2.4.1
2. Research, in teams, a Bed and Breakfast on the Internet and prepare a PowerPoint presentation for class on Bed and Breakfasts 2.4.2
3. Present the PowerPoint to the class 2.4.3

2.5 Discuss the difference between conference centers and resorts

1. Explain the main principles of resort lodging and conference centers 2.5.1
2. Brainstorm what you expect from a lodging institution and the city when you attend a convention 2.5.2

2.6 Discuss restaurants

1. Differentiate between types of restaurants and discuss the growth of the industry 2.6.1
2. Use the Internet, in teams, to locate information on nationally recognized restaurants 2.6.2

2.7 Discuss tourism

1. Explain the financial importance of tourism and identify reasons for increases in tourism, especially international tourism 2.7.1
2. Using the Internet, research and calculate economic benefits of tourism for a state and present the information in a graph form 2.7.2

Key Players in Hospitality Operations

3.1 Define terminology

1. List terms with definitions of key players in hospitality operations 3.1.1

3.2 Describe vital departments in a hotel

1. Discuss the different departments in a hotel 3.2.1

3.3 Describe human resources department

1. List the functions of the human resources department 3.3.1
2. Discuss compensation 3.3.2
3. Use the Internet or travel magazine to research a hotel or restaurant and list advantages of being an employee of that particular establishment 3.3.3

3.4 Describe Front of the House operations

1. Define the role of the front desk and food and beverage outlets 3.4.1
2. Define types of servers, menus and service in restaurants 3.4.2
3. Bring in copies of menus in different languages 3.4.3

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4. Create, in groups, scripts to advertise a local restaurant, including the type of food, service, menu and so forth, include an advertisement 3.4.4

3.5 Describe Back of the House operations

1. List the duties and responsibilities of back of the house, housekeeping, engineering and the kitchen 3.5.1

Selling Hospitality

4.1 Define terminology

1. List the terms with definitions relating to selling hospitality 4.1.1

4.2 Identify selling hospitality

1. Discuss marketing the hotel and restaurant with attention on reservations and sales along with special events 4.2.1

4.3 Describe marketing the hotel or restaurant

1. List key players that contribute to the hospitality marketing effort 4.3.1
2. Discuss the impact that the Internet has on the hospitality industry 4.3.2
3. Discuss traditional and new strategies for increasing hospitality sales 4.3.3

4.4 Identify hotel reservations

1. List different ways to make hotel reservations and the different types of reservations 4.4.1
2. Discuss the impact of technology on reservation business 4.4.2

4.5 Describe sales and event planning

1. Discuss sales strategies for event marketing 4.5.1
2. Using the computer, design a customer survey with questions about menu choices, customer service, and other items to keep customers coming back to the restaurant 4.5.2

Hospitality Promotion

5.1 Define terminology

1. List the terms related with definitions to hospitality promotion 5.1.1

5.2 Identify promotional strategies, types of advertising, and special promotions

1. Discuss promotional strategies, types of advertising, and special promotions 5.2.1
2. Investigate online hotel reservation systems using the Internet, make a reservation 5.2.2

5.3 Identify developing promotional strategies

1. List different ways hotels promote their properties, including the aspects of personal selling 5.3.1

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5.4 Identify examples of advertising and public relations

1. Using newspapers and magazines, research ads for hotels/restaurants, create a poster with these advertisements 5.4.1

5.5 Identify special promotional strategies for hotels

1. Discuss types and examples of sales promotions used in the lodging industry 5.5.1
2. Present examples of promotional items such as t-shirts, key chains, coffee mugs, and coupons 5.5.2

Promoting to Target Markets

6.1 Define terminology

1. List the terms with definitions related to promoting to target markets 6.1.1

6.2 Identify the three categories of travelers

1. Discuss business, leisure and international travelers 6.2.1

6.3 Identify customer demographics

1. Define target markets and the importance of demographics for making hospitality marketing decisions 6.3.1
2. List the five elements of market segmentation 6.3.2
3. Research baby boomers and their spending habits and present a short report on how marketing decisions are made using their demographics 6.3.3

6.4 Describe the business traveler

1. List how a traveler is affected by the latest trends and technological advancements 6.4.1
2. Role play check-in at a hotel 6.4.2

6.5 Examine the leisure traveler

1. Differentiate between the leisure traveler and the business traveler 6.5.1
2. Describe the latest trends for leisure travel 6.5.2
3. Prepare and present a "Dream Vacation" PowerPoint including costs, using information from the Internet, magazines, or newspaper 6.5.3

6.6 Examine the international traveler

1. Describe the impact of international travel 6.6.1
2. Describe the adjustments that must be made for international guests 6.6.2

Pricing and Financing

7.1 Define terminology

1. List the terms with definitions related to price and financing 7.1.1

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7.2 Discuss hotel restaurant, and airline pricing, purchasing, and financing

1. List examples of each part of the industry 7.2.1

7.3 Discuss types of room rates

1. Explain the difference in room rates, specialty rates, and government rates 7.3.1

7.4 Describe basic restaurant and airline ticket pricing concepts

1. List factors in restaurant pricing 7.4.1
2. List factors in airline pricing and the high costs of flying 7.4.2

7.5 Identify purchasing strategies

1. Discuss purchasing, receiving, and sorting procedures for different segments of the industry 7.5.1

7.6 Discuss financing various forms of ownership

1. Identify different types of financing sources for hotel and restaurant ownership 7.6.1

Hospitality Marketing Information Management

8.1 Define terminology

1. List the terms with definitions related to hospitality marketing information management 8.1.1

8.2 Explain maintaining a customer database

1. Explain how technology and hospitality employees are important for maintaining customer databases 8.2.1

8.3 Explain maintaining a favorable occupancy rate

1. Define occupancy rate and yield management, with emphasis on increasing occupancy rates 8.3.1

8.4 Explain customer satisfaction and repeat business

1. Identify successful strategies used by hotels and restaurants to increase customer satisfaction and generate repeat business 8.4.1

8.5 Explain maintaining industry standards

1. List basic hospitality standards 8.5.1
2. Explain how sales effects are tied to personal service 8.5.2

Product and Service Management

9.1 Define terminology

1. List terms with definitions related to product and service management 9.1.1

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9.2 Discuss product and service planning in hotels and restaurants, special services in hotels, the importance of image marketing, and risk management

1. Illustrate product and service planning by creating a poster listing special services in hotels `9.2.1`

9.3 Describe hotel product and service planning

1. Discuss the product and service mix and the lodging industry rating system `9.3.1`

9.4 Explain special hotel services

1. Explain special hotel services and technology `9.4.1`

9.5 Describe hotel image

1. Identify the importance of hotel furnishings, atmosphere, and employee uniforms `9.5.1`

9.6 Describe risk management

1. Discuss the insurance coverage and hotel security `9.6.1`
2. Interview an insurance representative about risk management and restaurant, hotel insurance `9.6.2`

9.7 Describe restaurant product and service planning

1. Discuss restaurant product and service planning `9.7.1`

Distribution for Hospitality

10.1 Define terminology

1. List terms with definitions related to distribution `10.1.1`

10.2 Identify the variety of intermediaries available to schedule travel and other hospitality needs using technology for scheduling

1. Using the Internet, schedule a trip to a vacation place; make travel arrangements and lodging accommodations `10.2.1`

10.3 Describe traditional travel intermediaries

1. Discuss challenges and competition facing travel agencies `10.3.1`
2. List sales strategies used by travel agencies `10.3.2`

10.4 Describe Internet travel intermediaries

1. Define Internet travel intermediaries `10.4.1`
2. Discuss basic operations of intermediaries such as Priceline.com and Travelocity.com `10.4.2`
3. List different intermediaries found on the Internet other than Priceline.com and Travelocity.com `10.4.3`

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Planning for the Future

11.1 Define terminology

1. List the terms with definitions related to planning for the future unit 11.1.1

11.2 Discuss the roles of competition, technology, and building renovation in the lodging industry

1. Develop a table illustrating the roles of competition, technology and building renovation 11.2.1

11.3 Explain keeping ahead of the competition

1. Discuss the importance of research and management systems in the hospitality industry 11.3.1

11.4 Explain the role of technology

1. Explain property management systems and hotel technology 11.4.1

Preparing for a Hospitality Career

12.1 Define terminology

1. List the terms with definitions related to hospitality careers 12.1.1

12.2 Discuss career opportunities and educational options for the hospitality industry

1. Write a report of possible career choices and the educational options for that chosen career in the hospitality industry 12.2.1

12.3 Explain preparing for a hospitality career

1. Discuss career opportunities in hospitality 12.3.1
2. Identify the four parts of a career-planning strategy 12.3.2
3. Describe the characteristics of successful hospitality employees 12.3.3

12.4 Explain the educational requirements

1. Identify the educational requirements for a hospitality career 12.4.1
2. Identify the benefits of education for both the employee and employer 12.4.2

12.5 Explain mobility required for advancement

1. Discuss the need for mobility for advancement in the industry 12.5.1
2. Describe how the Internet has affected hospitality career searches 12.5.2