

MO Hospitality Management

Hospitality Management introduces students to the hospitality and tourism industry. Students develop knowledge and skills pertaining to the growth of the hospitality industry over time, the roles of customer service and sales in the industry, regulations affecting hospitality, methods to segment hospitality markets, and the importance of marketing to success in the industry. Multiple hospitality industry sectors, as well as career opportunities in the different fields, are addressed.

Business Law (BL)

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

BL:065 Explain the nature of regulations affecting the hospitality and tourism industry (SP)

Customer Relations (CR)

Foster positive relationships with customers to enhance sales.

CR:067 Explain the importance of meeting and exceeding customer/guest expectations (CS)

CR:053 Anticipate unspoken customer needs (CS)

CR:054 Accommodate special needs/specific requests of customers (CS)

CR:021 Process customer/guest orders (CS)

CR:038 Identify strategies to manage customer experience during peaks in demand (CS)

CR:039 Maintain service standards during peaks in demand (CS)

Resolve conflicts with/for customers to encourage repeat business.

CR:043 Describe customer-service challenges in the hospitality and tourism industry (CS)

CR:044 Resolve hospitality and tourism related conflicts for customers (CS)

CR:045 Explain the nature of guest recovery (CS)

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

CR:049 Explain the nature of customer service in the hospitality and tourism industry (CS)

CR:051 Identify factors affecting customer-service practices in hospitality and tourism (CS)

CR:052 Identify factors associated with positive customer experiences (CS)

CR:055 Deliver positive moments of truth (CS)

Emotional Intelligence (EI)

Develop personal traits to foster career advancement.

EI:090 Describe personal traits important to success in hospitality and tourism (PQ)

Market Planning (MP)

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

MP:003 Explain the concept of market and market identification (CS) LAP-MP-003

MP:035 Identify ways to segment hospitality and tourism markets (CS)

Information Management (NF)

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

NF:060 Explain ways that technology impacts the hospitality and tourism industry (PQ)

Acquire information to guide business decision-making.

NF:279 Explain the need for hospitality and tourism business information (CS)

NF:048 Describe current issues and trends in the hospitality and tourism industry (SP)

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

NF:284 Obtain business information from customer databases (CS)

Operations (OP)

Implement safety procedures to minimize loss.

OP:119 Handle emergency situations in hospitality and tourism (CS)

OP:657 Provide first-aid (CS)

Implement security policies/procedures to minimize chance for loss.

OP:115 Explain security considerations in the hospitality and tourism industry (CS)

OP:653 Identify credit card fraud prevention methods (CS)

OP:654 Explain the nature of identity theft controls (CS)

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

OP:522 Explain the nature and scope of distribution (CS)

OP:529 Explain the concept of place (distribution) in the hospitality and tourism industry (CS)

OP:523 Explain the relationship between customer service and distribution (CS)

Professional Development (PD)

Acquire industry knowledge to aid in making career choices.

PD:111 Describe the nature of the hospitality and tourism industry (CS)

PD:105 Describe the development of the hospitality and tourism industry (CS)

PD:398 Explain the roles and responsibilities of hospitality and tourism organizations (CS)

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

PD:272 Explain career opportunities in hospitality and tourism (CS) LAP-PD-272

Pricing (PI)

Develop a foundational knowledge of pricing to understand its role.

PI:001 Explain the nature and scope of the pricing function (SP) LAP-PI-001

PI:029 Explain the concept of price in the hospitality and tourism industry (CS)

Product/Service Management (PM)

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

PM:081 Explain the concept of product in the hospitality and tourism industry (CS)

PM:001 Explain the nature and scope of the product/service management function (SP) LAP-PM-017

Apply quality assurances to enhance product/service offerings.

PM:314 Explain guarantees in hospitality and tourism (CS)

Employ product-mix strategies to meet customer expectations.

PM:095 Describe services offered by the hospitality and tourism industry (CS)

PM:003 Explain the concept of product mix (SP) LAP-PM-003

PM:041 Describe the nature of product bundling (SP)

Position company to acquire desired business image.

PM:206 Explain the nature of corporate branding (SP) LAP-PM-206

PM:317 Describe the role of customer voice in hospitality and tourism branding (SP)

Position products/services to acquire desired business image.

PM:021 Explain the nature of product/service branding (SP) LAP-PM-021

PM:214 Communicate core values of product/service (SP)

Promotion (PR)

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

PR:001 Explain the role of promotion as a marketing function (CS) LAP-PR-901
PR:002 Explain the types of promotion (i.e., institutional, product) (CS) LAP-PR-902
PR:003 Identify the elements of the promotional mix (SP) LAP-PR-903
PR:121 Describe the concept of promotion in the hospitality and tourism industry (CS)
PR:082 Explain promotional methods used by the hospitality and tourism industry (SP)

Selling (SE)

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

SE:017 Explain the nature and scope of the selling function (CS) LAP-SE-017
SE:076 Explain the role of customer service as a component of selling relationships (CS) LAP-SE-076
SE:932 Explain company selling policies (CS) LAP-SE-932

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

SE:062 Acquire product information for use in selling (CS) LAP-SE-062

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

SE:048 Explain the selling process (CS) LAP-SE-048

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

SE:499 Establish relationship with hospitality and tourism customer/guest (CS)
SE:500 Determine hospitality and tourism customer/guest needs (CS)
SE:220 Explain factors that motivate people to choose a hospitality and tourism site (SP)
SE:221 Recommend hospitality and tourism services (SP)

Implement support activities to facilitate the selling process.

SE:477 Process telephone orders in hospitality and tourism (CS)
SE:478 Process special orders in hospitality and tourism (CS)
SE:479 Sell gift certificates in hospitality and tourism (CS)

Collect payment from customer to complete customer transaction.

SE:149 Process complimentary offers and coupons/discounts (CS)
SE:329 Process sales transactions (e.g., cash, credit, check) (CS)