Florida CTE

# Hospitality & Tourism (2024): Introduction to Hospitality and Tourism

**Identify careers in the hospitality and tourism industry. The student will be able to:** 01.0

1. **List career positions in a variety of hospitality and tourism-related industry components (i.e., ground transportation, cruise, air travel, accommodations, food service, share economy marketing, retail, corporate travel, leisure and recreation travel, conventions and special events, destination marketing organizations, emerging fields and sports venues, etc.).** 01.01
2. **Explain duties and responsibilities for the identified hospitality and tourism positions.** 01.02
3. **Identify skills and knowledge needed by hospitality and tourism professionals.** 01.03
4. **Identify requirements for entry and career advancement by industry component in the hospitality and tourism industry.** 01.04
5. **Identify advantages and disadvantages by industry components working in the hospitality and tourism industry.** 01.05
6. **Complete a self-assessment and analysis of lifestyle goals and aspirations to evaluate for employment suitability in the hospitality and tourism industry.** 01.06
7. **Develop an individualized education and career plan related to the hospitality and tourism industry.** 01.07
8. **Develop an understanding of terminology and acronyms used the hospitality & tourism industry.** 01.08
9. **Understand the differences between international, domestic and local hospitality and tourism.** 01.09
10. **Identify business, professional, student industry associations and available industry certifications.** 01.10
11. **Represent a career in the hospitality & tourism industry by performance or art.** 01.11

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12 Using media techniques, tools and process communicate trends and aspects in hospitality & tourism industry. 01.12

**Research the various aspects of the hospitality and tourism industry. The student will be able to:** 02.0

1 Summarize the history and development of the hospitality and tourism industry (i.e., airline deregulation, highway system, and globalization) as well as the changes and growth the tourism industry has experienced. 02.01

2 Identify the travel documents and security mandates required by travelers for both international/domestic travel and recognize the impact of improper documentation (i.e., TSA compliance). 02.02

3 Identify factors that influence a traveler to select a travel destination (e.g., weather, culture, climate, cost, natural resources, travel alerts, and medical factors). 02.03

4 Distinguish features of different travel and social media websites. 02.04

5 Identify current and emerging trends in the hospitality and tourism industry (e.g., staycations, daycations, ecotourism, share economy vendors, medical tourism). 02.05

6 Identify modes and uses of transportation and discuss advantages/disadvantages of each (i.e., ground, air and sea transportation, Uber/Rideshare.). 02.06

7 Identify types of lodging properties and ownership structures (e.g., Air BnB, VRBO, etc.). 02.07

8 Explain factors that affect room rates and package plans (such as seasonality, property management, revenue management, booking engines, events, occupancy percentage, etc.). 02.08

9 Discuss and identify aspects of the cruise industry and types of cruise ships (luxury, mega, adventure, and river). 02.09

10 Identify types of food service operations, emerging trends (i.e., home delivery services, Uber Eats, etc.), segments, franchises and ownership structures. 02.10

11 Identify components of leisure and business travel in the hospitality and tourism industry, including the role of conventions, sporting events and special events. 02.11

12 Explain economic factors that affect the hospitality and tourism industry (i.e., fuel costs, airline industry consolidations, politics, exchange rates, availability of consumer's discretionary money, state tax). 02.12

13 Research the official Florida tourism website and local visitor websites; compare them to other state and local visitor sites. 02.13

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| | 14 Use technology applications, tools and artistic skills to promote social and cultural awareness related to industry concerns. 02.14 |
| **Demonstrate employability skills necessary for success in hospitality and tourism occupations. The student will be able to:** 03.0 | 1 Identify and utilize resources used in a job search for a hospitality and tourism related career (e.g., networking with professional organizations, social media, Internet). 03.01 |
| | 2 Participate in a discussion on ways social media may negatively impact job search and career. 03.02 |
| | 3 Identify steps in the application process and documents required when applying for employment (e.g., application, references, W-4, I-9). 03.03 |
| | 4 Create a customized resume, cover letter, follow-up, and thank you letters. 03.04 |
| | 5 Use technology to create and organize a digital professional portfolio (i.e., personal statement, student work and presentations). 03.05 |
| | 6 Identify and demonstrate appropriate dress and grooming for employment. 03.06 |
| | 7 Identify and demonstrate effective interviewing skills to include appropriate responses to common interview questions. 03.07 |
| | 8 Identify strategies for handling inappropriate interview and application questions. 03.08 |
| | 9 Discuss importance of drug tests and criminal background checks in the application process and how they impact employment. 03.09 |
| | 10 Demonstrate the use of software products as they pertain to the industry (i.e., templates, spreadsheets, customer and vendor databases and industry-related products). 03.10 |
| | 11 Demonstrate time management skills with on-task behavior and self-pacing in accomplishing work assignments. 03.11 |
| | 12 Identify qualities typically required for career advancement (e.g., productivity, dependability, responsibility). 03.12 |
| | 13 Identify qualities necessary to be an effective team player. 03.13 |
| | 14 Demonstrate ability to work cooperatively with team members, supervisors, and guests from diverse cultural and socio-economic backgrounds. 03.14 |
| | 15 Identify sensitive workplace issues and laws that regulate them (e.g., gender equity, cultural diversity, professional ethics, sexual harassment, disability, age discrimination). 03.15 |

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| | 16 Identify, define, and demonstrate professional interpersonal skills and personality traits. 03.16 |
| | 17 Demonstrate ability to use creative problem-solving, decision-making, and critical-thinking strategies and accept feedback/constructive criticism. 03.17 |
| | 18 Compare and contrast appropriate/inappropriate workplace social behavior and work ethics. 03.18 |
| | 19 Explain importance of maintaining confidentiality of business matters. 03.19 |
| | 20 Express importance of supporting and following company policies and procedures (e.g., attendance, tardiness, email policy, social media, dress code) and how their actions effect clients. 03.20 |
| **Examine communication and technology skills in the hospitality and tourism industry. The student will be able to:** 04.0 | 1 Describe effective staff communication and its uses (i.e., interpersonal, departmental, interdepartmental, company). 04.01 |
| | 2 Use technology to compose a business letter, memorandums, e-mail, and company social media communications (i.e., press release). 04.02 |
| | 3 Research social and professional networking websites (Twitter, Facebook, LinkedIn, etc.), and explain how these sites affect the hospitality industry and its employees. 04.03 |
| | 4 Describe positive guest/client relations and identify circumstances that lead to negative customer experiences. 04.04 |
| | 5 Use novel/original approach in creating problem-solving techniques to resolve customer-service conflicts (i.e., complaints, disputes, negotiations, etc.). 04.05 |
| | 6 Identify techniques of appropriate phone etiquette (i.e., answering, placing on hold, recording messages, transferring and complaint telephone calls). 04.06 |
| | 7 Demonstrate effective etiquette/netiquette in a business situation. 04.07 |
| | 8 Discuss importance of developing networking skills to expand contacts within the industry. 04.08 |
| | 9 Discuss importance of providing clear directions, interpretations, descriptions, and explanations and active listening skills. 04.09 |
| | 10 Use digital equipment to create artistic images and deliver an oral presentation. 04.10 |
| | 11 Locate and explain information found in trade journals, manuals, graphs, schedules, charts, diagrams, maps, and Internet to prepare an itinerary. 04.11 |

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| **Examine the guest cycle process. The student will be able to:** 05.0 | 1 **Identify the stages of the guest experience cycle and the activities associated with each stage.** 05.01 |
| | 2 **Recognize the impact social media has on the guest cycle process.** 05.02 |
| | 3 **Discuss the value of customer feedback and follow-up surveys on the guest cycle process.** 05.03 |
| | 4 **Explain the importance and impact of sensitivity to diversities (i.e., cultural, religious, socio-economic, etc.) in relation to the guest cycle process.** 05.04 |
| | 5 **Recognize the effect communication (body language, foreign phrases, acronyms/jargon, etc.) has on the guest cycle process.** 05.05 |
| | 6 **Explain the objective of providing seamless guest experiences.** 05.06 |
| | 7 **Identify the role of guest recovery during the handling of guest complaints, issues, or problems.** 05.07 |
| | 8 **Explain how and why guest satisfaction measurements help a business run smoothly and profitably.** 05.08 |
| | 9 **Create an artistic presentation to innovatively address a guest problem.** 05.09 |
| **Examine economic principles relative to the hospitality and tourism industry. The student will be able to:** 06.0 | 1 **Identify economic opportunities in the industry from both entrepreneurship and employment perspectives.** 06.01 |
| | 2 **Explain the impact of tourism on local, state, national, and international economies.** 06.02 |
| | 3 **Identify advantages and disadvantages of primary forms of business ownership.** 06.03 |
| | 4 **Discuss role of employee productivity in contributing to profit margin (bottom line).** 06.04 |
| **Examine marketing and business fundamentals as they relate to the hospitality and tourism industry. The student will be able to:** 07.0 | 1 **Explain marketing and its role in the industry and the free enterprise system.** 07.01 |
| | 2 **Identify elements in the marketing mix (price, product, promotion, place, and people).** 07.02 |
| | 3 **Identify functions of the business and marketing plan.** 07.03 |
| | 4 **Distinguish between concepts of service vs. product marketing strategies.** 07.04 |
| | 5 **Recognize concept of target markets and market identification (e.g., market egmentation).** 07.05 |

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| | 6 Recognize various marketing channels used to promote destinations and products. 07.06 |
| | 7 Identify niche markets (customer segmentation) and specialty markets (product segmentation, sports, shopping, religion, etc.). 07.07 |
| | 8 Recognize cultural customs and taboos. 07.08 |
| | 9 Discuss the role of federal, state and local regulatory agencies related to the hospitality and tourism industry. 07.09 |
| | 10 Identify methods of gathering customer feedback. 07.10 |
| | 11 Recognize purpose, principles, and importance of selling. 07.11 |
| | 12 Discuss the importance of meeting specialized sales needs (e.g., business travel, conventions and meetings, conferences). 07.12 |
| | 13 Identify effective sales techniques (e.g., steps in sales process, cross-selling, upselling and alternative options). 07.13 |
| | 14 Explain motivation, needs, and expectations of the hospitality and tourism consumer and how it affects their lodging selection. 07.14 |
| Recognize mathematical operations related to hospitality and tourism occupations. The student will be able to: 08.0 | 1 Identify universal terminology used in hospitality and tourism sales-related transactions (e.g., cash, emerging technology, digital payment alternatives, checks, debit cards, credit cards, discounts, etc.). 08.01 |
| | 2 Identify different payment options (e.g., cash, checks, credit/debit cards, emerging technology, alternative digital payment options, and incentive program points). 08.02 |
| | 3 Understand the value and impact of calculation of hotel occupancy, average daily rate (ADR) and revenue available room (RevPAR). 08.03 |
| Identify and describe the organizational structures and operations within various industry properties. The student will be able to: 09.0 | 1 Identify the organizational structure of various departments including: facilities and engineering, food and beverage, human resources, controller/finance, sales and marketing, security and rooms/housekeeping. 09.01 |
| | 2 Describe the importance of a safety plans for various emergency situations (e.g., hurricane, evacuation, tornado, homeland security threat, and fire) relative to all types of tourism (hotel, cruise, attractions, etc.). 09.02 |
| | 3 Describe front desk functions of various industry properties distinguishing between property types (i.e., cruise ship vs. resort vs. hotel vs. restaurant). 09.03 |
| | 4 Create a safety plan. 09.04 |

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**Research conservation and sustainable initiatives in the hospitality industry. The student will be able to:** 10.0

1. **Identify common sustainable practices of various departments within hospitality & tourism industry.** 10.01
2. **Identify common sustainable practices used to reduce a property's carbon footprint and reduce operating costs.** 10.02
3. **Explore the State of Florida "palm tree" initiative for hotels and their level of sustainability.** 10.03