

Hospitality Management

Business Law **BL**

Acquire knowledge of commerce laws and regulations to continue business operations.

- 1 Explain the nature of regulations affecting the hospitality and tourism industry **BL:065**
-

Customer Relations **CR**

Foster positive relationships with customers to enhance sales.

- 1 Explain the importance of meeting and exceeding customer/guest expectations **CR:067**
 - 2 Anticipate unspoken customer needs **CR:053**
 - 3 Accommodate special needs/specific requests of customers **CR:054**
 - 4 Process customer/guest orders **CR:021**
 - 5 Identify strategies to manage customer experience during peaks in demand **CR:038**
 - 6 Maintain service standards during peaks in demand **CR:039**
-

Resolve conflicts with/for customers to encourage repeat business.

- 7 Describe customer-service challenges in the hospitality and tourism industry **CR:043**
 - 8 Resolve hospitality and tourism related conflicts for customers **CR:044**
 - 9 Explain the nature of guest recovery **CR:045**
-

Reinforce company's image to exhibit the company's brand promise.

- 10 Explain the nature of customer service in the hospitality and tourism industry **CR:049**
 - 11 Identify factors affecting customer-service practices in hospitality and tourism **CR:051**
 - 12 Identify factors associated with positive customer experiences **CR:052**
 - 13 Deliver positive moments of truth **CR:055**
-

Emotional Intelligence **EI**

Develop personal traits to foster career advancement.

- 1 Describe personal traits important to success in hospitality and tourism **EI:090**
-

Market Planning MP

Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

- 1 Explain the concept of market and market identification MP:003
 - 2 Identify ways to segment hospitality and tourism markets MP:035
-

Information Management NF

Utilize information-technology tools to manage and perform work responsibilities.

- 1 Explain ways that technology impacts the hospitality and tourism industry NF:060
-

Acquire information to guide business decision-making.

- 2 Explain the need for hospitality and tourism business information NF:279
 - 3 Describe current issues and trends in the hospitality and tourism industry NF:048
-

Collect secondary business data to ensure accuracy and adequacy of information for hospitality and tourism decision-making.

- 4 Obtain business information from customer databases NF:284
-

Operations OP

Implement safety procedures to minimize loss.

- 1 Handle emergency situations in hospitality and tourism OP:119
 - 2 Provide first-aid OP:657
-

Implement security policies/procedures to minimize chance for loss.

- 3 Explain security considerations in the hospitality and tourism industry OP:115
 - 4 Identify credit card fraud prevention methods OP:653
 - 5 Explain the nature of identity theft controls OP:654
-

Acquire foundational knowledge of distribution to understand its role and function.

- 6 Explain the nature and scope of distribution OP:522
 - 7 Explain the concept of place (distribution) in the hospitality and tourism industry OP:529
 - 8 Explain the relationship between customer service and distribution OP:523
-

Professional Development PD

Acquire industry knowledge to aid in making career choices.

- 1 Describe the nature of the hospitality and tourism industry PD:111
 - 2 Describe the development of the hospitality and tourism industry PD:105
 - 3 Explain the roles and responsibilities of hospitality and tourism organizations PD:398
-

Acquire information about hospitality and tourism to aid in making career choices.

- 4 Explain career opportunities in hospitality and tourism PD:272
-

Pricing **PI**

Develop a foundational knowledge of pricing to understand its role.

- 1 Explain the nature and scope of the pricing function **PI:001**
 - 2 Explain the concept of price in the hospitality and tourism industry **PI:029**
-

Product/Service Management **PM**

Acquire a foundational knowledge of product/service management to understand its nature and scope.

- 1 Explain the concept of product in the hospitality and tourism industry **PM:081**
 - 2 Explain the nature and scope of the product/service management function **PM:001**
-

Apply quality assurances to enhance product/service offerings.

- 3 Explain guarantees in hospitality and tourism **PM:314**
-

Employ product-mix strategies to meet customer expectations.

- 4 Describe services offered by the hospitality and tourism industry **PM:095**
 - 5 Explain the concept of product mix **PM:003**
 - 6 Describe the nature of product bundling **PM:041**
-

Position company to acquire desired business image.

- 7 Explain the nature of corporate branding **PM:206**
 - 8 Describe the role of customer voice in hospitality and tourism branding **PM:317**
-

Position products/services to acquire desired business image.

- 9 Explain the nature of product/service branding **PM:021**
 - 10 Communicate core values of product/service **PM:214**
-

Promotion **PR**

Acquire a foundational knowledge of promotion to understand its nature and scope.

- 1 Explain the role of promotion as a marketing function **PR:001**
 - 2 Explain the types of promotion (i.e., institutional, product) **PR:002**
 - 3 Identify the elements of the promotional mix **PR:003**
 - 4 Describe the concept of promotion in the hospitality and tourism industry **PR:121**
 - 5 Explain promotional methods used by the hospitality and tourism industry **PR:082**
-

Selling **SE**

Acquire a foundational knowledge of selling to understand its nature and scope.

- 1 Explain the nature and scope of the selling function **SE:017**
- 2 Explain the role of customer service as a component of selling relationships **SE:076**
- 3 Explain company selling policies **SE:932**

Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

- 4 Acquire product information for use in selling [SE:062](#)
-

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

- 5 Explain the selling process [SE:048](#)
-

Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

- 6 Establish relationship with hospitality and tourism customer/guest [SE:499](#)
- 7 Determine hospitality and tourism customer/guest needs [SE:500](#)
- 8 Explain factors that motivate people to choose a hospitality and tourism site [SE:220](#)
- 9 Recommend hospitality and tourism services [SE:221](#)
-

Implement support activities to facilitate the selling process.

- 10 Process telephone orders in hospitality and tourism [SE:477](#)
- 11 Process special orders in hospitality and tourism [SE:478](#)
- 12 Sell gift certificates in hospitality and tourism [SE:479](#)
-

Collect payment from customer to complete customer transaction.

- 13 Process complimentary offers and coupons/discounts [SE:149](#)
- 14 Process sales transactions (e.g., cash, credit, check) [SE:329](#)