Tennessee CTE

Hospitality and Tourism Management III (2025)

International and Global Hospitality and Tourism 1	1	**International Hospitality Employers: Identify top international hospitality and tourism employers. Evaluate their strategies and business practices to determine how they succeed.** 1.1
	2	**International Marketing: Analyze the importance of international marketing to Tennessee's hospitality and tourism industry. Research the reasons a company might enter a foreign market. Examine cross-cultural communication marketing challenges, as well as the laws and regulations, that govern international franchising and franchising relationships.** 1.2
	3	**Marketing to Global Consumers: Explore marketing's implications for a global consumer and evaluate how other countries' customs and traditions affect U.S. companies' advertising messages in the global marketplace.** 1.3
Distribution and Transportation Affecting Hospitality and Tourism 2	1	**Major Transportation Modes: Describe the major modes of transportation that impact tourism and other hospitality services and determine how both the lack and surplus of transportation can affect tourism.** 2.1
	2	**Delivery & Distribution Channels: Identify how global hospitality organizations' delivery and distribution channels differ from the United States' channels. Determine how recent technological advancements impact the operations of warehouses and distribution centers.** 2.2
Legislation and Governing Laws 3	1	**Workers' Rights Laws: Summarize various workers' rights laws and explain how they apply to the hospitality and tourism industry. Analyze the conditions that prompted the laws, the law's enforcement, and any changes.** 3.1
	2	**Laws & Regulations: Research laws that regulate and govern the hospitality industry. Outline key recommendations and requirements to ensure a workplace follows codes and certifications for all employees.** 3.2
	3	**Licensing & Regulatory Permits: Outline the steps to obtain licenses from regulatory agencies such as the Tennessee Department of Commerce and Insurance, Division of Regulatory Boards. Discuss liability issues that may arise without the proper licenses for a project or event.** 3.3
	4	**Consumer Protection Laws: Investigate consumer protection laws in the hospitality and tourism industry. Analyze the historical context and significance of**

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		at least one law on customer and business behavior. 3.4
	5	**Industry Self-Regulation: Summarize legal opinions and/or applicable legislation (e.g., use of nutritional labels) and self-regulation, including ethical considerations and social responsibility, in the hospitality and tourism industry.** 3.5
Crisis Preparedness and Emergency Procedures 4	1	**Risk: Identify the various risks that can affect customers and employees in hospitality and tourism businesses and describe how businesses can manage risk. Identify types of risk, explain how to identify risk, identify signs or symptoms of risk complications, describe guidelines for preventing risk, and outline residents' rights.** 4.1
	2	**Risk Reduction & Prevention: Categorize risks and emergencies that impact a specific hospitality and tourism segment and/or business. Create a flowchart of how local, state, and federal governments coordinate to handle requests for assistance related to human resources, supplies/equipment, and medical countermeasures. Identify how risk reduction or prevention applies to the following, but not limited to these areas:** 4.2 a employee screening and training; 4.2.A b safety conditions and safety instructions; 4.2.B c employee theft; 4.2.C d shoplifting, and 4.2.D e reduction in workplace threats. 4.2.E
	3	**Property & Liability Insurance: Compare features of property and liability insurance. Obtain three quotes for minimum liability insurance coverage for a hospitality business in your area.** 4.3
	4	**Disasters: Differentiate environmental and natural disasters, acts of terrorism, and technological hazards that can affect hospitality and tourism businesses. Identify appropriate local, state, and national agencies that could respond to each type of disaster.** 4.4
Marketing and Selling 5	1	**Customer Profile: Develop a customer profile, based on demographic, geographic, psychographic, and behavioral information, with a detailed description of the potential target market for the proposed hospitality or tourism business. Assess the profile's viability by determining the number of customers, reachability, and product desirability.** 5.1
	2	**Feature, Advantage, & Benefit Selling: Explain feature, advantage, and benefit selling. Break down a selected service into the features, advantages, and benefits most likely to resonate with a target population. Translate five service features into five customer benefits or advantages.** 5.2
		Iigh-Touch vs. Low-Touch Selling: Distinguish high-touch and low-touch selling, conversational marketing, and drip marketing. Select a local hospitality business

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and investigate how they apply these sales techniques. 5.3

4 **Selling & Customer Relationships: Explain the selling process and the role of customer service in developing customer relationships and maintaining selling relationships. Identify techniques to build and enhance customer relationships and increase sales.** 5.4

5 **Mock Sales Demonstration: Prepare a mock sales demonstration to include the following steps:** 5.5

- a describe the setting (specific hospitality segment or business);, 5.5.A
- b identify the approach; 5.5.B
- c determine needs; 5.5.C
- d present the service; 5.5.D
- e overcome the objections; 5.5.E
- f close the sale (using a variety of purchase options); 5.5.F
- g offer suggestive selling, and 5.5.G
- h relationship management. 5.5.H

6 **Pricing Decisions: Select a hospitality and tourism business and outline its services and prices; then compare these prices to the industry standard. Summarize how businesses make and review pricing decisions based on four key market factors: cost and expenses, supply and demand, consumer perception, and competition. Analyze each factor for the selected business to determine how these factors align with organizational goals of profit, market share, and competition.** 5.6

Financial Applications 6

1 **Equity & Debt Capital: Compare equity capital and debt capital, explaining the advantages and disadvantages of each.** 6.1

2 **Credit Worthiness: Identify the six C's (character, capacity, capital, conditions, collateral, and confidence) used to evaluate a hospitality business' credit worthiness. Identify and explain the role each criterion plays in a lender's ability to determine overall risk and approval of financing.** 6.2

3 **Business Plan Financial Documents: Recognize the types of financial documents typically included in a business plan. Prepare examples of the following:** 6.3

- a personal financial statement; 6.3.A
- b estimated startup costs; 6.3.B
- c projected business income statement for one quarter, and 6.3.C
- d projected balance sheet after one year. 6.3.D