

PROGRAM CONCENTRATION: Marketing, Sales and Service
CAREER PATHWAY: Travel Marketing & Lodging Management
COURSE TITLE: Discovering Hospitality and Tourism Marketing

COURSE DESCRIPTION: This course introduces the student to the major segments of the travel industry. The course will investigate the economic impact the three components have on the local, state, national, and global economies. The products, services, and packages offered to business and leisure travelers by different types of businesses within the industry are examined. Utilizing current technology, the Internet, and software packages, the student will develop a tour package and marketing plan for a selected niche market that incorporates appropriate promotional and pricing strategies, thus ensuring business profitability.

Competencies for the competitive events offered by the international, co-curriculum student organization, DECA, an Association of Marketing Education Students, are directly aligned to the national and state standards for Marketing Education. Therefore, DECA competitive events provide an excellent avenue for students to apply the technical and core employability skills learned in the classroom. Work-based learning activities, inside and/or outside the classroom, should also be incorporated in this pathway in order to provide another avenue for students to apply the knowledge and skills attained through curriculum and instruction.

*(Special Note: For the readers benefit, **travel** includes travel agents and modes of transportation, **hospitality** includes lodging and food and beverage, and **tourism** is a broad term relating to the overall industry.)*

OVERVIEW OF THE HOSPITALITY, TRAVEL, AND TOURISM INDUSTRIES

Students will determine the social and economic impact of hospitality, travel and tourism industries on national and international markets.

MKT-IT-1. Students will discuss the hospitality, travel, and tourism industry in relationship to historical developments/changes, broad segments of the markets, and various motivations for travel.

- a. Distinguish between the terms hospitality, hotel and lodging, food and beverage, travel, and tourism.
- b. Chart the evolution of the major industry segments in relation to travel and hospitality (hotel/lodging and food/beverage).
- c. Identify different types of travelers (business, leisure and consumer).
- d. Explain the concept of seasonality in the hospitality industry.
- e. Discuss why people travel.
- f. Determine the role of ethics in hospitality and tourism industries.

Academic Standards:

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SSEF1 The student will explain why limited productive resources and unlimited wants results in scarcity, opportunity costs, and tradeoffs for individuals, businesses, and governments.

SSWG1 The student will explain the physical aspects of geography.

TOURISM

Students will analyze the benefits of tourism to the economy, identify selected travel destinations, and develop a basic knowledge of world geography.

MKT-IT-2. Students will assess the varied aspects of tourism by determining their impact on the economy, the importance of successful positioning in the target consumers' minds, and the competitive nature of the industry.

- a. List the components of the tourism industry.
- b. Illustrate the competitive nature of the tourism industry.
- c. Formulate an understanding of the importance of tourism as a destination market.
- d. Compare the amount of money individual states spend on tourism marketing.
- e. Evaluate the states' return on investment per dollar spent on tourism.
- f. Chart the economic impact of tourism on various countries focusing on global leaders as well as developing nations.

Academic Standards:

SSEF3 The student will explain how specialization and voluntary exchange between buyers and sellers increase the satisfaction of both parties.

SSEM12 The student will explain how the Law of Demand, the Law of Supply, prices and profits work to determine production and distribution in a market economy.

MM4P1 Students will solve problems (using appropriate technology).

MM4P2 Students will reason and evaluate mathematical arguments.

MM4P Students will communicate mathematically.

MKT-IT-3. Students will develop a basic knowledge of world geography and be able to discuss the relationship of geography to climates, major destinations, travel issues and concerns, and upcoming trends in destination hotspots.

- a. Identify distinguishing traits of selected destinations. (i.e., geographic locations, climate, and terrain).
- b. Categorize the various types of travel destinations based on geographic locations.
- c. Debate issues associated with international travel versus domestic travel.
- d. Evaluate the markets of the major travel destinations.

- e. Compare and rate major travel destinations.

Academic Standards:

SSWG3 The student will describe the interaction of physical and human systems that have shaped contemporary North Africa/Southwest Asia.

SSWG4 The student will describe the interaction of physical and human systems that have shaped contemporary Sub-Saharan Africa.

SSWG5 The student will describe the interaction of physical and human systems that have shaped contemporary South Asia, Southeastern Asia, and Easter Asia.

SSWG6 The student will describe the interaction of physical and human systems that have shaped contemporary Europe.

SSWG7 The student will describe the interaction of physical and human systems that have shaped contemporary Latin America.

SSWG8 The student will describe the interaction of physical and human systems that have shaped contemporary Canada and the United States.

SSWG9 The student will describe the interaction of physical and human systems that have shaped contemporary Oceania, including Australia, New Zealand and Antarctica.

THE ELEMENTS OF HOSPITALITY, TRAVEL AND TOURISM MARKETING

Students will be able to interpret the function of the elements that make up the overall industry (lodging, food and beverage, travel and tourism).

MKT-IT-4. Students will examine the lodging component of the hospitality industry and how companies market in order to achieve the goals and objectives of the facility.

- a. Discuss the importance of people skills in the hotel and lodging portion of the hospitality industry.
- b. Discuss the differences between target markets in the hotel/lodging component of the hospitality industry.
- f. Describe the impact of the hotel/lodging segment of the industry on the international, national, state, and local economies.
- g. Distinguish between amenities and services provided by limited and full service hotels/motels.
- h. Identify the Bed and Breakfast/Country Inn consumer.
- i. Classify resorts based on various categories (amenities, seasonality, theme, inclusiveness, and destination).
- j. Analyze trends, advantages, and disadvantages in the timeshare industry.
- k. Discuss the challenges and the profitability of gaming operations.

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Academic Standards:

ELA12W1 The student produces writing that establishes an appropriate organizational structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.

ELA12C2 The student demonstrates understanding of manuscript form, realizing that different forms of writing require different formats.

MKT-IT-5. Students will examine food and beverage operations in the hospitality industry.

- a. Differentiate between the terms banquet, catering, specialized dining, cafeterias, hospitals, business cafeterias, and concessions.
- b. Discuss the career opportunities in the food and beverage industry and emphasize various management positions.
- c. Analyze the elements necessary for the successful operation of the food and beverage business operation.
- d. Identify and define the roles of the *Front of the House* employees including hostess, food server/bartender, bussers, and personnel.

Academic Standards:

ELA11W3 The student uses research and technology to support writing.

ELA12LSV2 The student delivers focused, coherent, and polished presentation that convey a clear and distinct perspective, demonstrate solid reasoning, and combine traditional rhetorical strategies of narration, exposition, persuasion, and description.

MKT-IT-6. Students will analyze the transportation options and modes of travel available to facilitate travel to various destinations including modes of travel as a destination such as the cruise, air, and rail industries.

- a. Differentiate the major types of passenger cruise ships and the kinds of accommodations, products, and services each cruise line typically offers.
- b. Discuss the similarities between a cruise ship and a hotel destination.
- c. Compare and contrast the various forms of ground transportation (i.e., trains, busses, and cars) and their impact on the industry.
- d. Examine the history of the airline industry emphasizing the economic impact of airline hubs on cities.
- e. Discuss the challenges facing the modes of transportation.

Academic Standards:

SSWG1 The student will explain the physical aspects of geography.

SSWG2 The student will explain the cultural aspects of geography.

MKT-IT-7. Students will assess the importance of human relations, communications, and ethical conduct in relation to hospitality and travel and the overall tourism industry.

- a. Categorize the personality traits that are needed to succeed in the hospitality, travel, and tourism industry.
- b. Determine the ways to establish repeat business.
- c. Examine the importance of ethics in the hospitality, travel, and tourism industries.
- d. Discover the importance of employee retention.
- e. Identify ways to reduce employee turnover.

Academic Standards:

SSWG2 The student will explain the cultural aspects of geography.

ELA12C1 The student demonstrates understanding and control of the rules of the English language, realizing that usage involves the appropriate application of conventions and grammar in both written and spoken formats.

MKT-IT-8. Students will determine the importance of convention and meeting planning as a vital part of successful travel and hospitality operations.

- a. Distinguish the differences between an association meeting planner, an independent meeting planner, and a corporate meeting planner.
- b. Identify the vendors important to conventions, trade shows, etc. (including hotels, decorations, catering, entertainment, photography, speakers, transportation, and technology).
- c. Demonstrate the basic tasks an event planner must perform (i.e. organizing an event, developing a budget, and choosing a location).
- d. Analyze the economic impact that conventions, trade shows, special events, and group sales have on the local, state, and national economies.

Academic Standards:

SSEF4 Students will compare and contrast different economic systems and explain how they answer the three basic economic questions of what to produce, how to produce, and for whom to produce.

MKT-IT-9. Students will evaluate the role of travel agencies in the hospitality, travel, and tourism industry.

- a. Explore the advantages and disadvantages of using a travel agent for trip planning.
- b. Distinguish the required training, licensing, and experience/education needed for a successful travel agent.
- c. Demonstrate an understanding of the promotional responsibilities of a travel agent.

- d. Categorize various types of travel agencies based upon customer, corporate structure, and location.
- e. Discover the importance of corporate travel agencies in today's markets.

Academic Standards:

SSEM12 The student will explain how the Law of Demand, the Law of Supply, prices and profits work to determine production and distribution in a market economy.

TECHNOLOGY INTEGRATION IN THE HOSPITALITY, TRAVEL, AND TOURISM INDUSTRIES

MKT-IT-10. Students will assess the impact of technology on the hospitality, travel, and tourism industries.

- a. Identify trends in the use of technology in the hotel/lodging and travel/tourism segments of the industry.
- b. Identify widely used computerized systems (such as AMADEUS, Worldspan and SABRE) in various segments of the industry.
- c. Identify key websites that provide up-to-date information for hotel/lodging and travel/tourism personnel to use in meeting the needs of both the business and leisure travelers.

Academic Standards:

ELA11W3 The student uses research and technology to support writing.

THE ECONOMIC IMPACT OF THE HOSPITALITY, TRAVEL, AND TOURISM INDUSTRIES ON DOMESTIC AND FOREIGN MARKETS

Students will develop an understanding of the economic impact that hospitality, travel, and tourism have on all areas of the domestic and foreign markets.

MKT-IT-11. Students will evaluate the economic impact of the hospitality, travel, and tourism industries on the international, national, state, and local economies.

- a. Identify factors that impact the profit margins of different types of businesses in the hospitality, travel, and tourism industries.
- b. Describe the economic interdependencies of various types of businesses found in the hospitality, travel, and tourism industries.
- c. Research the amount of money spent on hospitality, travel, and tourism marketing and evaluate the states' return on investment per dollars spent.
- d. Identify factors that impact the profit margins of different types of businesses in the hospitality, travel, and tourism industry.

Academic Standards:

MM3P1 Students will solve problems (using appropriate technology).

MM3P3 Students will communicate mathematically.

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MM3P4 Students will make connections among mathematical ideas and to other disciplines.

SSEM12 The student will explain how the Law of Demand, the Law of Supply, prices, and profits work to determine production and distribution in a market economy.

SSEM13 The student will explain how markets, prices and competition influence economic behavior.

SSEIN2 The student will explain why countries sometimes erect trade barriers and sometimes advocate free trade.

MARKETING AND BUSINESS FUNDAMENTALS IN THE HOSPITALITY, TRAVEL, AND TOURISM INDUSTRIES

Students will explore marketing and business fundamentals as they apply to the hospitality, travel, and tourism industries.

MKT-IT-12. Students will explore the application of marketing and business fundamentals as they apply to the hospitality, travel, and tourism industries.

- a. Identify various target or niche markets in the hospitality, travel, and tourism industries and identify the products/services created for these markets.
- b. Describe the advantages and disadvantages of marketing hospitality and travel and tourism products and services on the Internet.
- c. Explain pricing structures for hospitality and travel and tourism products and services.
- d. Describe the types of promotional strategies and media used to promote hospitality and travel and tourism industries.
- e. Outline the type of marketing research that should be conducted prior to developing a marketing plan for a selected hotel/lodging property or tour package.

Academic Standards:

ELE11LSV1 The student participates in student-to-teacher, student-to-student, and group- verbal interactions.

ELA12W2 The student uses research and technology to support writing.

MM3P3 Students will make connections among mathematical ideas and to other disciplines.

MM3P1 Students will represent mathematics in multiple ways.

SSEF2 The student will give examples of how rational decision making entails comparing the marginal benefits and the marginal costs of an action.

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SSEIN1 The student will explain why individuals, businesses, and governments trade goods and services.

CAREERS

Students will differentiate between various career pathways in the travel, tourism, and hospitality industries as they investigate the skills, education, and personal abilities needed to be a success in the industry.

MKT-IT-13. Students will explore career paths within the hospitality, travel, and tourism industries.

- a. Identify employment opportunities in the hospitality, travel, and tourism industries.
- b. Identify advantages and disadvantages of working in the hospitality, travel, and tourism industries.
- c. Compare education and training requirements for career advancement in hospitality, travel, and tourism.
- d. Analyze how employability skills enhance career opportunities and job satisfaction.
- e. Identify professional associations and professional certifications and licensures related to all segments of the hospitality, travel, and tourism industries.

Academic Standard:

ELA12LSV1 The student participates in student-to-teacher, student-to-student, and group verbal interactions.

Reading Across the Curriculum

Reading Standard Comment

After the elementary years, students engage in reading for learning. This process sweeps across all disciplinary domains, extending even to the area of personal learning. Students encounter a variety of informational as well as fictional texts, and they experience text in all genres and modes of discourse. In the study of various disciplines of learning (language arts, mathematics, science, social studies), students must learn through reading the communities of discourse of each of those disciplines. Each subject has its own specific vocabulary, and for students to excel in all subjects, they must learn the specific vocabulary of those subject areas in *context*.

Beginning with the middle grades years, students begin to self-select reading materials based on personal interests established through classroom learning. Students become curious about science, mathematics, history, and literature as they form contexts for those subjects related to their personal and classroom experiences. As students explore academic areas through reading, they develop favorite subjects and become confident in their verbal discourse about those subjects.

Reading across curriculum content develops both academic and personal interests in students. As students read, they develop both content and contextual vocabulary. They also build good habits for reading, researching, and learning. The Reading Across the Curriculum standard focuses on the academic and personal skills students acquire as they read in all areas of learning.

CTAE-RC-1 Students will enhance reading in all curriculum areas by:

Reading in All Curriculum Areas

- Read a minimum of 25 grade-level appropriate books per year from a variety of subject disciplines and participate in discussions related to curricular learning in all areas.
- Read both informational and fictional texts in a variety of genres and modes of discourse.
- Read technical texts related to various subject areas.

Discussing Books

- Discuss messages and themes from books in all subject areas.
- Respond to a variety of texts in multiple modes of discourse.
- Relate messages and themes from one subject area to messages and themes in another area.
- Evaluate the merit of texts in every subject discipline.
- Examine author's purpose in writing.
- Recognize the features of disciplinary texts.

Building Vocabulary Knowledge

- Demonstrate an understanding of contextual vocabulary in various subjects.
- Use content vocabulary in writing and speaking.
- Explore understanding of new words found in subject area texts.

Establishing Context

- Explore life experiences related to subject area content.
- Discuss in both writing and speaking how certain words are subject area related.
- Determine strategies for finding content and contextual meaning for unknown words.

CTAE Foundation Skills

The Foundation Skills for Career, Technical and Agricultural Education (CTAE) are critical competencies that students pursuing any career pathway should exhibit in order to be to be successful. As core standards for all career pathways in all program concentrations, these skills link career, technical and agricultural education to the state's academic performance standards.

The CTAE Foundation Skills are aligned to the foundation of the U. S. Department of Education's 16 Career Clusters. Endorsed by the National Career Technical Education Foundation (NCTEF) and the National Association of State Directors of Career Technical Education Consortium (NASDCTEC), the foundation skills were developed

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from an analysis of all pathways in the sixteen occupational areas. These standards were identified and validated by a national advisory group of employers, secondary and postsecondary educators, labor associations, and other stakeholders. The Knowledge and Skills provide learners a broad foundation for managing lifelong learning and career transitions in a rapidly changing economy.

CTAE-FS-1 Technical Skills: Learners achieve technical content skills necessary to pursue the full range of careers for all pathways in the program concentration.

CTAE-FS-2 Academic Foundations: Learners achieve state academic standards at or above grade level.

CTAE-FS-3 Communications: Learners use various communication skills in expressing and interpreting information.

CTAE-FS-4 Problem Solving and Critical Thinking: Learners define and solve problems, and use problem-solving and improvement methods and tools.

CTAE-FS-5 Information Technology Applications: Learners use multiple information technology devices to access, organize, process, transmit, and communicate information.

CTAE-FS-6 Systems: Learners understand a variety of organizational structures and functions.

CTAE-FS-7 Safety, Health and Environment: Learners employ safety, health and environmental management systems in corporations and comprehend their importance to organizational performance and regulatory compliance.

CTAE-FS-8 Leadership and Teamwork: Learners apply leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.

CTAE-FS-9 Ethics and Legal Responsibilities: Learners commit to work ethics, behavior, and legal responsibilities in the workplace.

CTAE-FS-10 Career Development: Learners plan and manage academic-career plans and employment relations.

CTAE-FS-11 Entrepreneurship: Learners demonstrate understanding of concepts, processes, and behaviors associated with successful entrepreneurial performance.

**Marketing, Sales, and Service
National Cluster Knowledge and Skill Standards
Discovering Hospitality and Tourism Marketing**

<p align="center">National Standard (National Business Education Curriculum Standards/NBECS)</p>	<p align="center">Hospitality and Tourism Marketing</p>
<p>Academic Foundations</p> <p>Performance Element: Understand economic indicators to recognize economic trends and conditions.</p>	<p>MKT-HTM-1 Students will draw conclusions about the social, environmental, economic, and consumer factors that impact the tourism and hospitality industry.</p>
<p>Academic Foundations</p> <p>Performance Element: Understand the nature of business to its contribution to society.</p> <p>Performance Element: Discuss the global environment in which businesses operate.</p>	<p>MKT-HTM-2 Students will investigate the international hospitality market based on legal guidelines, customs, and current trends associated with travel abroad.</p>
<p>Business Administration Core</p> <p>Performance Element: Employ leadership skills to achieve workplace objectives.</p>	<p>MKT-HTM-3 Students will determine the leadership and management skills needed by upwardly mobile employees in successful hotel/lodging facilities.</p>
<p>Marketing Information Management</p> <p>Performance Element: Employ marketing information to develop a marketing plan.</p> <p>Performance Element: Assess marketing plans to improve on marketing return on investment (MROI).</p>	<p>MKT-HTM-4 Students will investigate the importance of marketing principles to effective management and leadership in the hospitality industry.</p>
<p>Product/Service Management</p> <p>Performance Element: Position products/services to acquire desired business image.</p> <p>Performance Element: Employ product-mix strategies to meet customer expectations.</p>	<p>MKT-HTM-5 Students will analyze the control systems used in food and beverage operations in the hospitality industry.</p>

<p>Human Resources Management</p> <p>Performance Element: Understands the tools techniques, and systems that businesses use to plan, staff, lead, and organize its human resources .</p>	<p>MKT-HTM-6 Students will explore the essential functions of human resources in the hospitality industry.</p>
<p>Selling</p> <p>Performance Element: Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.</p>	<p>MKT-HTM-7 Students will evaluate event and convention opportunities in the hospitality industry.</p>
<p>Selling</p> <p>Performance Element: Understand the concepts and actions needed to determine clients needs and wants and respond through planned, personalized selling.</p>	<p>MKT-HTM-8 Students will interpret the overall importance of sales and the management of sales activities in the hospitality industry.</p>
<p>Business Law</p> <p>Performance Element: Understands business’s responsibility to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions.</p>	<p>MKT-HTM-9 Students will demonstrate knowledge of legal and liability issues in order to process and evaluate appropriate responses in the hospitality industry.</p>
<p>Marketing-Information Management</p> <p>Performance Element: Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making.</p> <p>Performance Element: Identify emerging trends for use in selling</p>	<p>MKT-HTM-10 Students will determine current and emerging trends in the tourism industry.</p>

<p>Technical Skills</p> <p>Performance Element: Understand the use of public-relations activities to communicate with targeted audiences.</p>	<p>MKT-HTM-11 Students will assess the importance of membership in professional organizations and associations representative of the hospitality industry.</p>
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<p>National Standard (American Hotel & Lodging Educational Institute)</p>	<p>Hospitality and Tourism Marketing</p>
<p>Marketing and Sales Hospitality Marketing and Sales Food and Beverage Service Hotels and the Food Service Industry</p>	<p>MKT-HTM-1 Students will draw conclusions about the social, environmental, economic, and consumer factors that impact the tourism and hospitality industry.</p>
<p>Marketing and Sales Hospitality Marketing and Sales The Sales Office The Marketing Plan</p>	<p>MKT-HTM-2 Students will investigate the international hospitality market based on legal guidelines, customs, and current trends associated with travel abroad.</p>
<p>Marketing and Sales Hospitality Marketing and Sales The Sales Office The Marketing Plan</p>	<p>MKT-HTM-3 Students will determine the leadership and management skills needed by upwardly mobile employees in successful hotel/lodging facilities.</p>
<p>Marketing and Sales The Marketing Plan Leadership and Management Leadership and Management Team Building Communication Skills Career Development Overview of Lodging Management Organization Structure Career Guest Service</p>	<p>MKT-HTM-4 Students will investigate the importance of marketing principles to effective management and leadership in the hospitality industry.</p>
<p>Food and Beverage Service Hotels and the Food Service Industry Dining & Food Service Banquets & Catered Events The Menu Casual/Theme Restaurants Room Service</p>	<p>MKT-HTM-5 Students will analyze the control systems used in food and beverage operations in the hospitality industry.</p>
<p>Leadership and Management Leadership and Management</p>	<p>MKT-HTM-6 Students will explore the essential functions of human resources in</p>

<p>Team Building Communication Skills Career Development</p>	<p>the hospitality industry.</p>
<p>Marketing and Sales Hospitality Marketing and Sales The Sales Office Selling is Everyone’s Job The Marketing Plan Banquet and Meeting Room Sales Telephone Sales</p>	<p>MKT-HTM-7 Students will evaluate event and convention opportunities in the hospitality industry.</p>
<p>Marketing and Sales Hospitality Marketing and Sales The Sales Office Selling is Everyone’s Job The Marketing Plan Banquet and Meeting Room Sales Telephone Sales</p>	<p>MKT-HTM-8 Students will interpret the overall importance of sales and the management of sales activities in the hospitality industry.</p>
<p>Marketing and Sales Hospitality Marketing and Sales Overview of Lodging Management Organization Structure</p>	<p>MKT-HTM-9 Students will demonstrate knowledge of legal and liability issues in order to process and evaluate appropriate responses in the hospitality industry.</p>
<p>Leadership and Management Leadership and Management Team Building Communication Skills Career Development</p>	<p>MKT-HTM-10 Students will determine current and emerging trends in the tourism industry.</p>
<p>Overview of Lodging Management Organization Structure Career Guest Service Marketing and Sales Hospitality Marketing and Sales The Sales Office Selling is Everyone’s Job</p>	<p>MKT-HTM-11 Students will assess the importance of membership in professional organizations and associations representative of the hospitality industry.</p>