

INTRODUCTION TO HOSPITALITY

Curriculum Content Frameworks

Please note: All assessment questions will be taken from the knowledge portion of these frameworks.

Prepared by

Carolyn Hunter, Arkadelphia High School
Sam Clark, Glen Rose High School
Freddie Horne, Nashville High School

Facilitated by

Karen Chisholm, Program Manager
Office of Assessment and Curriculum
Arkansas Department of Workforce Education

Edited by

Sandra Porter, Program Manager
Jim Brock, Program Advisor
Ted Dean, Program Advisor
Ginger Fisher, Program Advisor
LaTrenda Jackson, Program Advisor
Office of Business/Marketing Technology
Arkansas Department of Workforce Education

Disseminated by

Career and Technical Education
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INTRODUCTION TO HOSPITALITY

Grade Levels: 10, 11, 12
Course Code: 492050

Prerequisite: Tech Prep Core
International Travel

Course Description: Introduction to Hospitality is a one-semester course that provides students with an overview of the hospitality industry and career opportunities within the industry. Students learn operation procedures in front office operations, guest services, marketing and sales, bank office functions, ownership and management, food, beverages, and housekeeping management.

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Unit 1: What is Hospitality Marketing?

Hours: 5

Terminology: Amenities, Demographics, Domestic travel, Marketing, Marketing mix, Service marketing, Target market, Yield management

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
1.1 Define terminology	1.1.1 List terms with definitions related to hospitality marketing	Foundation	Listening	Comprehends ideas and concepts related to hospitality marketing [1.2.1]	
1.2 Describe marketing basics	1.2.1 Discuss basic concepts of marketing and the seven key marketing functions	Foundation	Listening	Comprehends ideas and concepts related to marketing basics [1.2.1]	
	1.2.2 Research any type of hotel or restaurant advertising; identify and label the components of the marketing mix		Writing	Analyzes data, summarizes results and makes conclusions [1.6.2]	
1.3 Explain hotel marketing as a competitive industry	1.3.1 Make a list and describe your favorite amenities found at a hotel, restaurant, or in any hospitality advertising	Foundation	Writing	Applies/Understands technical words and concepts [1.6.4]	
1.4 Describe the importance of hospitality marketing	1.4.1 Interview a human resources manager or general manager of a local hotel or restaurant about the impact of the hospitality industry on the economy, on the growth of the industry, and on career opportunities available in the industry	Personal Management	Career Awareness, Development, and Mobility	Develops skills to locate, evaluate, and interpret career information [3.1.4]	
			Organizational Effectiveness	Comprehends the organization's modes of operation [3.3.5]	

Unit 2: Types of Hospitality Markets

Hours: 10

Terminology: Back of the house, Bed and Breakfast (B & B), Condominium, Conference center, Extended-stay facility, Front of the house, Full-service hotel, Hotel, Limited-service property, Motel, Motor inn, Resort, Timeshare, Travel package

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
2.1 Define terminology	2.1.1 List terms with definitions related to types of hospitality markets	Foundation	Listening	Comprehends ideas and concepts related to types of hospitality markets [1.2.1]	
2.2 Describe hospitality markets	2.2.1 Discuss wide array of hospitality facilities; include hotels, motels, bed & breakfasts, conference centers, resorts, and restaurants	Foundation	Listening	Comprehends ideas and concepts related to hospitality markets [1.2.1]	
2.3 Identify hotels and motels	2.3.1 Describe different types of hotels and motels	Foundation	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]	
	2.3.2 Emphasize the advantages for each type of lodging	Personal Management	Career Awareness, Development, and Mobility	Comprehends ideas and concepts related to hotels and motels [3.1.3]	
	2.3.3 Tell about your hotel or motel experiences				
	2.3.4 Take a field trip or have a guest speaker from a full-service hotel explain all the extras offered by this type of hotel				
2.4 Identify Bed & Breakfasts	2.4.1 Describe bed and breakfast and how it differs from other lodging establishments	Foundation	Reading	Uses written resources (books, dictionaries, directories) to obtain factual information [1.3.23]	
	2.4.2 Research, in teams, a Bed and Breakfast on the Internet and prepare a PowerPoint presentation for class on Bed and Breakfasts		Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2] Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6]	
	2.4.3 Present the PowerPoint to the class	Interpersonal	Teamwork	Contributes to group with ideas, suggestions, and effort [2.6.2]	

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
2.5 Discuss the difference between conference centers and resorts	2.5.1 Explain the main principles of resort lodging and conference centers	Foundation	Listening	Comprehends ideas and concepts related to conference centers and resorts [1.2.1]	
	2.5.2 Brainstorm what you expect from a lodging institution and the city when you attend a convention		Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]	
2.6 Discuss restaurants	2.6.1 Differentiate between types of restaurants and discuss the growth of the industry	Foundation	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]	
	2.6.2 Use the Internet, in teams, to locate information on nationally recognized restaurants	Interpersonal	Teamwork	Works effectively with others to reach a common goal [2.6.6]	
2.7 Discuss tourism	2.7.1 Explain the financial importance of tourism and identify reasons for increases in tourism, especially international tourism	Foundation	Arithmetic/ Mathematics	Creates tables, graphs, diagrams, and charts to convey quantitative information [1.1.18]	
	2.7.2 Using the Internet, research and calculate economic benefits of tourism for a state and present the information in a graph form		Listening	Comprehends ideas and concepts related to tourism [1.2.1]	

Unit 3: Key Players in Hospitality Operations

Hours: 6

Terminology: Compensation, Facilities director, Guest folio, Human Resources Department (HR), Licensing agreement, Perpetual inventory, Physical inventory, Reservation, Room status report, Up-selling, Walk-in

CAREER and TECHNICAL SKILLS			ACADEMIC and WORKPLACE SKILLS		
What the Student Should be Able to Do			What the Instruction Should Reinforce		
Knowledge	Application		Skill Group	Skill	Description
3.1 Define terminology	3.1.1 List terms with definitions of key players in hospitality operations		Foundation	Listening	Comprehends ideas and concepts related to hospitality operations [1.2.1]
3.2 Describe vital departments in a hotel	3.2.1 Discuss the different departments in a hotel		Foundation	Listening	Comprehends ideas and concepts related to hotel departments [1.2.1]
3.3 Describe human resources department	3.3.1 List the functions of the human resources department		Foundation	Arithmetic/ Mathematics	Creates tables, graphs, diagrams, and charts to convey quantitative information [1.1.18] Analyzes data, summarizes results, and makes conclusions [1.6.2]
	3.3.2 Discuss compensation			Writing	
	3.3.3 Use the Internet or travel magazine to research a hotel or restaurant and list advantages of being an employee of that particular establishment				
3.4 Describe Front of the House operations	3.4.1 Define the role of the front desk and food and beverage outlets		Foundation	Speaking	Adapts presentation to audience [1.5.1] Analyzes data, summarizes results, and makes conclusions [1.6.2]
	3.4.2 Define types of servers, menus and service in restaurants			Writing	
	3.4.3 Bring in copies of menus in different languages				
	3.4.4 Create, in groups, scripts to advertise a local restaurant, including the type of food, service, menu and so forth, include an advertisement				
3.5 Describe Back of the House operations	3.5.1 List the duties and responsibilities of back of the house, housekeeping, engineering and the kitchen		Foundation	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]

Unit 4: Selling Hospitality

Hours: 5

Terminology: Conference and Visitors Bureau (CVB), Due-out, Forecast, Group sales, Guaranteed reservations, Incentive travel, Infomediaries, Psychographic information, Regular reservation

CAREER and TECHNICAL SKILLS			ACADEMIC and WORKPLACE SKILLS		
What the Student Should be Able to Do			What the Instruction Should Reinforce		
Knowledge	Application		Skill Group	Skill	Description
4.1 Define terminology	4.1.1 List the terms with definitions relating to selling hospitality		Foundation	Listening	Comprehends ideas and concepts related to selling hospitality [1.2.1]
4.2 Identify selling hospitality	4.2.1 Discuss marketing the hotel and restaurant with attention on reservations and sales along with special events		Foundation	Listening	Comprehends ideas and concepts related to hospitality [1.2.1]
4.3 Describe marketing the hotel or restaurant	4.3.1 List key players that contribute to the hospitality marketing effort		Foundation	Listening	Comprehends ideas and concepts related to marketing [1.2.1]
	4.3.2 Discuss the impact that the Internet has on the hospitality industry			Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]
	4.3.3 Discuss traditional and new strategies for increasing hospitality sales				
4.4 Identify hotel reservations	4.4.1 List different ways to make hotel reservations and the different types of reservations		Foundation	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]
	4.4.2 Discuss the impact of technology on reservation business				
4.5 Describe sales and event planning	4.5.1 Discuss sales strategies for event marketing		Foundation	Listening	Comprehends ideas and concepts related to sales and event planning [1.2.1]
	4.5.2 Using the computer, design a customer survey with questions about menu choices, customer service, and other items to keep customers coming back to the restaurant		Thinking	Creative Thinking	Uses imagination to create something new [4.1.1]

Unit 5: Hospitality Promotion

Hours: 4

Terminology: Advertising, Benefit, Global Distribution System (GDS), Personal selling, Promotional mix, Public relations, Publicity, Sales promotion, Single-image inventory, Specialty advertising merchandise

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
5.1 Define terminology	5.1.1 List the terms related with definitions to hospitality promotion	Foundation	Listening	Comprehends ideas and concepts related to hospitality promotion [1.2.1]	
5.2 Identify promotional strategies, types of advertising, and special promotions	5.2.1 Discuss promotional strategies, types of advertising, and special promotions	Thinking	Decision Making	Accepts responsibility for decision [4.2.1]	
	5.2.2 Investigate online hotel reservation systems using the Internet, make a reservation		Problem Solving	Comprehends ideas and concepts related to promotions and reservations [4.4.1]	
5.3 Identify developing promotional strategies	5.3.1 List different ways hotels promote their properties, including the aspects of personal selling	Foundation	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]	
5.4 Identify examples of advertising and public relations	5.4.1 Using newspapers and magazines, research ads for hotels/restaurants, create a poster with these advertisements	Thinking	Creative Thinking	Develops visual aids to create audience interest [4.1.4]	
5.5 Identify special promotional strategies for hotels	5.5.1 Discuss types and examples of sales promotions used in the lodging industry	Foundation	Listening	Comprehends ideas and concepts related to promotional strategies [1.2.1]	
	5.5.2 Present examples of promotional items such as t-shirts, key chains, coffee mugs, and coupons	Thinking	Seeing things in the Mind's Eye	Organizes and processes images – symbols, pictures, graphs, objects, etc. [4.6.2]	

Unit 6: Promoting to Target Markets

Hours: 8

Terminology: Business traveler, Incremental sales, Interactive marketing, Jet lag, Leisure travel, Market segment, Niche marketing

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do			ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description	
6.1 Define terminology	6.1.1 List the terms with definitions related to promoting to target markets	Foundation	Listening	Comprehends ideas and concepts related to promoting target markets [1.2.1]	
6.2 Identify the three categories of travelers	6.2.1 Discuss business, leisure and international travelers	Foundation	Listening	Comprehends ideas and concepts related to the categories of travelers [1.2.1]	
6.3 Identify customer demographics	6.3.1 Define target markets and the importance of demographics for making hospitality marketing decisions	Foundation	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2] Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6]	
	6.3.2 List the five elements of market segmentation				
	6.3.3 Research baby boomers and their spending habits and present a short report on how marketing decisions are made using their demographics				
6.4 Describe the business traveler	6.4.1 List how a traveler is affected by the latest trends and technological advancements	Foundation	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]	
		Interpersonal	Customer Service	Applies human relations skills in real-life situations [2.3.1]	
	Leadership		Comprehends ideas and concepts related to business traveler [2.4.2]		
	Teamwork		Comprehends ideas and concepts related to business traveler [2.6.1]		
	6.4.2 Role play check-in at a hotel	Thinking	Decision Making	Comprehends ideas and concepts related to business traveler [4.2.2]	
Problem Solving			Comprehends ideas and concepts related to business traveler [4.4.1]		

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do			ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description	
6.5 Examine the leisure traveler	6.5.1 Differentiate between the leisure traveler and the business traveler	Foundation	Arithmetic/ Mathematics	Applies addition, subtraction, and division to real-world situations [1.1.1]	
	6.5.2 Describe the latest trends for leisure travel		Listening	Comprehends ideas and concepts related to leisure travel [1.2.1]	
	6.5.3 Prepare and present a "Dream Vacation" PowerPoint including costs, using information from the Internet, magazines, or newspaper		Reading	Analyzes and applies what has been read to specific task [1.3.2]	
		Thinking	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]	
			Creative Thinking	Uses imagination to create something new [4.1.1]	
			Decision Making	Comprehends ideas and concepts related to leisure travel [4.2.2]	
			Problem Solving	Comprehends ideas and concepts related to travel planning [4.4.1]	
6.6 Examine the international traveler	6.6.1 Describe the impact of international travel	Foundation	Listening	Comprehends ideas and concepts related to international travel [1.2.1]	
	6.6.2 Describe the adjustments that must be made for international guests				

Unit 7: Pricing and Financing

Hours: 3

Terminology: Breakeven point, Capital, Corporation, Direct operating expenses, Franchise, Indirect operating expenses, Occupancy rate, Partnership, Peak season, Purchasing, Sole proprietorship, Shoulder season

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
7.1 Define terminology	7.1.1 List the terms with definitions related to price and financing	Foundation	Listening	Comprehends ideas and concepts related to pricing and financing [1.2.1]	
7.2 Discuss hotel restaurant, and airline pricing, purchasing, and financing	7.2.1 List examples of each part of the industry	Foundation	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]	
7.3 Discuss types of room rates	7.3.1 Explain the difference in room rates, specialty rates, and government rates	Foundation	Listening	Comprehends ideas and concepts related to hotel costs [1.2.1]	
7.4 Describe basic restaurant and airline ticket pricing concepts	7.4.1 List factors in restaurant pricing	Foundation	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]	
	7.4.2 List factors in airline pricing and the high costs of flying				
7.5 Identify purchasing strategies	7.5.1 Discuss purchasing, receiving, and sorting procedures for different segments of the industry	Foundation	Listening	Comprehends ideas and concepts related to purchasing strategies [1.2.1]	
7.6 Discuss financing various forms of ownership	7.6.1 Identify different types of financing sources for hotel and restaurant ownership	Foundation	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]	

Unit 8: Hospitality Marketing Information Management

Hours: 5

Terminology: Guerilla marketing, Guest-history database, Mentor, Non-revenue rooms, Repeat business, Standards

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
8.1 Define terminology	8.1.1 List the terms with definitions related to hospitality marketing information management	Foundation	Listening	Comprehends ideas and concepts related to hospitality marketing information management [1.2.1]	
8.2 Explain maintaining a customer database	8.2.1 Explain how technology and hospitality employees are important for maintaining customer databases	Foundation	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]	
8.3 Explain maintaining a favorable occupancy rate	8.3.1 Define occupancy rate and yield management, with emphasis on increasing occupancy rates	Foundation	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]	
8.4 Explain customer satisfaction and repeat business	8.4.1 Identify successful strategies used by hotels and restaurants to increase customer satisfaction and generate repeat business	Foundation	Listening	Comprehends ideas and concepts related to customer satisfaction [1.2.1]	
8.5 Explain maintaining industry standards	8.5.1 List basic hospitality standards	Foundation	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]	
	8.5.2 Explain how sales effects are tied to personal service				

Unit 9: Product and Service Management

Hours: 5

Terminology: Concierge, Empowerment, Insurance policy, Liability insurance, Packages, Product and service mix, Product planning, Programming, Property insurance, Risk management

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
9.1 Define terminology	9.1.1 List terms with definitions related to product and service management	Foundation	Listening	Comprehends ideas and concepts related to product and service management [1.2.1]	
9.2 Discuss product and service planning in hotels and restaurants, special services in hotels, the importance of image marketing, and risk management	9.2.1 Illustrate product and service planning by creating a poster listing special services in hotels	Foundation	Creative	Develops visual aids to create audience interest [4.1.4]	
9.3 Describe hotel product and service planning	9.3.1 Discuss the product and service mix and the lodging industry rating system	Foundation	Listening	Comprehends ideas and concepts related to hotel product and service planning [1.2.1]	
9.4 Explain special hotel services	9.4.1 Explain special hotel services and technology	Foundation	Listening	Comprehends ideas and concepts related to special hotel services [1.2.1]	
9.5 Describe hotel image	9.5.1 Identify the importance of hotel furnishings, atmosphere, and employee uniforms	Foundation	Listening	Comprehends ideas and concepts related to hotel image [1.2.1]	
9.6 Describe risk management	9.6.1 Discuss the insurance coverage and hotel security	Foundation	Thinking	Comprehends ideas and concepts related to risk management [1.2.1]	
	9.6.2 Interview an insurance representative about risk management and restaurant, hotel insurance			Receives and interprets verbal messages [1.2.8]	
9.7 Describe restaurant product and service planning	9.7.1 Discuss restaurant product and service planning	Foundation	Listening	Comprehends ideas and concepts related to restaurant service and planning [1.2.1]	

Unit 10: Distribution for Hospitality

Hours: 4

Terminology: Commission, Cookie, Hits, Intermediaries, Keyword, Price elasticity, Search engine, Secure server, Tour, Travel wholesaler

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
10.1 Define terminology	10.1.1 List terms with definitions related to distribution	Foundation	Listening	Comprehends ideas and concepts related to distribution for hospitality [1.2.1]	
10.2 Identify the variety of intermediaries available to schedule travel and other hospitality needs using technology for scheduling	10.2.1 Using the Internet, schedule a trip to a vacation place; make travel arrangements and lodging accommodations	Foundation	Writing	Summarizes written information [1.6.17]	
10.3 Describe traditional travel intermediaries	10.3.1 Discuss challenges and competition facing travel agencies	Foundation	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]	
	10.3.2 List sales strategies used by travel agencies				
10.4 Describe Internet travel intermediaries	10.4.1 Define Internet travel intermediaries	Foundation	Writing	Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6]	
	10.4.2 Discuss basic operations of intermediaries such as Priceline.com and Travelocity.com				
	10.4.3 List different intermediaries found on the Internet other than Priceline.com and Travelocity.com				

Unit 11: Planning for the Future

Hours: 2

Terminology: Central reservation systems, Customer relationship management systems, Energy management systems, Market position, Market share, Point-of-Sale (POS), Property management systems, Revenue management

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
11.1 Define terminology	11.1.1 List the terms with definitions related to planning for the future unit	Foundation	Listening	Comprehends ideas and concepts related to planning for the future [1.2.1]	
11.2 Discuss the roles of competition, technology, and building renovation in the lodging industry	11.2.1 Develop a table illustrating the roles of competition, technology and building renovation	Foundation	Writing	Summarizes written information [1.6.17]	
11.3 Explain keeping ahead of the competition	11.3.1 Discuss the importance of research and management systems in the hospitality industry	Foundation	Listening	Comprehends ideas and concepts related to competition [1.2.1]	
11.4 Explain the role of technology	11.4.1 Explain property management systems and hotel technology	Foundation	Listening	Comprehends ideas and concepts related to technology [1.2.1]	

Unit 12: Preparing for a Hospitality Career

Hours: 3

Terminology: Career package, Designated trainer, Hospitality Industry Education Advisory Committee (HIEAC), Hot job market, Marketing plan

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
12.1 Define terminology	12.1.1 List the terms with definitions related to hospitality careers	Foundation	Listening	Comprehends ideas and concepts related to hospitality careers [1.2.1]	
12.2 Discuss career opportunities and educational options for the hospitality industry	12.2.1 Write a report of possible career choices and the educational options for that chosen career in the hospitality industry	Foundation	Writing	Summarizes written information [1.6.17]	
12.3 Explain preparing for a hospitality career	12.3.1 Discuss career opportunities in hospitality	Foundation	Listening	Comprehends ideas and concepts related to hospitality careers [1.2.1]	
	12.3.2 Identify the four parts of a career-planning strategy		Writing	Summarizes written information [1.6.17]	
	12.3.3 Describe the characteristics of successful hospitality employees				
12.4 Explain the educational requirements	12.4.1 Identify the educational requirements for a hospitality career	Foundation	Writing	Summarizes written information [1.6.17]	
	12.4.2 Identify the benefits of education for both the employee and employer				
12.5 Explain mobility required for advancement	12.5.1 Discuss the need for mobility for advancement in the industry	Foundation	Listening	Comprehends ideas and concepts related to career advancement [1.2.1]	
	12.5.2 Describe how the Internet has affected hospitality career searches				

Glossary

Unit 1: What is Hospitality Marketing?

1. Amenities – comforts, niceties, nice things offered by hotels/motels in the form of personalized service
2. Demographics – the characteristics of a target market such as age, income, gender, and level of education
3. Domestic travel – travel within the United States
4. Marketing – all activities used to plan, price, promote, and sell services or products
5. Marketing mix – the way a business combines the marketing elements of product, price promotion, and distribution to meet the needs of its customers
6. Service marketing – based on selling intangible products by the hospitality industry such as the comfortable feeling, safe, clean rooms, individual attention where the business only gets one chance to make a good first impression
7. Target market – a specific group of people who share similar characteristics
8. Yield management – the practice of varying the price of a room based on current demand

Unit 2: Types of Hospitality Markets

1. Back of the house – the vital departments not usually seen or frequented by a guest or patron including the human relations department, management, accounting, reservations, etc.
2. Bed and breakfast (B & B) – lodging facility that includes breakfast in the cost of the room, usually in a home with shared common space such as a living room, dining room, etc., may have several guest rooms
3. Condominium – living quarters owned by private persons that are rented out to the public most of the year
4. Conference center – large meeting venue surrounded by enough hotels to accommodate multiple conventions
5. Extended-stay facility – limited-service properties offering residential-style units with multi-room plans and kitchen facilities
6. Front of the house – any part of a hotel to which the general public or hotel guest has access such as the guest rooms, meeting rooms, rest-rooms, gift shop, pool
7. Full-service hotel – provides wide range of services, usually including a restaurant and bar on premises, retail shops, luggage assistance, parking lot attendants, room service and other amenities
8. Hotel – multistoried lodging facilities that range in size from a limited number of rooms to hundreds of rooms.
9. Limited-service property – lodging facility that provides primarily sleeping rooms without expensive amenities such as food service
10. Motel – lodging facilities usually found on feeder highways and roads, or along lesser-known routes, usually one-story with parking in front of or near the rooms, usually with no restaurant
11. Motor inn – usually located near major highways, most common lodging facilities found in the United States, often clustered with other inns, range from two to six stories, usually have a restaurant or bar
12. Resort – hotel or motel located in popular vacation area, offering recreational activities related to or in addition to attractions in the area
13. Timeshare – buying a specific time period, usually one or two weeks, to spend at a vacation resort
14. Travel package – a prearranged vacation

Unit 3: Key Players in Hospitality Operations

1. Compensation – benefits as well as salary for employees
2. Facilities director – chief engineer, usually manages a department such as housekeeping or engineering department or both
3. Guest folio – summary of all fees charged to a room during a guest's stay
4. Human Resources Department (HR) – department responsible for recruiting, interviewing, hiring, training, development, compensation, benefits, supervision and evaluation of employees
5. Licensing agreement – company that allows a restaurant owner to use a brand name and concept in exchange for a fee
6. Perpetual inventory – on-going inventory, logging or recording product as it is received and issued
7. Physical inventory – the counting of individual items or products
8. Reservation – an agreement that a hotel will hold a specific type of room for a certain day or length of time
9. Room status report – report given by the night auditor to the executive housekeeper listing the projected status of rooms and room conditions
10. Up-selling – informing a customer of a larger or more expensive product that is available
11. Walk-in – a potential customer without a reservation

Unit 4: Selling Hospitality

1. Conference and Visitors Bureau (CVB) – organizations that form joint efforts to attract more travelers to an area, membership may include managers, employees and owners of hotels, motels, amusement parks, museums, restaurants, and tour companies
2. Due-out – people expected to check out of a hotel/motel that day
3. Forecast – future projections or estimates of what business will be, what is expected to happen in the future
4. Group sales – involves renting multiple hotel/motel rooms and meetings rooms to a large organization or group
5. Guaranteed reservations – requires guest to pay for the first night prior to arrival, usually with a credit card
6. Incentive travel – vacation awards usually offered to top sales representatives to encourage higher sales
7. Infomediaries – third parties used to make reservations on the Internet
8. Psychographic information – data that identifies particular people and what they like, usually taken from survey cards or registration cards
9. Regular reservation – non-guaranteed reservations, held usually until 6 p.m. on the date of arrival

Unit 5: Hospitality Promotion

1. Advertising – a paid presentation of a product or service with an identifiable sponsor
2. Benefit – way to help a customer meet needs
3. Global Distribution System (GDS) – computerized link between hotels and other travel and tourism companies for sales purposes
4. Personal selling – the individual, one-on-one effort made by a representative of a company to persuade a customer to purchase goods or services
5. Promotional mix – the combination of advertising, public relations, personal selling, and sales promotion
6. Public relations – activities or events in which companies participate to help promote a business and to enhance its image or reputation
7. Publicity – part of public relations, usually associated with newspapers, television news networks, photographs, news articles, news releases that promote products or businesses, usually not paid for advertisement
8. Sales promotion – any activity other than advertising, public relations, and personal selling that increases sales
9. Single-image inventory – where the same inventory of rooms is always available to anyone making a reservation, whether the reservation is through an agent, a direct call to the hotel, or the Internet
10. Specialty advertising merchandise – promotional items usually given away to potential customers such as pencils, key chains, coffee mugs bearing the company name

Unit 6: Promoting to Target Markets

1. Business traveler – not for leisure traveler, one that must travel for business purposes, job related, associated with meetings, conferences and trade shows
2. Incremental sales – sales to new customers outside the normal distribution channel
3. Interactive marketing – high-tech Yellow Page directory, involves putting information about local history, culture, restaurants and other attractions on the guest television and guests select what advertisement they want to know about at the moment
4. Jet lag – a disruption of the bodys' normal rhythms, causing a feeling of fatigue and disorientation, associated with high-speed travel by jet airplane through time zones
5. Leisure travel – travel taken solely for vacation or pleasure
6. Market segment – group of people within a larger market who share one or more characteristics
7. Niche marketing – selling goods and services to a smaller, uniquely defined group of people

Unit 7: Pricing and Financing

1. Breakeven point – where revenue, the money from sales, equals the cost of running the business
2. Capital – the money needed to run a business
3. Corporation – a business that is registered or chartered by a state and is owned by stockholders with a board of directors, and elected chief executive officer and a chief financial officer
4. Direct operating expenses – expenses that can be directly attributed to a department such as glasses and dishes for the dining room or pots, pans and oven for the kitchen
5. Franchise – legal agreement to operate a business under the name of an already established business trade name or brand; i.e. Holiday Inn, McDonald's
6. Indirect operating expenses – costs associated with expenses difficult to charge to any specific area of the business; i.e. marketing costs, utilities, administrative costs, repairs
7. Occupancy rate – percentage that expresses the ratio of total rooms sold to total rooms available per month
8. Partnership – when two or more people own a business and share the risks, responsibilities, and profits
9. Peak season – when the demand is high for a product or accommodation and the rates go up
10. Purchasing – selecting and obtaining goods and services from vendors
11. Sole proprietorship – owning and operating a business, accepting all legal and financial responsibilities, accepting all the risks and receiving all the profits
12. Shoulder season – when the demand for a product is low and the rates go down

Unit 8: Hospitality Marketing Information Management

1. Guerrilla marketing – advertising using unique and clever approaches, sometimes stunts, to draw attention to a company or product
2. Guest-history database – updated records of guests, guest's hotel preferences, accommodations, room numbers, rates paid and even birthdays
3. Mentor – experienced employees who are paired with trainees to ensure a high level of training
4. Non-revenue rooms – complementary rooms usually provided to a group that may rent a certain number of rooms for a convention, often used by guest speakers, board members, special guests, or guests taking advantage of frequent-user programs
5. Repeat business – customers that return for the same products or services, considered the gold standard of hospitality industry
6. Standards – goals or basic expectations that a business must meet to succeed

Unit 9: Product and Service Management

1. Concierge – a hotel employee the provides personalized service to hotel guests, helps with mishaps, surprises, information on transportation, restaurants, entertainment and other attractions, very important employee for first class hotels
2. Empowerment – giving employees the authority to immediately solve a guest's problem or complaint
3. Insurance policy – a contract between a business and an insurance company to cover certain business risks
4. Liability insurance – insurance that protects businesses from losses or damage claims by customers or guests, accident insurance
5. Packages – a combination of related services in a single-priced product, usually easy to arrange and budget-friendly
6. Product and service mix – the various products and types of services made available for customers
7. Product planning – deciding what products to sell and what services are necessary to sell those products
8. Programming – combination of special activities, events or programs designed to appeal to customers' interests
9. Property insurance – insurance that covers damage or loss to buildings, equipment, machinery, furniture, fixtures, outdoor property, vehicles and cash
10. Risk management – things a business does to eliminate or decrease risk or trouble

Unit 10: Distribution for Hospitality

1. Commission - a percentage of sales revenue
2. Cookie - a message that the web server sends to the web browser that accesses the site
3. Hits - are counters that indicate the amount of traffic on a site
4. Intermediaries – businesses that buy, sell, or arrange sales of products, offer special promotional packages; i.e. travel agent
5. Keyword - particular terms
6. Price elasticity - the amount of change in consumer demand when prices change
7. Search engine - a program that searches documents on the Internet
8. Secure server - uses data encryption and other methods to ensure that customer information is not intercepted
9. Tour - a brief trip to or through a place for the purpose of seeing it
10. Travel wholesaler - company or an individual who designs and packages tours

Unit 11: Planning for the Future

1. Central reservation systems – usually a reservations center with a toll free phone number that provides up-to-date information about room availability for a large corporate hotel, franchises, or managed hotel chain
2. Customer relationship management systems – database system that identifies guests occupancy patterns, lengths of stay, demographic information, types of business, and individual customer profiles, used by hotels to provide better service for customers
3. Energy management systems – used to control and monitor heating, air condition units, lighting systems, water supply systems, and other maintenance-related uses of technology, usually creating massive amounts of money savings for the business
4. Market position – where a business stands in relation to other businesses of the same type
5. Market share – percentage of total sales generated by all competitors
6. Point-of-Sale (POS) – found in hotel restaurants, gift shops, spas, front desks or anywhere a guest might purchase an item
7. Property Management Systems (PMS) – computer programs used to keep track of guest registration, reservations, guest folio management, room selection, accounting, supply inventory, and purchasing
8. Revenue management – policies and methods used to set prices based on supply and demand

Unit 12: Preparing for a Hospitality Career

1. Career package – job seeking tool that contains a list of personal and professional goals, a cover letter, list of personal references, and a strong resume
2. Designated trainer – front-line employee that uses a structured program to teach, train or coach new employees in standards of good service and attitude expected by the company
3. Hospitality Industry Education Advisory Committee (HIEAC) – non-profit organization with mission to promote the development and delivery of hospitality/ tourism industry training and education programs not supported by educational institutions
4. Hot job market – any job market with a reputable employer anywhere in the world that will advance your career and improve your salary
5. Marketing plan – the package put together to get a product or service noticed