South Carolina CTE

Introduction to Hospitality & Tourism Management (2015)

ACADEMICS for ALIGNMENTS A

A ACADEMICS for ALIGNMENTS A

HISTORY AND DEVELOPMENT B

1 Analyze the history and development of the hospitality industry. B1

1. Define hospitality and describe its characteristics. B1.1
2. Describe the evolution of the hospitality industry. B1.2
3. Identify multiple factors influencing the hospitality industry. B1.3
4. Explore the impact technology has had on the hospitality industry. B1.4

HOSPITALITY AND TOURISM SEGMENTS C

1 Differentiate between various hospitality and tourism segments. C1

1. Identify various hospitality and tourism segments and their relationships. C1.1
2. Analyze appropriate financial management skills in hospitality and tourism segments. C1.2
3. Explain appropriate sales and marketing skills in hospitality and tourism segments. C1.3
4. Describe appropriate human resources skills in hospitality and tourism segments. C1.4
5. Demonstrate technology skills in hospitality and tourism segments. C1.5

GUEST SERVICES D

1 Evaluate service techniques that promote guest satisfaction. D1

1. Analyze qualities and characteristics of an effective service professional. D1.1
2. Define terminology concepts and principles associated with exceptional customer service. D1.2
3. Distinguish company cultures and strategies for exceptional customer service. D1.3
4. Apply proactive versus reactive techniques when interacting with guests. D1.4
5. Judge the effectiveness of quality service. D1.5
6. Identify customer retention and recovery strategies in relation to an unsatisfactory experience. D1.6

Skip to main content

Identify customer retention strategies in relation to a satisfactory experience. D1.7

8 Demonstrate guest services skills as they relate to all sectors of the hospitality industry. D1.8

SAFETY, SECURITY, AND SANITATION E

1 **Assess common safety, security, and sanitation policies and procedures used in the hospitality and tourism industry.** E1

1 Examine the role of OSHA and DHEC regulations and standards. E1.1

2 Identify risk management policies, procedures, and practices to ensure efficiency, profitability, and success. E1.2

3 Apply safety policies and procedures for the hospitality environment. E1.3

4 Identify effective protocol for emergency situations. E1.4

5 Identify sanitation procedures to ensure facility compliance with health codes. E1.5

TRENDS IN HOSPITALITY AND TOURISM F

1 **Critique current trends in the hospitality and tourism industry.** F1

1 Investigate current trends in the hospitality and tourism industry. F1.1

2 Evaluate the effects of current events on the hospitality and tourism industry. F1.2

3 Describe the impact of globalization on the hospitality and tourism industry. F1.3

HOSPITALITY AND TOURISM CAREERS G

1 **Evaluate career development and employability skills.** G1

1 Research career pathways within the hospitality and tourism management industry. G1.1

2 Identify education and training requirements for various careers/positions in hospitality and tourism management. G1.2

3 Develop personal traits to foster career advancement. G1.3

4 Analyze methods of dealing with various workplace related issues. G1.4

5 Explain professional and workplace ethics and legal responsibilities. G1.5