

# Introduction to Hospitality & Tourism Management (2015)

## ACADEMICS for ALIGNMENTS <sup>A</sup>

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#### HISTORY AND DEVELOPMENT <sup>B</sup>

#### **1 Analyze the history and development of the hospitality industry. <sup>B1</sup>**

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

#### HOSPITALITY AND TOURISM SEGMENTS <sup>C</sup>

#### **1 Differentiate between various hospitality and tourism segments. <sup>C1</sup>**

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

## **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**
  - 7 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**
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## **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**
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## **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**
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## **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**