Tennessee CTE

Hospitality and Tourism Management I

Trends in Hospitality and Tourism: Past, Present, Future

1. **Research historical and significant milestones from ancient history to the present that influenced the development of the hospitality and tourism industry. Create an annotated timeline or visual graphic illustrating significant time periods and major impacts of trends on the progression of the hospitality and tourism industry.** 1

2. **Analyzelocal, national, and global hospitality and tourism innovative industry trends (e.g., artificial intelligence (AI), digitalization, extensive data use, voice recognition software for automated tasks, sleep pods in public spaces, overseas air travel showers, etc.). Using the historical research, research on new innovations, and research-based predictions,make projections of how the hospitality and tourism industry will change in the next twenty years.** 2

3. **Examineinformation from multiple authoritative sources to assess the impact of important cultural and societal events on the evolution of the hospitality industry. Examples of events include, but are not limited to: the Internet and social media,online travel agent companies, National Park Service Organic Act, National Historic Preservation Act, the emergence of new modes of transportation, and disasters such as the BP oil spill in the Gulf of Mexico.** 3

4. **Draw on a range of print and digital sources, such as articles, videos, and textbooks, to create a timeline or similar narrativedetailing the evolution of hospitality and tourism in the United States.Annotate the timeline to explain the impact that various technological innovations (e.g., the steam engine, assembly line, telephone, automobile, computer, internet, digital key, instant text messaging) have had on hospitality and/or tourismand consumer behavior over time. Formulate a written argument concerning how emerging technologies continue to transform hospitality and tourismand present newchallenges and opportunities to business owners.** 4

5. **Evaluate a challenge or trend that influences the hospitality and tourismindustry today. Form a hypothesis about how specific factors may impact hospitality and tourism. Develop claim(s) and counterclaim(s) fairly, supplying data and text-based evidence. Research topics may include, but are not limited to:** 5

   a. Delivering consistent service 5.A

   b. Diversity of the workforce 5.B

   c. Demographic trends of customers 5.C

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d Impact of seasons/weather 5.D

e Globalization 5.E

f Political conditions 5.F

g Economic conditions 5.G

Hospitality Segments and Career Exploration

6 **Identify the different segments of the hospitality industry and an example of a business or organization that represents each. Cite research from internet resources, such as the local chamber of commerce, visitor's bureau, or the Tennessee Department of Tourist Development to explain the diverse characteristics and importance of each segment in relation to the local, state, and national economies.** 6

7 **Create a Careers in the Hospitality Glossary using the five W's (i.e., who, what when, where, and why) to identify all professions (e.g., financial analyst, hotel engineer, guest service agent, etc.) encountered in each segment (i.e., travel and tourism, lodging, food and beverage, and recreation) of the hospitality industry. Define each listing, including job descriptions and typical activities, and distinguish relationships and how they interrelate. Produce a career pathways chart or other graphic detailing the aptitudes and training required for careers of interest. For example, outline the typical skills and training required to become a human resources manager, including personal aptitudes, postsecondary credentials, and licensing. Upon completion of the chart, conduct a self-assessment of aptitudes, interests, and personality aligned to careers; then devise a tentative career plan to reach employment goals based on the research conducted.** 7

8 **Citing research from the United Nations World Tourism Organization (UNWTO) or similar sources, define and explain the roles of a tourist, domestic tourist, and international tourist in the hospitality industry. Describe the different types of tourism (i.e., sustainable tourism, disaster tourism, culinary tourism, ecotourism, genealogy tourism, sports tourism, voluntourism, etc.) that make up the industry, citing resources. Create a public service announcement (PSA) about an assigned segment of tourism, highlighting its key characteristics and features.** 8

9 **Investigate the agencies and professions associated with the travel and tourism segment (including attractions and distribution and logistics professions) of the hospitality industry. Using evidence from case studies or sample scenarios, use the five W's of travel to plan a trip, comparing transportation types, lodging businesses, and recreation options. Craft an explanatory text that justifies the trip decisions.** 9

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	10	**Compare and contrast the characteristics of the lodging businesses (i.e., full-service hotels, limited-service properties, specialty accommodations, Bed and Breakfasts, and Airbnb) available in the national and/or global market by searching websites of sample businesses and noting key differences. Citing evidence of their services, create a presentation for peers describing a specific event and making a claim about the type of lodging business that would be most appropriate for hosting it.** 10
	11	**Research the food and beverage segment of the hospitality industry, comparing and contrasting the two main groups (commercial and noncommercial). Describe the role the foodservice industry plays within the larger hospitality industry, noting its relationship and overlap with other segments (such as tourism and entertainment), by creating a presentation or graphic that illustrates evidence of the relationships.** 11
	12	**Classify local and regional businesses that are specific to the recreation segment of the hospitality industry. Using case studies, scenarios, or personal experiences, write a detailed review of a recreation or entertainment business including personal and professional expectations and/or the positive or negative experience of the business depending on the scenario.** 12
	13	**Using the Careers in the Hospitality Glossary and research from this course, choose a specific career of interest. Evaluate how the career interrelates with other segments and professional positions in the hospitality industry. Cite and locate a local, regional, or state opening for the selected career by browsing print and online job boards and vacancy announcements. Synthesize findings to create a report comparing three or more job openings within the selected career, based on the following criteria: (1) education/certification requirements, (2) recommended years of experience, (3) salary and benefits, and (4) expected roles and responsibilities outlined in the vacancy announcement.** 13
Social Responsibility and Ethics	14	**Cite the advantages and disadvantages of a market economy, a command economy, and a mixed economy. Discuss the relationships between consumers, hospitality businesses, and government in various economic systems, and analyze differences in the rights and responsibilities of these entities in countries where these distinctive systems exist.** 14
	15	**Research the concept of social responsibility and ethics as important components of the hospitality industry. Develop a hypothesis for why hospitality businesses must increasingly consider their impact on society when making decisions. Then, attend a local business sponsored community event or explore case studies illustrating the social responsibilities of today's businesses. Write a reflection paper summarizing observations; specifically, evaluate how businesses benefit from engaging in responsible business practices, including benefits to the community, the environment, the marketplace, and the business/workplace itself.** 15
		Investigate the impact of cultural diversity on the hospitality and tourism industry. Discuss the components of cultural diversity, including religious

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		customs, dietary habits, and traditions. Create a presentation to increase multicultural awareness as a strategy to accommodate consumers. 16
Business Concepts and Operations	17	Describe the role of profit in the economy. Using industry-specific terms, explain the importance of productivity and its impact, along with other economic indicators, in determining business cycle stages and on making business decisions. Draw conclusions about how the hospitality industry in particular is impacted by the health of the economy at large and how the health of the economy is impacted by the hospitality industry. Write a comprehensive essay on how the hospitality industry affects local or Tennessee's economy. 17
	18	Explain the nature and contrast how for-profit and non-profit hospitality businesses are different from each other in terms of their missions, organizational structures, compensation models, and tax statuses. Examine how different segments of hospitality support each other. For example, examine the interdependence of lodging, food and beverage, and transportation businesses during an event such as a heritage festival, sporting competition, or concert. 18
	19	Compare and contrast the three primary types of business ownership: sole proprietorship, partnership, and corporation. Research a local hospitality business in the community and compile a profile detailing the type of ownership, history and background of founding, and description of products or services offered. In an informative narrative, highlight any changes the business has made to its operations in response to market and population shifts, infrastructure development (i.e., interstates, public transportation), inventions, expansion opportunities, and other market factors. 19
Role of Marketing in Hospitality and Tourism	20	Define marketing, and describe the seven functions of marketing (distribution, financing, marketing information management, pricing, product/service management, promotion, and selling). Argue the importance of marketing as part of the business' strategy to increase revenue citing marketing campaign examples of prominent hospitality companies. 20
	21	Describe the components of the marketing mix (i.e., product or service, place, price, and promotion) and the four C's of hospitality (consumer, costs, communication, and convenience).Investigate the launch of a new service; research how the company employed the marketing mix or the four C's of hospitality to aid in the launch; then create a presentation highlighting successes, challenges, and lessons learned. Additionally, critique the company's strategies and suggest alternative ideas for future campaigns, following the principles of the marketing mix or the four C's of hospitality. 21
	22	Define advertising and list types of media that hospitality businesses use to reach potential customers. Analyze sample advertisements, describe the purpose of the ads, and evaluate the decision regarding which medium (i.e., TV, radio, social media, billboard, magazine, newspaper, or other) was chosen in terms of market reach. 22

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	23 **Summarize the concept of market segmentation, citing textbooks and case studies in a discussion of how market segmentation is used as a strategy by hospitality and tourism business to increase their market share. Examples may include differentiated pricing of tickets for sporting events or concerts, or different levels of service in lodging or food and beverage businesses.** 23
	24 **Conduct a SWOT analysis on a hospitality and tourism business, identifying its most significant strengths, weaknesses, opportunities, and threats. Highlight the techniques or specific results of market segmentation by including demographic, psychographic, and geographic data in the analysis.** 24
Customer Services and Professionalism	25 **Research the management skills required of individuals in order to be productive members of society. Identify the specific skills related to time management, organizational planning, teamwork, and professionalism necessary for success in the workplace.** 25
	26 **Investigate the development of self-esteem and self-image in individuals. Create a list of factors (e.g., confidence verses arrogance)that promote and hinder the development of positive self-esteem and self-image. Formulate a plan to build/improve self-esteem in a class project or school-based project. Write a reflection paper discussing why and how self esteem and self-image effects professionalism in the workplace.** 26
	27 **Describe the guest life cycle and Maslow's hierarchy of needs theory. Articulate how both the cycle's stages and the theory's needs are met through the hospitality and tourism industries. Compile evaluations of customer survey examples from different organizations to create a customer survey proposal for a hospitality business that collects information necessary to meet a specific purpose.** 27
	28 **Determine the correlation between customer-focused business practices and customer satisfaction by analyzing the importance of customers in the hospitality industry. Explore articles or profiles of businesses that are recognized for their customer service, including guest recovery, and investigate the habits and characteristics of employees that make such businesses successful. Synthesize identified practices to create a rubric of employee characteristics that could be used as a self-assessment.** 28
	29 **Research, develop, and practice effective communication skills vital to customer and interdepartmental relationships, such as active listening, and nonverbal, verbal, and written communication. Practice communication skills by participating in role-play and writing exercises about handling customer complaints and interdepartmental disputes. Using conflict management techniques and industry-appropriate communication, critique the roleplay and written exercises of peers.** 29
	Make and defend judgments about strengthening a company's relationship with its customers by identifying successful practices outlined by a guest speaker from a local business or organization, including frequency and types of contacts,

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value-added services to be offered, and other activities, including social media marketing, aimed at improving customer satisfaction, loyalty, and advocacy. 30