Tennessee CTE

Hospitality and Tourism Management III

Employability in Hospitality Segments	**1** Using the Careers in Hospitality Glossary created in Hospitality and Tourism Management I, identify the segments of the hospitality industry and distinguish differences in the professional setting in each segment. Investigate 21st century skills and soft skills necessary for employment in each segments. Create a graphic of these skills to include an in depth description of each. Compare and contrast the differences in training and development offered for employees of each segment identified. 1
	2 Search for the resumes of professionals in a career of interest from the websites of institutions, organizations, or professional networks. Discuss what is typically included in the resumes of professionals, compare and contrast several examples, and create a personal resume modeled after elements identified in the search. 2
International and Global Hospitality and Tourism	**3** Conduct research to identify top international hospitality employers and organize by hospitality segment. Discuss what strategies and business practices are utilized by these employers to ensure their success. Evaluate these practices and explain the possibilities for their use among other international employers. 3
	4 Analyze the importance of international marketing as it relates to hospitality and tourism businesses in Tennessee. Research reasons a company might choose to enter a foreign market, examine cross-cultural communication marketing challenges, the laws and regulations that govern international franchising and franchising relationships, and prepare a presentation on how the business could succeed in an international environment. 4
	5 Explore the implications of marketing to a global consumer; use case studies to evaluate how the customs and traditions of other countries affect American companies' advertising messages in the global marketplace. Write recommendations for marketing a hospitality service in a selected country based on customs and traditions. 5
Distribution and Transportation Effecting Hospitality and Tourism	**6** Describe the major modes of transportation that impact tourism and other hospitality services. Include advantages and disadvantages of each, and how tourism can be effected by the lack or surplus of modes of transportation. 6
	**:ite examples of how hospitality organizations' delivery and distribution channels n other countries differ from those in the United States. Determine how recent ɛechnological advancements have impacted the operations of warehouses and

Skip to main content

distribution centers and illustrate the challenges that still exist in developing countries. 7

Legislation and Governing Laws

8 **Drawing on research from the Tennessee Department of Labor and Workforce Development, summarize various workers' rights laws and explain how they apply in specific hospitality segments. Craft an essay on the conditions that prompted the laws, the efforts made to enforce the laws, and changes brought about by the laws today.** 8

9 **Research laws that regulate and govern the hospitality industry. Create a report outlining key recommendations and requirements to ensure a workplace follows codes and certifications for all employees, citing sources from the Department of Labor and Workforce and the Department of Health.** 9

10 **Outline the steps necessary to complete and gain licenses from regulatory agencies such as the Tennessee Department of Commerce and Insurance, Division of Regulatory Boards, and city/county business licenses or permits, citing evidence from case studies and news media. Discuss liability issues that may be problematic if proper licenses are not obtained for projects or events. Example projects or events include but are not limited to building a structure, organizing a city festival, or implementing smoking ordinances.** 10

11 **Investigate laws related to consumer protection within the hospitality industry, focusing on the events that influenced their creation. Select one such law and write a narrative essay describing the historical context and the significance of the legislation on customer and business behavior. Examples include guest privacy, total use of room, and protection from personal liability.** 11

12 **Summarize legal opinions and/or applicable legislation (e.g., use of nutritional labels) and industry self-regulation (including ethical considerations and social responsibility) applicable to the hospitality and tourism industry.** 12

Crisis Preparedness and Emergency Procedures

13 **Identify the various types of risks that can affect customers and employees in hospitality and tourism businesses. Describe ways in which businesses can manage risk. Develop a hospitality business presentation, public service announcement, or brochure for professionals in a hospitality company aimed at identifying persons at greatest risk for accidents. Include at least the following: types of risk, how to identify risk, signs or symptoms of complications of risk, guidelines for preventing risk, and residents' rights.** 13

14 **Categorize risks and emergencies that impact a specific hospitality and tourism segment and/or business. Create a flow-chart of how local, state, and federal governments coordinate to handle requests for assistance related to human resources, supplies/equipment, and medical counter measures. Create a guide on how risk reduction or prevention can apply to the following but not limited to these areas:** 14

Skip to main content

a Employee screening and training 14.A

b Safety conditions and safety instructions 14.B

c Employee theft 14.C

d Shoplifting 14.D

e Reduction in workplace threats 14.E

15 **Cite the differences and features of property and liability insurance. Obtain three quotes for minimum liability insurance coverage for a hospitality business in your area, using square footage and inventory on hand as factors on which to base the quote.** 15

16 **Define the features of a disaster. Differentiate among environmental and natural disasters, acts of terrorism, and technological hazards, citing real-life examples found in news media affecting hospitality and tourism businesses, and describe how each impacts the stability of communities. Accurately identify appropriate local, state and national agencies that could respond in each type of disaster.** 16

Marketing and Selling

17 **Develop a customer profile with a detailed description of the potential target market for the proposed hospitality or tourism business based on demographic, geographic, psychographic, and behavioral information. Assess the viability of the profile for the proposed hospitality or tourism business by determining number of customers, reachability, and desire for product.** 17

18 **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, and translate five service features into five customer benefits or advantages.** 18

19 **Identify and distinguish between high touch versus low touch selling, conversational marketing, and drip marketing. Select a local hospitality business and investigate how they approach these sales techniques.** 19

20 **Investigate forms of prospecting to include unsolicited calls (cold calls), door to door in person visits, referrals, webinars, seminars, networking, content marketing, and, especially, social media. Create an infographic that reflects identified forms of prospecting and the extent to which each is used, focusing on different types of social mediums used. Discuss maintaining customer relations through different forms of social networking.** 20

21 **Role-play the position of director of sales to a fellow classmate posing as a customer. Prepare a mock sales demonstration while taking one's customer through the following steps:** 21

a Describe the setting (specific hospitality segment or business) 21.A

b Identify the approach 21.B

c Determine needs 21.C

d Present the service 21.D

Skip to main content

e Overcome the objections 21.E

f Close the sale (using a variety of purchase options) 21.F

g Offer suggestive selling 21.G

h Relationship management 21.H

22 Identify up to five businesses that could be considered competitors of the selected hospitality business. Gather and summarize information about the competition succinctly in a chart, table, or graphic. Information may include variety of services available, location, prices, products, and other unique characteristics. 22

23 Using previous research from standard 20 on the selected hospitality business and its competitors, describe typical prices in the industry for similar services, noting how the prices of the selected business compare to others. 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 and summarize how each relates to typical organizational goals of earning a profit, gaining market share, and being competitive, noting where there are chances to address weakness(es) or capitalize on area(s) of opportunity. 23

Financial Applications

24 Describe the differences between equity capital and debt capital. Explain the advantages and disadvantages of each. 24

25 To evaluate the credit worthiness of a hospitality business, lenders rely on the six C's (character, capacity, capital, conditions, collateral, and confidence). Identify and explain the role each of the six criteria play in a lender's ability to determine overall risk and approval of financing. 25

26 Recognize the types of financial documents typically included in a business plan. Prepare examples of the following: 26

a Personal financial statement 26.A

b Estimated startup costs 26.B

c Projected business income statement for one quarter 26.C

d Projected balance sheet after one year 26.D