



*Department of Teaching & Learning*  
*Parent/Student Course Information*

*Advanced Hospitality & Tourism Management*  
*(ME8159)*  
*One Credit, One Year*  
*Grades 10, 11, or 12*

*Counselors are available to assist parents and students with course selections and career planning. Parents may arrange to meet with the counselor by calling the school's guidance department.*

**COURSE DESCRIPTION**

Advanced Hospitality & Tourism students apply their knowledge of the hospitality industry to management level decision making and problem solving. Students explore everyday management issues such as hiring, firing, labor costs, marketing trends, teambuilding and the financial risk of business ownership.

**CERTIFICATION**

Qualified students are eligible to earn their Hospitality and Tourism Management certification through the American Hotel and Lodging Association (AHLA).

**COOPERATIVE EDUCATION (CO-OP)**

Cooperative Education (CO-OP) is the supervised on-the-job instructional phase of an occupational preparation program. Students attend school for all or part of the day and work in an approved marketing position part of the day. The teacher-coordinator and marketing training sponsor (employer) develop an individualized training plan that identifies learning experiences according to the student's career objective. Transportation is the responsibility of the student. Benefits of the co-op placement include work experience, credit toward graduation and paid employment.

**STUDENT ORGANIZATION**

DECA – An Association of Marketing Students

DECA is a co-curricular organization for all students enrolled in the marketing program. DECA provides students an opportunity to build upon their marketing skills and knowledge, while developing leadership and teamwork skills. Students are encouraged to be active members of DECA and to participate in local, state and national competitive events.

**PREREQUISITE**

Hospitality & Tourism Management

**OPTIONS FOR NEXT COURSE**

Courses articulate with Johnson & Wales University, and Hampton University

**REQUIRED STUDENT TEXTBOOK**

None

## COMPETENCIES FOR ADVANCED HOSPITALITY & TOURISM MANAGEMENT

### **Demonstrating Workplace Readiness Skills: Personal Qualities and People Skills**

- 1 Demonstrate positive work ethic.
- 2 Demonstrate integrity.
- 3 Demonstrate teamwork skills.
- 4 Demonstrate self-representation skills.
- 5 Demonstrate diversity awareness.
- 6 Demonstrate conflict-resolution skills.
- 7 Demonstrate creativity and resourcefulness.

### **Demonstrating Workplace Readiness Skills: Professional Knowledge and Skills**

- 8 Demonstrate effective speaking and listening skills.
- 9 Demonstrate effective reading and writing skills.
- 10 Demonstrate critical-thinking and problem-solving skills.
- 11 Demonstrate healthy behaviors and safety skills.
- 12 Demonstrate an understanding of workplace organizations, systems and climate.
- 13 Demonstrate lifelong-learning skills.
- 14 Demonstrate job-acquisition and advancement skills.
- 15 Demonstrate time-, task- and resource-management skills.
- 16 Demonstrate job-specific mathematics skills.
- 17 Demonstrate customer-service skills.

### **Demonstrating Workplace Readiness Skills: Technology Knowledge and Skills**

- 18 Demonstrate proficiency with technologies common to a specific occupation.
- 19 Demonstrate information technology skills.
- 20 Demonstrate an understanding of Internet use and security issues.
- 21 Demonstrate telecommunications skills.

### **Examining All Aspects of an Industry**

- 22 Examine aspects of planning within an industry/organization.
- 23 Examine aspects of management within an industry/organization.
- 24 Examine aspects of financial responsibility within an industry/organization.
- 25 Examine technical and production skills required of workers within an industry/organization.
- 26 Examine principles of technology that underlie an industry/organization.
- 27 Examine labor issues related to an industry/organization.
- 28 Examine community issues related to an industry/organization.
- 29 Examine health, safety and environmental issues related to an industry/organization.

### **Addressing Elements of Student Life**

- 30 Identify the purposes and goals of the student organization.
- 31 Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.
- 32 Demonstrate leadership skills through participation in student organization activities, such as meetings, programs and projects.
- 33 Identify Internet safety issues and procedures for complying with acceptable use standards.

### **Introducing the Hospitality Industry**

- 34 Explain travel, tourism, and hospitality as an industry.
- 35 Outline the history of the travel, tourism and hospitality industry.
- 36 Describe the growth and future trends in the hospitality industry locally, statewide, nationally and internationally.
- 37 Evaluate the effects of travel and tourism on local, state, national, and global economies.
- 38 Analyze the reasons a guest travels.
- 39 Identify the different types of hotel properties and ownership structures.
- 40 Identify the primary evaluation and rating systems for hotels.
- 41 Apply basic industry terminology.

### **Planning a Career in Hotel Management and Operations**

- 42 Describe the career-progression opportunities in various areas of the hospitality industry.
- 43 Evaluate the personal qualifications and skills needed for success and advancement in the hospitality industry.
- 44 Analyze the value of diversity in the workplace.
- 45 Identify leadership styles and the strengths and weaknesses of each.
- 46 Describe steps for locating employment in the hospitality industry.
- 47 Summarize the principal employee benefits offered in the hotel industry.
- 48 Explain how to leave a job professionally.
- 49 Research postsecondary and industry-sponsored continuing education opportunities.
- 50 Analyze trends that influence career development in the field.

### **Communicating Professionally on the Job**

- 51 Demonstrate verbal and non-verbal communication skills needed in the hotel industry.
- 52 Demonstrate written business communication skills needed in the hotel industry.
- 53 Identify communication tools for successful employee-guest relations.
- 54 Describe problem-solving skills.
- 55 Demonstrate interpersonal skills required of supervisors in the hotel industry.
- 56 Demonstrate professional communication etiquette.
- 57 Explain the process for handling different types of communication in the hotel.

### **Examining Human Resources and Supervisory Functions**

- 58 Identify the role of the human resources department.
- 59 Describe the responsibilities of a supervisor.
- 60 Examine methods for recruiting and retaining employees.
- 61 Explain the hiring and dismissal processes in the hotel industry.
- 62 Describe the methods and the value of motivating employees.
- 63 Demonstrate the steps to conducting an employee evaluation.

### **Examining Marketing and Public Relations Functions in the Hotel Industry**

- 64 Describe the relationship among marketing, sales, and operations in the hotel industry.
- 65 Explain the benefits of market research and planning.
- 66 Describe primary and secondary research methods and their value.
- 67 Identify the elements of a property analysis.
- 68 Examine the market segments within the hotel industry.
- 69 Differentiate among promotion, public relations, publicity and advertising and the effectiveness of each.

- 70 Analyze market segments and the marketing mix to increase market share.
- 71 Identify the marketing functions and their roles in the hotel industry.
- 72 Analyze the role of digital marketing in the hotel industry.

### **Examining Sales Functions in the Hotel Industry**

- 73 Describe the steps of the selling process.
- 74 Identify sources of potential sales leads.
- 75 Give examples of negotiating skills and how to use them to secure business and maximize revenues.
- 76 Analyze typical ways clients select a hotel.
- 77 Describe tools for conducting follow-up with guests.

### **Examining Hotel Front-Office Functions**

- 78 Describe the organizational structure of the front office.
- 79 Define the overall role and responsibilities of the guest-service agent.
- 80 Explain the need for special accommodations for guests with disabilities.
- 81 Explain the importance of agent-guest dialogue before, during, and after check-in.
- 82 Describe how technology can enhance the check-in and check-out experience.
- 83 Examine incentive programs for frequent guests.
- 84 Compare various types of reservations and the essential information required to process a reservation.
- 85 Describe the relationship between the night audit and front-office operations.

### **Examining Housekeeping Functions**

- 86 Describe the basic job responsibilities of the housekeeping team.
- 87 Explain housekeeping's role in guest satisfaction and repeat business.
- 88 Describe the procedures for handling biohazardous materials.
- 89 Describe the procedures for cleaning guest rooms.
- 90 Explain weekly business forecasts as related to housekeeping staffing.
- 91 Examine how the housekeeping department prioritizes the cleaning of rooms.
- 92 Analyze the effect of time and materials spent on guest-room preparation in relation to overall hotel operations.
- 93 Explain procedures for guest-room inspection.

### **Performing Food and Beverage Functions**

- 94 Define convention services and associated duties.
- 95 Describe the types of banquet services.
- 96 Describe the organization and structure of the food and beverage department.
- 97 Analyze the revenue contribution of catering sales and food service to hotel profitability.
- 98 Describe the food and beverage purchasing process.
- 99 Demonstrate table settings for breakfast, lunch, and dinner.
- 100 Describe the duties of food and beverage staff positions.
- 101 Explain a standard room setup.
- 102 Examine the legal implications of alcohol service and staff intervention.
- 103 Describe safe food-handling and storage fundamentals.
- 104 Describe sanitation and safety procedures.
- 105 Describe room-service procedures.

### **Evaluating Security, Safety, and Confidentiality**

- 106 Explain hotel safety and emergency procedures.

- 107 Summarize procedures for managing vendors and contractors.
- 108 Describe the key-control policy.
- 109 Evaluate the typical hotel lost-and-found policy.
- 110 Describe the responsibilities of various departments with regard to hotel security.
- 111 Analyze basic legal responsibilities of the hotel related to guest and employee safety and security.
- 112 Explain why security-management guidelines are needed for a hotel property.
- 113 Interpret guest and employee rights of confidentiality as related to the federal Privacy Act of 1988.
- 114 Research workplace safety procedures and OSHA requirements.

**Examining Engineering Functions**

- 115 Describe the organization and structure of the engineering department.
- 116 Identify basic systems maintained by the engineering and maintenance operations.
- 117 Explain why preventive-maintenance controls and procedures are needed within a hotel.

**Performing Financial Functions**

- 118 Explain the relationship between purchasing and the other departments.
- 119 Describe the organization and structure of the accounting department.
- 120 Identify the primary functions of the revenue-management team.
- 121 Identify the internal and external users of financial information.
- 122 Identify major categories of purchases.
- 123 Analyze how department revenues and expenses affect the hotel's profit margins.

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For further information please call (757) 263-1070.

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To seek resolution of grievances resulting from alleged discrimination or to report violations of these policies, please contact the Title VI/Title IX Coordinator/Director of Student Leadership at (757) 263-2020, 1413 Laskin Road, Virginia Beach, Virginia, 23451 (for student complaints) or the Section 504/ADA Coordinator/Chief Human Resources Officer at (757) 263-1133, 2512 George Mason Drive, Municipal Center, Building 6, Virginia Beach, Virginia, 23456 (for employees or other citizens). Concerns about the application of Section 504 of the Rehabilitation Act should be addressed to the Section 504 Coordinator/ Executive Director of Student Support Services at (757) 263-1980, 2512 George Mason Drive, Virginia Beach, Virginia, 23456 or the Section 504 Coordinator at the student's school. For students who are eligible or suspected of being eligible for special education or related services under IDEA, please contact the Office of Programs for Exceptional Children at (757) 263-2400, Laskin Road Annex, 1413 Laskin Road, Virginia Beach, Virginia, 23451.

Alternative formats of this publication which may include taped, Braille, or large print materials are available upon request for individuals with disabilities. Call or write The Department of Teaching and Learning, Virginia Beach City Public Schools, 2512 George Mason Drive, P.O. Box 6038, Virginia Beach, VA 23456-0038. Telephone 263-1070 (voice); fax 263-1424; 263-1240 (TDD) or email at [Gina.Mancuso-Sidhu@vbschools.com](mailto:Gina.Mancuso-Sidhu@vbschools.com).

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