Georgia CTAE

Hospitality, Recreation and Tourism Management (8.454) (2021)

Adopted 2021

Hospitality, Recreation and Tourism Management (8.454)

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

1. Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities. MKT-HRTM-1.1
2. Demonstrate creativity by asking challenging questions and applying innovative procedures and methods. MKT-HRTM-1.2
3. Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations. MKT-HRTM-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-HRTM-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-HRTM-1.5
6. Present a professional image through appearance, behavior and language. MKT-HRTM-1.6

MKT-HRTM-2. Draw conclusions about the social, environmental, economic, and consumer factors that impact the hospitality, recreation, and tourism industry and its development. MKT-HRTM-2

1. Describe major components of the hospitality, recreation, and tourism industries. MKT-HRTM-2.1
2. Provide examples of the hospitality industry existing in the 17th, 18th, and 19th centuries. MKT-HRTM-2.2
3. Identify and explain careers and salary potential within the hospitality, recreation, and tourism industry. MKT-HRTM-2.3
4. Develop a career ladder for occupations in the hospitality, recreation, and tourism industry. MKT-HRTM-2.4

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5. Predict the overall economic impact of the hospitality, recreation, and tourism industry on cities, states, and nations. MKT-HRTM-2.5
6. Determine the economic interdependencies between the hotel/lodging segment and the travel/tourism segment of the hospitality, recreation, and tourism industry. MKT-HRTM-2.6
7. Determine the cultural, social, and economic impact of the hospitality, recreation, and tourism industry on society. MKT-HRTM-2.7

MKT-HRTM-3. Develop the leadership and management skills needed by upwardly mobile employees in successful hospitality, recreation, and tourism facilities. MKT-HRTM-3

1. Pursue the business and marketing skills needed for a successful career in hotel/lodging facilities. MKT-HRTM-3.1
2. Develop the social and leadership skills needed for a successful career in the hotel/lodging industry. MKT-HRTM-3.2
3. Identify and provide examples of training opportunities in lodging that focus on the importance of customer service. MKT-HRTM-3.3
4. Distinguish between management and leadership in the hotel/lodging industry. MKT-HRTM-3.4
5. Identify and describe the work ethic needed for career advancement in the hospitality, recreation, and tourism industry (e.g., skill sets, work schedules, travel/relocation, teamwork, communication skills, flexibility and adaptability etc.). MKT-HRTM-3.5
6. Research and organize relevant material and use spreadsheet and /or database software to produce graphs, charts, and figures to communicate with superiors, subordinates, clients, etc. MKT-HRTM-3.6
7. Exhibit leadership qualities to promote teamwork and improve the quality of work and the work environment. MKT-HRTM-3.7

MKT-HRTM-4. Analyze the operations and control systems used in the food and beverage division of the hospitality, recreation, and tourism industry. MKT-HRTM-4

1. Identify and describe types of restaurants and beverage-service establishments. MKT-HRTM-4.1
2. Discuss customer service expectations according to the types of restaurants and beverage-serving establishments. MKT-HRTM-4.2
3. Examine the components of an effective food and beverage operation such as purchasing, receiving, storage, issuing, prep and serving of food and beverages. MKT-HRTM-4.3
4. Determine the importance of profit and loss statements in a food and beverage operation. MKT-HRTM-4.4

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5. Analyze revenue expenses, uncontrollable costs, and profit and loss statements to determine overall profitability in a food and beverage operation. MKT-HRTM-4.5
6. Explore the labor needs for back of the house, and front of the house within a food and beverage operation. MKT-HRTM-4.6

MKT-HRTM-5. Explore the essential functions of human resources in the hospitality industry. MKT-HRTM-5

1. Discuss employee characteristics expected by prospective hospitality, recreation and tourism employers. MKT-HRTM-5.1
2. Provide examples of job related advancement in the hospitality, recreation, and tourism industry, including opportunities from education, internships, etc. MKT-HRTM-5.2
3. Define sexual stereotyping and sexual harassment in the hospitality, recreation, and tourism industry. MKT-HRTM-5.3
4. Contrast the rewards and drawbacks of occupations within the hospitality, recreation, and tourism industry. MKT-HRTM-5.4
5. Identify and describe the essential functions of the human resources department in an operation. MKT-HRTM-5.5
6. Demonstrate an understanding of the role of human resources in employment law and the legal responsibilities of an employer. MKT-HRTM-5.6
7. Discuss the importance of selecting, recruiting, training, and maintaining quality employees in the hospitality, recreation, and tourism industry, including the Internet as an application and screening tool for hospitality, recreation, and tourism organizations. MKT-HRTM-5.7
8. Analyze changing human resource trends as they relate to recruiting, training, and motivating employees in the hospitality, recreation, and tourism industry. MKT-HRTM-5.8
9. Distinguish between the characteristics of a positive work environment from that of a hostile work environment. MKT-HRTM-5.9
10. Determine how to effectively and ethically deal with workplace hostilities. MKT-HRTM-5.10

MKT-HRTM-6. Analyze hospitality, recreation, and tourism services in relation to management structures, service levels, and current issues. MKT-HRTM-6

1. Identify and summarize the typical organizational structures for hospitality, recreation, and tourism operations, including common departments as well as service-level expectations within hotels and recreation-based industries. MKT-HRTM-6.1

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2. Explore customer service expectations within hospitality, recreation, and tourism industries based on the company's quality service standards. MKT-HRTM-6.2
3. Identify and describe current challenges facing hospitality, recreation, and tourism managers. MKT-HRTM-6.3
4. Investigate franchising opportunities in the hospitality, recreation, and tourism industry in comparison to other expansion methods in business operations. MKT-HRTM-6.4
5. Describe the various functions of management in the hospitality, recreation, and tourism industry. MKT-HRTM-6.5
6. Analyze the trends, opportunities, and major functions of the travel service segment of the hospitality, recreation, and tourism industry (e.g., the travel agent's role, corporate travel organizations like American Express Travel and Carlson Wagonlit as well as niche markets and corporate travel departments of large companies). MKT-HRTM-6.6

MKT-HRTM-7. Interpret the overall importance of sales, operations, and management of sales activities in the hospitality, recreation, and tourism industry. MKT-HRTM-7

1. Distinguish between and draw conclusions about selling a service and selling a product in the hospitality, recreation, and tourism industry. MKT-HRTM-7.1
2. Analyze sales strategies available for use in the hospitality industry. MKT-HRTM-7.2
3. Create a profile of successful sales professional in the hospitality, recreation, and tourism industry by including information about technical and social skills and experience. MKT-HRTM-7.3
4. Demonstrate effective and ethical selling skills necessary for success in the hospitality, recreation, and tourism industry (product/service knowledge, individual rapport, overcoming objections, and closing a sale). MKT-HRTM-7.4
5. Explore strategies to effectively reach various niche markets in the hospitality, recreation, and tourism industry including corporate, educational, sports, religious, military, etc. MKT-HRTM-7.5
6. Investigate the role of convention and visitors bureaus (CVBs) in large cities as well as trends in the development of CVBs in smaller towns, neighborhoods, and areas. MKT-HRTM-7.6

MKT-HRTM-8. Demonstrate knowledge of legal and liability issues in the hospitality, recreation, and tourism industry and determine appropriate responses. MKT-HRTM-8

1. Investigate laws affecting businesses operating in the hospitality, recreation, and tourism industry. MKT-HRTM-8.1

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2. Examine the various types of written, oral, and implied contracts in the hospitality, recreation, and tourism industry. MKT-HRTM-8.2
3. Exhibit knowledge of regulations and licensing in the hospitality, recreation, and tourism industry. MKT-HRTM-8.3
4. Estimate the cost of litigation in the hospitality industry. MKT-HRTM-8.4
5. Determine the impact of training and communications on the prevention of lawsuits in the hospitality, recreation, and tourism industry. MKT-HRTM-8.5
6. Determine to establish root causes of customer complaints and evaluate solutions. MKT-HRTM-8.6
7. Research and locate relevant information to effectively and ethically respond to customer problems within the hospitality, recreation, and tourism industry. MKT-HRTM-8.7

MKT-HRTM-9. Determine current and emerging trends in the hospitality, recreation, and tourism industry. MKT-HRTM-9

1. Analyze tourism challenges at the local and national levels. MKT-HRTM-9.1
2. Discuss the new tourism markets that are developing around the world. MKT-HRTM-9.2
3. Interpret current and future hotel development strategies. MKT-HRTM-9.3
4. Draw conclusions about the competitive nature of hospitality at the local, state and national levels. MKT-HRTM-9.4
5. Research recent tourism-related topics that have appeared in the news and make inferences about how they affect the industry. MKT-HRTM-9.5
6. Analyze the impact of the current events and trends in the hospitality, recreation, and tourism industry. MKT-HRTM-9.6

MKT-HRTM-10. Develop customer service skills and an overall understanding of the importance of guest services in the hospitality, recreation, and tourism industry. MKT-HRTM-10

1. Apply exceptional customer service strategies. MKT-HRTM-10.1
2. Explain the importance of delivering effective customer service and establishing strong guest relations in the hospitality, recreation, and tourism industry. MKT-HRTM-10.2
3. Determine skills, traits and attributes needed to offer top-quality guest services and build relationships with customer and clients. MKT-HRTM-10.3
4. Explore the use of social media and the importance of the industry's timely responses to guests' feedback. MKT-HRTM-10.4

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MKT-HRTM-11. **Determine the importance of cost effective operations in the hospitality, recreation, and tourism industry.** MKT-HRTM-11

1. Explain the importance of cost control in the hotel/lodging industry. MKT-HRTM-11.1
2. Determine revenue indicators including PAR levels, occupancy levels, return on investment (ROI) and load management. MKT-HRTM-11.2
3. Analyze seasonality and generate ideas to offset seasonality in hospitality, recreation, and tourism operations. MKT-HRTM-11.3
4. Explain the importance of negotiating contracts and working within a budget for a department or an operation. MKT-HRTM-11.4

MKT-HRTM-12. **Examine the elements of technology used in the hospitality, recreation, and tourism industry.** MKT-HRTM-12

1. Research trends in the use of computers and software for travel reservations. MKT-HRTM-12.1
2. Analyze major uses, costs, and effects of the internet on travel reservations. MKT-HRTM-12.2
3. Contrast the value-added services offered by a travel consultant vs. and online travel agencies (OTA), such as Expedia or Travelocity. MKT-HRTM-12.3
4. Determine possible career paths requiring the knowledge of computers in travel and tourism. MKT-HRTM-12.4
5. Research the advantages and disadvantages of marketing on the internet (e.g., hosting blogs on websites such as trip advisor.com). MKT-HRTM-12.5
6. Evaluate security issues (e.g., firewalls, hacking, viruses, and e-commerce). MKT-HRTM-12.6