

Hospitality and Tourism Marketing Management (2026)

Identify sales techniques and procedures appropriate for use in the hospitality and tourism industry. The student will be able to: 24.0

- 1 Explain purpose, principles, and the components of Supply and Demand, the importance of selling, and how it relates to the hospitality and tourism industry.** 24.01
- 2 Describe the differences between a product-based business and a service-based business and how they relate to the hospitality and tourism industry.** 24.02
- 3 Identify effective sales techniques (e.g., steps in sales process, cross-selling, upselling, and alternative options).** 24.03
- 4 Explain the motivation, needs, and expectations of the hospitality and tourism industry and how it affects consumer choice.** 24.04
- 5 Discuss the importance of the five (5) P's of the marketing mix: product, place, price, promotion, and people, and how it impacts the hospitality and tourism industry.** 24.05
- 6 Outline an effective sales presentation (e.g., feature-benefit analysis), including the importance of promoting products and services (e.g., publicity, public relations, press release, community events, advertising, Internet).** 24.06
- 7 Discuss the importance of meeting specialized sales needs (e.g., business travel, conventions and meetings, conferences, special needs populations).** 24.07
- 8 Explain the pros and cons of using the Internet as a sales tool.** 24.08

Demonstrate sales and customer service skills and techniques in the selling of hospitality & tourism products. The student will be able to: 25.0

- 1 Discuss the profit motive and its impact on business.** 25.01
- 2 Define different types of guest communication (e.g., surveys, Yelp, email, social media, apps, etc.).** 25.02
- 3 Develop a customer survey.** 25.03
- 4 Identify the different techniques for dealing with competition and explain its impact on business (e.g., direct, indirect, price, non-price, competitive position) within the hospitality and tourism industry.** 25.04

-
- 5 Describe how managers can lead employees to meet the needs of global guest audiences.** 25.05
 - 6 Analyze the challenges and opportunities in welcoming diverse cultures.** 25.06
 - 7 Describe how employee empowerment contributes to effective guest recovery.** 25.07
 - 8 Demonstrate proper workplace etiquette for listening, speaking, and writing.** 25.08
 - 9 Develop a marketing plan in response to customer survey results.** 25.09
 - 10 Recognize the importance of sequence and language in developing customer survey questions without leading or influencing customer responses (e.g., code-switching).** 25.10
-

Identify and demonstrate personal and business ethics related to management and marketing. The student will be able to: 26.0

-
- 1 Explain the need for respect and value for diversity in the hospitality and tourism industry.** 26.01
 - 2 List characteristics related to personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting).** 26.02
 - 3 Model inclusive behavior is an important skill for hospitality and tourism managers.** 26.03
 - 4 Explain the concept of corporate social responsibility and describe examples of how hospitality and tourism companies are including CSR initiatives in their organization.** 26.04
-

Apply higher-level mathematical skills unique to hospitality & tourism marketing and management plans. The student will be able to: 27.0

-
- 1 Create a business plan based on survey results that identifies limitations/challenges in the current plan or standard operating procedures.** 27.01
 - 2 Analyze/evaluate survey results, produce a plan, and provide both an executive summary and a detailed report.** 27.02
 - 3 Research industry sales trends and benchmarks and predict future growth/decline based on sales momentum and trend.** 27.03
 - 4 Determine year-over-year change in revenue/profit/Earnings before interest, taxes, depreciation, and amortization (EBITDA).** 27.04
 - 5 Determine statistical significance of data results.** 27.05
 - 6 Gather and present data from overall business segments and determine the percentage of business from specific segments; use infographics to enhance data analytics.** 27.06
-

-
- 7 Apply problem-solving techniques to hospitality and tourism sales-related transactions (i.e., cash, checks, debit cards, credit cards, discounts, digital payment trends (PayPal, Samsung Pay, etc.)).** 27.07

 - 8 Explain quantitative information from tables, charts, and graphs relating to the hospitality & tourism-related workplace.** 27.08

 - 9 Using standard industry formulas relating to the discount date and the due date, computing the amount of payment on an invoice.** 27.09

 - 10 Calculate commissions, gratuities, taxes, and miscellaneous charges.** 27.10

 - 11 Calculate refunds and exchange transactions for hospitality and tourism-related services.** 27.11

Summarize the value and uses of the internet for hospitality & tourism marketing, including communication and evolving technology. The student will be able to: 28.0

-
- 1 Be able to identify productive uses of Customer Relationship Management (CRM) systems; understand the basic framework of use; and make connections between CRM and the sales process.** 28.01

 - 2 Compare and contrast marketing activities that engage customers (e.g., blogs and giveaways).** 28.02

 - 3 Define the use of current social media channels, comparing each venue as to culture, purpose, and target audience.** 28.03

 - 4 Write posts for current social media channels (i.e., Twitter, Facebook, Instagram, Snapchat).** 28.04

 - 5 Summarize effective use of live streaming on current social media (i.e., Snapchat, Periscope, and Facebook Mentions).** 28.05

Demonstrate knowledge and organizational skills related to meetings, conventions, conference travel, and event planning. The student will be able to: 29.0

-
- 1 Explain positions available to event planners.** 29.01

 - 2 Describe the benefits of meetings and conventions and explain how they are planned and booked.** 29.02

 - 3 Identify challenges that managers and staff members face during meetings and conventions, and create an example list of protocol issues.** 29.03

 - 4 Create a budget including all elements of the event (e.g., catering, décor, supplies, entertainment, and admission).** 29.04

Identify and analyze marketing and business fundamentals related to the different industries within hospitality & tourism (i.e., cruise/air travel/ ground

-
- 1 Explain the benefits of packaging for travelers, vendors, hotels, travel planners, tour operators, and airlines.** 30.01

 - 2 Communicate related financial benefits to travelers of selling packages from a travel planner salesperson's perspective.** 30.02

travel/lodging industry/leisure travel/tour packages). The student will be able to: 30.0

- 3 Analyze the savings and profit increases related to packaging for travelers, planners, and destinations. 30.03
- 4 Compare and contrast the experience and finances of separate vendors in various locations as a component of a package (hotel in one area, activities on a different property, and restaurants at a different location) vs. an all-inclusive resort. 30.04
- 5 Effectively communicate the benefits of packaging a travel experience to consumers. 30.05

Explain strategies for selling hospitality & tourism products. The student will be able to: 31.0

- 1 Describe training techniques managers can use to build an effective sales team. 31.01
- 2 Identify methods used to motivate an effective sales team. 31.02
- 3 List tools and processes used to sell to global audiences. 31.03
- 4 Outline the needs of special market segments and the sales strategies used to reach those segments. 31.04
- 5 Summarize strategies for selling to the digital traveler. 31.05

Develop a marketing plan and sales promotion tool for hospitality & tourism. The student will be able to: 32.0

- 1 Describe the organization of the marketing department and explain management's role in marketing. 32.01
- 2 Summarize the marketing mix: the five P's (Price, Promotion, Product, Place, People); and the four C's (Client, Cost, Communication, Convenience). 32.02
- 3 Identify the steps of a marketing plan. 32.03
- 4 Describe the channels of distribution within the hospitality and tourism industry. 32.04
- 5 Explain how to prepare a marketing budget. 32.05
- 6 Maintain brand consistency throughout your marketing plan. 32.06

Identify and demonstrate management skills needed to succeed in hospitality & tourism. The student will be able to: 33.0

- 1 Identify the types of leadership positions available in the hospitality and tourism industry. 33.01
- 2 Identify career pathways to leadership positions in the hospitality and tourism industry. 33.02
- 3 Compare and contrast styles of leadership and management. 33.03
- 4 Identify why leaders must create leadership development goals and a path for meeting those goals. 33.04

-
- 5 Define power and empowerment, and summarize how these concepts transpire in centralized and decentralized organizations. 33.05**

 - 6 Identify the leadership skills and processes that lead to a seamless guest cycle. 33.06**

 - 7 Create an IDP (Individual Development Plan) based on your strengths and opportunities for improvement. 33.07**

 - 8 Honestly and objectively conduct a self-evaluation of strengths and weaknesses. 33.08**

 - 9 Define traditional management styles. 33.09**

 - 10 Explain the importance of varying your leadership style in response to organizational and employee styles and needs. 33.10**

 - 11 Identify and apply appropriate 21st-century leadership style. 33.11**

 - 12 Explain how problem-solving contributes to leadership processes in hospitality and tourism. 33.12**

Demonstrate effective Guest Services Management (GSM) skills. The student will be able to: 34.0

-
- 1 Identify how managers apply property standards to the guest experience. 34.01**

 - 2 Identify the role of Guest Service Measurement (GSM) in managing the guest experience. 34.02**

 - 3 Develop a process for resolving guest service issues. 34.03**

Examine facts and principles related to the branding process. The student will be able to: 35.0

-
- 1 Tell the story of their product/destination in a way that effectively speaks to the target market. 35.01**

 - 2 Summarize the effect colors, sounds, music, and visual cues have on developing a brand. 35.02**

 - 3 Explain and cite examples of consistency in communication to market, both visually and in language. 35.03**

 - 4 Develop a brand (i.e., logo, tag line, blog, email marketing templates, sample images, videos, music, etc.). 35.04**

 - 5 Communicate a brand promise to the target market through the proper communication channels of the target market. 35.05**

 - 6 Define the importance of generating brand awareness and brand loyalty. 35.06**

Explain the value and importance of marketing research. The

-
- 1 Identify trends that affect marketing in the hospitality and tourism industry. 36.01**

student will be able to: 36.0

-
- 2 Cite marketing challenges (shifts or changes in travel trends) and respond to their potential occurrence. 36.02
 - 3 Determine the difference between a credible source and a non-credible source of data or information. 36.03
 - 4 Set a knowledge-based goal; present research applicable to that goal. 36.04
-

Compare and contrast marketing concepts, advertising, and public relations. The student will be able to: 37.0

-
- 1 Author a press release in the proper format, including all applicable elements. 37.01
 - 2 Differentiate between editorial and advertorial content and writing techniques. 37.02
-

Discuss the value, importance, and trends related to internet marketing and social media. The student will be able to: 38.0

-
- 1 Identify like-minded groups that fit in the target audience and/or market of their brand or business. 38.01
 - 2 Demonstrate ethical behavior in personal and work-related social media communications. 38.02
 - 3 Differentiate between business and personal postings that comprise your digital footprint. 38.03
 - 0 Demonstrate an understanding of current conservation and sustainable practices in the hospitality industry. The student will be able to: 39.0
 - 1 Describe the benefits of sustainable practices and the role hospitality and tourism managers play in implementing them. 39.01
 - 2 Discuss housekeeping management's role in promoting sustainable practices. 39.02
-

Identify ways the facilities management team can reduce a property's carbon footprint. 39.03

-
- 9 Identify ways the facilities management team can reduce a property's carbon footprint. 39.03