



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

***Hospitality & Tourism Management***  
***(ME8139)***

***One Year, One Credit***

***Grades 9, 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**

Students discover the many jobs available in the hospitality and tourism industry, and learn lifelong skills for high-level job performance. Classroom instruction is combined with job shadowing in local hotels. This two-year program is designed to give students hands-on experience in the hotel business and an understanding of how marketing is used in the industry.

**CERTIFICATION**

Students are eligible to sit for the National Retail Federation Customer Service and Sales Professional exam and Hospitality and Tourism Management certifications through the American Hotel and Lodging Association (AHLA) are offered for student-selected verified credit

**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**

None

**OPTIONS FOR NEXT COURSE**

Enrollment for the Advanced Travel & Tourism Management course should be based on student performance, teacher recommendation and parent input.

**REQUIRED STUDENT TEXTBOOK**

None

# COMPETENCIES FOR TRAVEL & 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 climates.
- 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.

## **Exploring the Unique Aspects of Working in the Hospitality and Tourism Industry**

- 34 Identify major industry components in the hospitality and tourism field.
- 35 Explain how personal interests can become a career in the hospitality and tourism industry.
- 36 Identify opportunities to perform traditional jobs in the hospitality and tourism industry (opportunities to perform a regular job at a destination/attraction).
- 37 Identify the role of hospitality and tourism in Virginia.

## **Introducing the Hospitality and Tourism Industry**

- 38 Explain hospitality, travel, and tourism as an industry.

- 39 Outline the history of the hospitality and tourism industry.
- 40 Describe growth and future trends in the hospitality and tourism industry at the local, state, national and international levels.
- 41 Analyze the reasons a guest travels.

### **Investigating Major Segments of the Hospitality and Tourism Industry**

- 42 Differentiate between key aspects of the major segments of the hospitality and tourism industry.
- 43 Describe the interdependence of the segments within the hospitality and tourism industry.
- 44 Explain emerging trends in the hospitality and tourism industry.

### **Understanding the Economic Importance of Hospitality and Tourism**

- 45 Analyze the economic impacts of hospitality and tourism.
- 46 Evaluate the effects of hospitality and tourism on local, state, national, and global economies.
- 47 Analyze the non-economic impacts of hospitality and tourism.

### **Performing Management Functions in the Hospitality and Tourism Industry**

- 48 Describe the functions of management in the hospitality and tourism industry.
- 49 Describe management functions related to customer relations.

### **Understanding Marketing Functions and Concepts as Related to Hospitality and Tourism**

- 50 Explain marketing and the marketing concept.
- 51 Explain the marketing mix.
- 52 Communicate information to a customer.
- 53 Explain market segmentation.

### **Understanding the Global Hospitality and Tourism Market**

- 54 Explain why global marketing is important in the hospitality and tourism industry.
- 55 Describe major hospitality and tourism attractions on each continent.
- 56 Explain how differences in culture may influence global travel.
- 57 Identify cross-cultural communication skills.
- 58 Describe how cultural differences may affect a global traveler's wants and expectations.
- 59 Identify risk management and security issues and procedures for global travel.
- 60 Identify personal safety and health concerns important to international travelers.

### **Marketing the Hospitality and Tourism Product and Service**

- 61 Analyze the needs and expectations of specific target markets.
- 62 Describe strategies to serve the needs of specific target markets.
- 63 Describe the concept of relationship marketing within the hospitality and tourism industry.

### **Providing Customer Service and Sales in Hospitality and Tourism**

- 64 Explain customer service.
- 65 Determine the parameters of customer service.
- 66 Explain the importance of customer follow-up.
- 67 Demonstrate skills to assist in dealing with a challenging situation or customer.

### **Maximizing Technology in Hospitality and Tourism**

- 68 Explore online hospitality and tourism related resources.
- 69 Identify existing and emerging technologies in the hospitality and tourism field.

### **Preparing for Industry Certification**

- 70 Describe the process and requirements for obtaining industry certifications related to the Opportunities in Hospitality and Tourism Marketing course.
- 71 Identify testing skills and strategies for a certification examination.
- 72 Demonstrate the ability to successfully complete selected practice examinations (e.g. practice questions similar to those on certification exams).

- 73 Complete an industry certification that is representative of the skills learned in this course (e.g., Customer Service and Sales Certification Assessment, Advanced Customer Service and Sales Certification Assessment, ManageFirst Examination, Travel and Tourism Assessment).

### **Developing a Career in Hospitality and Tourism**

- 74 Identify ways to make a living in the hospitality and tourism industry in your own town or region.
- 75 Describe the personal qualifications and skills needed for advancement in the hospitality and tourism field.
- 76 Research local options for postsecondary education in hospitality and tourism management.
- 77 Complete an employment application for a specific job opening.
- 78 Develop a résumé and application or cover letter for manual and electronic transmissions for a selected job opening.
- 79 Prepare for an employment interview.
- 80 Follow-up on the employment interview.
- 81 Cultivate and manage your personal brand.
- 82 Present a plan for reaching your career goal of choice.

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

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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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