Georgia CTAE

Hospitality, Recreation and Tourism Essentials (8.453) (2021)

Adopted 2021

Hospitality, Recreation and Tourism Essentials (8.453)

MKT-HRTE-1. Demonstrate employability skills required by business and industry. MKT-HRTE-1

1. Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities. MKT-HRTE-1.1
2. Demonstrate creativity by asking challenging questions and applying innovative procedures and methods. MKT-HRTE-1.2
3. Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations. MKT-HRTE-1.3
4. Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity. MKT-HRTE-1.4
5. Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills. MKT-HRTE-1.5
6. Present a professional image through appearance, behavior and language. MKT-HRTE-1.6

MKT-HRTE-2. Analyze the hospitality, recreation, and tourism industry in relationship to historical developments/changes, broad segments of the markets and various motivations for travel. MKT-HRTE-2

1. Distinguish among the terms that are commonly interchanged: hospitality, hotel and lodging, food and beverage, tourism, recreation, catering, institutional food, event planning, convention and trade shows, ecotourism. MKT-HRTE-2.1
2. Chart the evolution of the major industry segments: travel, recreation, tourism and hospitality. MKT-HRTE-2.2
3. Identify and describe different types of travelers and motivations for travel, e.g., business, leisure, and visiting friends and relatives. MKT-HRTE-2.3

Skip to main content

4. Explain the concept and importance of seasonality in the hospitality industry. MKT-HRTE-2.4

MKT-HRTE-3. Assess the varied aspects of tourism by determining the impact on the local, state, national, and international economies, the importance of successful positioning in the target consumers' minds and the competitive nature of the industry. MKT-HRTE-3

1. Illustrate the competitive nature of the tourism industry. MKT-HRTE-3.1
2. Research to determine the amount of money spent on hospitality, travel, and tourism marketing at the local, state, national, and international levels. MKT-HRTE-3.2
3. Evaluate the potential return on investment per dollars spent on tourism. MKT-HRTE-3.3
4. Chart the economic impact of tourism on various countries focusing on global leaders as well as developing nations. MKT-HRTE-3.4
5. Identify and describe factors that impact the profit margins of different types of businesses in the hospitality, recreation, and tourism industry. MKT-HRTE-3.5
6. Identify and describe key websites that provide up-to-date information for Hospitality, Recreation and Tourism professionals to use in meeting the needs of business and leisure travelers (i.e., add key web sites here). MKT-HRTE-3.6
7. Substantiate the importance of industry-related resources including the local Convention and Visitors Bureaus (CVBs), Georgia Department of Industry, Trade, and Tourism, and the Southeastern Tourism Society. MKT-HRTE-3.7

MKT-HRTE-4. Develop a basic knowledge of world geography and be able to discuss the relationship of geography to climates, major destinations, travel issues and concerns, and upcoming trends in destination hotspots. MKT-HRTE-4

1. Identify and describe distinguishing traits (i.e., geographic locations, time zones, climate, terrain, etc.) of selected destinations. MKT-HRTE-4.1
2. Define and discuss the following terms and concepts: traveling across time zones, prime meridian, International Date Line, and jet lag. MKT-HRTE-4.2
3. Categorize various types of travel destinations based on geographic locations. MKT-HRTE-4.3
4. Debate issues associated with international travel versus domestic travel. MKT-HRTE-4.4
5. Evaluate the markets of major travel destinations. MKT-HRTE-4.5
6. Investigate travel warnings and concerns based upon U.S. State Department briefings. MKT-HRTE-4.6

Skip to main content

7. Identify and describe markets feeding directly into the United States' tourism industry. MKT-HRTE-4.7
8. Explore travelers' differing standards and expectations in relation to domestic to international markets. MKT-HRTE-4.8

MKT-HRTE-5. Explore the application of marketing and business fundamentals as they apply to the hospitality, recreation, and tourism industry. MKT-HRTE-5

1. Identify and explain various target or niche markets in the hospitality, research, and tourism industries and identify the products and services created for these markets. MKT-HRTE-5.1
2. Describe the advantages and disadvantages of marketing hospitality of marketing hospitality, travel and tourism products and services on the internet and on social media sites. MKT-HRTE-5.2
3. Explain pricing structures for hospitality, recreation, and tourism products and services. MKT-HRTE-5.3
4. Describe the types of promotional strategies and media used to promote hospitality, recreation, and tourism industries. MKT-HRTE-5.4
5. Outline the type of marketing research that should be conducted prior to developing a marketing plan for a selected hotel/lodging property or tour package. MKT-HRTE-5.5
6. Calculate the return on investment (ROI) for promotional strategies. MKT-HRTE-5.6
7. Analyze different marketing strategies used to reach various markets based on generational marketing. MKT-HRTE-5.7

MKT-HRTE-6. Examine the lodging industry and determine how companies use marketing to achieve the goals and objectives of the facility. MKT-HRTE-6

1. Discuss the differences among target markets in the hotel/lodging industry. MKT-HRTE-6.1
2. Distinguish between amenities and services provided by limited and full service lodging properties. MKT-HRTE-6.2
3. Classify various types of lodging properties (e.g., hotels, motels, resorts, timeshares, bed & breakfasts, country inns, camp grounds, dude ranches, casinos, etc.) based on operations, target markets, location and other factors. MKT-HRTE-6.3
4. Classify properties based on various categories (amenities, seasonality, theme, inclusiveness and destination). MKT-HRTE-6.4
5. Identify and describe trends in the use of technology in the hotel/lodging industry, including the use of property management systems, as well as consumer and business websites such as Trip Advisor, Expedia, Travelocity, Hotels.com, and others. MKT-HRTE-6.5

Skip to main content

6. Differentiate among franchises, branded properties, chains, independents, and management companies as forms of lodging operational structures. MKT-HRTE-6.6
7. Compare and contrast international lodging chains to domestic chains. MKT-HRTE-6.7
8. Research the rating guidelines for the lodging industry including the AAA-Diamond rating system, Forbes Travel Guide (5-star), and the Hotel and Travel Index's class system. MKT-HRTE-6.8

MKT-HRTE-7. Examine food and beverage operations in the hospitality, recreation, and tourism industry. MKT-HRTE-7

1. Define the following terms and differentiate among them: banquet, catering, specialized dining, public cafeterias, hospital cafeterias, business cafeterias, and concessions. MKT-HRTE-7.1
2. Discuss the career opportunities in the food and beverage industry and emphasize various management positions. MKT-HRTE-7.2
3. Analyze the elements necessary for successfully operating food and beverage business operations. MKT-HRTE-7.3
4. Identify and define the roles of the Front of the House employees including hostess, food server, bartender, bussers, and other personnel. MKT-HRTE-7.4
5. Identify and define the roles of Back of the House employees including executive chef, sous chef, expeditor, steward, garde manger, patissier/pattissiere hospitality, recreation, and tourism. MKT-HRTE-7.5

MKT-HRTE-8. Analyze the transportation options (cruise and ferry, air, rail and ground transportation) available to various destinations in the U.S. and abroad. MKT-HRTE-8

1. Discuss the differences among target markets in the hotel/lodging industry Differentiate among the major types of passenger cruise ships. MKT-HRTE-8.1
2. Explore cruise ship offerings such as accommodations, and other products and services. MKT-HRTE-8.2
3. Discuss the similarities between a cruise ship vacation and a land based hotel vacation. MKT-HRTE-8.3
4. Compare and contrast the various types and usage of ground transportation such as rail, bus, limousines, shuttles and rental cars. MKT-HRTE-8.4
5. Identify widely used global distribution systems such as Sabre, Galileo, Worldspan, and AMADEUS. MKT-HRTE-8.5
6. Evaluate the role of travel agencies in the hospitality, recreation and tourism industry by exploring the advantages and disadvantages of using a travel agent. MKT-HRTE-8.6

Skip to main content

7. Explore the effectiveness of bus transportation in tour operations including the planning of itineraries and turnkey operations. MKT-HRTE-8.7
8. Examine the history of the airline industry emphasizing the importance of the hub & spoke system, the use codes for airlines, airports, and cities. MKT-HRTE-8.8
9. Research the following terms and concepts within the airline industry: no shows, bumping, overbooking, compensation, excess baggage, and frequent flyer programs. MKT-HRTE-8.9
10. Explore security regulations emphasizing the role of Homeland Security and the Transportation Security Administration (TSA). MKT-HRTE-8.10

MKT-HRTE-9. Assess the importance of human relations, communications, and ethical conduct in relation to the hospitality, recreation and tourism industry. MKT-HRTE-9

1. Categorize the personality traits that are needed to succeed in the hospitality, recreation and tourism industry. MKT-HRTE-9.1
2. Determine ways to establish repeat business through successful customer service and loyalty programs. MKT-HRTE-9.2
3. Examine the importance of ethics in hospitality, recreation and tourism industries. MKT-HRTE-9.3
4. Identify and describe the importance of employee retention and training. MKT-HRTE-9.4
5. Explore and discuss the work ethic required for success in the hospitality, recreation and tourism industry MKT-HRTE-9.5
6. Identify the generation gaps in the workplace and discuss the need to manage generational diversity in the workplace MKT-HRTE-9.6
7. Determine the possible repercussions of professional image decisions (tattoos, piercings, hair colors, etc.) on employment and upward career mobility 9.8 Research written information and develop presentations using software to communicate formal and informal ideas with diverse audiences. MKT-HRTE-9.7
9. Interpret verbal and nonverbal behaviors to communicate with clients and coworkers. MKT-HRTE-9.9

MKT-HRTE-10. Determine the importance of group, convention and meeting planning as a vital segment of the HRT industry y. MKT-HRTE-10

1. Distinguish among and association of meeting planner, an independent meeting planner, and a corporate meeting planner. MKT-HRTE-10.1

Skip to main content

2. Identify and describe the vendors important to conventions, trade shows, etc. (including hotels, decorations, catering, entertainment, photography, audio and visual technology, and transportation). MKT-HRTE-10.2
3. Demonstrate the basic tasks an event planner must perform (e.g., organizing an event, developing a budget, and choosing a location). MKT-HRTE-10.3
4. Analyze the economic impact that conventions, trade shows, special events, and group sales have on the local, state, and national economies. MKT-HRTE-10.4
5. Determine the role of destination management companies (DMCs). MKT-HRTE-10.5
6. Determine the economic impact of group business on hotels, retailers, restaurants, and entertainment venues in a city. MKT-HRTE-10.6
7. Evaluate the sources of group business, including corporate, government, educational, and special interest groups. MKT-HRTE-10.7
8. Explore the growth of the entertainment industry as a source of business for group travel in the HRT industry. MKT-HRTE-10.8

MKT-HRTE-11. Explore the recreation industry segment and the role played in the overall HRT market. MKT-HRTE-11

1. Evaluate trends in the eco-tourism market and the outcomes for the recreation industry. MKT-HRTE-11.1
2. Explore businesses operating in the recreation tourism industry such as ropes courses, rafting/kayaking/canoeing, hiking, teambuilding camps, canopy tours, hot air ballooning, etc. MKT-HRTE-11.2
3. Define green space initiatives including local, state, and national parks and recreation programs. MKT-HRTE-11.3
4. Investigate state and national historic sites. MKT-HRTE-11.4
5. Determine the role of risk management in the HRT industry (including discussions about liability insurance, OSHA regulations, and staff training). MKT-HRTE-11.5

MKT-HRTE-12. Analyze HRT initiatives related to conducting business in global and sustainable environment. MKT-HRTE-12

1. Explore cultural issues related to potential travelers to the United State and other countries. MKT-HRTE-12.1
2. Investigate the need for sustainability in HRT industries in relation to environmental issues, profitability, as well as civic and social responsibility. MKT-HRTE-12.2
3. Analyze global business opportunities including expansion into foreign markets, establishment of foreign partnerships, foreign subsidiaries, franchises, and direct opportunities. MKT-HRTE-12.3

Skip to main content

4. Analyze the current legislation impacting the HRT industry in Georgia and across the nation. MKT-HRTE-12.4