

ADVANCED HOSPITALITY MANAGEMENT

Advanced Hospitality Management prepares students for employment in the hospitality industry. It provides the foundations for study in higher education that leads to a full spectrum of hospitality careers. This is a broad-based course that introduces students to all segments of hospitality, what it includes, and career opportunities that are available; provides a survey of management functions, highlighting basic theories and facts; and exposes students to current trends and current events within the industry. Three major goals of this course are for students to be able to: Identify current trends in hotel and restaurant management, distinguish the difference between hospitality and tourism, and state differences in front of the house versus back of the house. Intensive experiences in one or more hospitality industry settings are a required component of the course. A standards-based plan for each student guides the industry experiences. Students are monitored in their industry experiences by the *Advanced Hospitality Management* teacher. Industry experiences may be either school-based or “on the job” in community-based hospitality settings, or in a combination of the two.

- DOE Code: 5458
- Recommended Grade Level: Grade 12
- Recommended Prerequisites: Culinary Arts and Hospitality Management
- Credits: 1-3 credits per semester, maximum of 6 credits
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- This course is aligned with the following Post-Secondary courses for Dual Credit:
 - Ivy Tech
 - HOSP 114 Intro to Hospitality
 - Vincennes University
 - REST 100 Intro to Hosp Management
 - REST 155 Quantity Food Purchasing

Dual Credit

This course provides the opportunity for dual credit for students who meet postsecondary requirements for earning dual credit and successfully complete the dual credit requirements of this course.

Application of Content and Multiple Hour Offerings

Intensive laboratory applications are a component of this course and may be either school based or work based or a combination of the two. Work-based learning experiences should be in a closely related industry setting. Instructors shall have a standards-based training plan for students participating in work-based learning experiences. When a course is offered for multiple hours per semester, the amount of laboratory application or work-based learning needs to be increased proportionally.

Career and Technical Student Organizations (CTSOs)

Career and Technical Student Organizations are considered a powerful instructional tool when integrated into Career and Technical Education programs. They enhance the knowledge and skills students learn in a course by allowing a student to participate in a unique program of career and leadership development. Students should be encouraged to participate in FCCLA (Family, Career and Community Leaders of America), the CTSO for this area.

Suggested FCCLA Project Based Assessments

- Applied Math for Culinary Management
- Culinary Arts
- Culinary Chicken Fabrication
- Culinary Food Art
- Culinary Knife Skills
- Career Investigation
- Entrepreneurship
- Illustrated Talk
- Job Interview
- Nutrition and Wellness
- Food Innovations
- Hospitality, Tourism and Recreation
- Sports Nutrition

Content Standards

Domain 1 – Forces Affecting Growth & Change in the Hospitality Industry

Core Standard 1 Students will examine the demand in service from consumers and the supplies required to provide the service to understand the concept of supply and demand.

Standards

AH-1.1 Evaluate business models in the hospitality industry (IvT-HOSP 114)

AH-1.2 Describe the current and expected future impact of baby boomers on the demand for hospitality services

AH-1.3 Explain how changes in the female workforce and alterations in family structure affect consumer behavior and the markets for hospitality services

AH-1.4 Identify and describe the trends that are changing the relative cost of supplies

AH-1.5 Identify and describe the key supply factors that are important to hospitality organizations

Domain 2– The Restaurant Business

Core Standard 2 Students will survey the restaurant business to explain the principal categories of restaurants and describe their appeal.

Standards

AH-2.1 Define the terms dining market and eating market, and describe and contrast the major kinds of restaurant operations in each

AH-2.2 Identify food service segments that are currently growing or declining, and explain the reasons for these trends (IvT-HOSP 114)

AH-2.3 Name three principle categories of casual restaurants, and describe their special characteristics and appeals

AH-2.4 Describe the relationship that exists between shopping and dining and its stability

AH-2.5 List by size the major components of the food service industry and evaluate the economic impact.

Domain 3 – Restaurant Operations

Core Standard 3 Students will examine restaurant operations from an operational perspective to develop an understanding of the key responsibilities of operational areas and profitability in food service.

Standards

AH-3.1 Identify the three main divisions of activity found in restaurant operations, and summarize their respective roles (IvT-HOSP 114)

AH-3.2 Explain the best way to become familiar with operations in a restaurant or other food service organization (IvT-HOSP 114)

AH-3.3 Describe the main responsibilities and jobs associated with each of the following: front of the house, back of the house, and office (IvT-HOSP 114)

AH-3.4 Identify the two basic approaches to increasing profits and the primary tools used to measure financial results in food service operations

Domain 4 – Restaurant Industry Organization: Chain, Independent, and Franchise

Core Standard 4 Students will recognize the various types of ownership in the restaurant industry to explain the likelihood of their success.

Standards

AH-4.1 List the services the franchisor offers the new franchisee and those offered the established franchisee

	AH-4.2	Explain the difference between product franchising and business format franchising, and identify which is most commonly used in the hospitality industry
	AH-4.3	List the relative advantages and disadvantages of chains and independents
	AH-4.4	Identify the independent's imperative for success and unique market advantage

Domain 5 – Competitive Forces in Food Service

Core Standard 5 Students will apply the marketing mix concept to define competition in the food service industry.

Standards		
	AH-5.1	Describe the competitive changes that have taken place in the food service environment since the 1950's
	AH-5.2	Describe current competitive conditions in the food service industry (IvT-HOSP 114)
	AH-5.3	Describe the four P's that make up the food service marketing mix
	AH-5.4	Define the food service product, and describe the role of new products in food service competition
	AH-5.5	List the advantages and disadvantages of competing on price, and describe the conditions under which it is most appropriate
	AH-5.6	Define PODs and describe how the concept of distribution led to their development
	AH-5.7	Identify and describe the two major forms of paid marketing communication in the food service industry
	AH-5.8	Identify the most common media used by the food service industry for advertising communication
	AH-5.9	Define the term sales promotion, and describe three common sales promotion concepts
	AH-5.10	Identify the two industries with which food service companies compete, and list their strengths and weaknesses

Domain 6 – Issues Facing Food Service

Core Standard 6 Students will investigate the factors facing the food service industry to examine impacts for consumers, the environment, and technology.

Standards		
	AH-6.1	Describe common consumer concerns about health and nutrition that have an impact on planning food service operations
	AH-6.2	Describe the consumerism movement and identify hospitality issues it has raised
	AH-6.3	Outline techniques available to deal with the waste stream
	AH-6.4	Describe the food service industry's evolving use of technology in the following areas: guest ordering and payment; food production and refrigeration; marketing; managing banquet and catering departments; and management control and communication

Domain 7 – On-Site Food Service

Core Standard 7 Students will examine the on-site segment of the food service industry to explore the employment opportunities outside of the commercial hotels and restaurants.

Standards		
	AH-7.1	Describe four major segments of on-site food service operations and the employment opportunities each offers
	AH-7.2	List differences between self-operated food service facilities and those operated by managed services companies
	AH-7.3	Explain distinctions between client and guest in the on-site food service environment

	AH-7.4	Describe the four basic models under which many retirement housing communities operate
	AH-7.5	Describe the recreation and transportation segments of the on-site market
	AH-7.6	Identify the role that private clubs play in the industry, and identify the types of career opportunities they provide
	AH-7.7	List the advantages that vending offers in meeting guest and client needs
	AH-7.8	Identify elements common to the different lines of business in the on-site sector
Domain 8 – Lodging: Meeting Guest Needs		
Core Standard 8 Students will analyze the lodging industry as a set of products and services and their relationship to guest needs and preferences.		
	Standards	
	AH-8.1	Describe the evolution of lodging, and relate it to changing patterns of transportation, destinations, and guest needs
	AH-8.2	Identify the five criteria for classifying hotels, and name the types of hotels in each classification (IvT-HOSP 114)
	AH-8.3	Describe the principal customer types served by the hotel industry
	AH-8.4	Describe methods the tourism industry uses to accommodate the needs and preferences of the two categories of business travelers
	AH-8.5	Provide examples of the ways in which lodging is responding to the needs of growing market segments, including senior travelers, female travelers, and family travelers
	AH-8.6	Explain why international travel is important to the industry, and describe what operators can do to develop this source of business
	AH-8.7	Give examples of how technology has impacted lodging in the following areas; sales, marketing, guest amenities, and services
	AH-8.8	Describe how AAA and the Mobil Travel Service evaluate lodging properties, and identify criteria used in determining these ratings, as well as describe how countries around the world approach the rating of hotels
	AH-8.9	Define the term internal customer, and explain the importance of this concept in the delivery of quality service to guests
Domain 9 – Hotel and Lodging Operations		
Core Standard 9 Students will examine hotel and lodging operations, particularly the flow of operations based on departmental and on income and cost factors.		
	Standards	
	AH-9.1	Name the major functional departments in a hotel, and explain the relationships that exist among them (IvT-HOSP 114)
	AH-9.2	Explain why the food and beverage department, although not the principal source of profit, can be very important to a hotel's success
	AH-9.3	List the principal sources of income and expenses by department according to the uniform system of accounts for hotels
	AH-9.4	Define the term yield management, and explain why it is used in hotel industry pricing
	AH-9.5	Describe the integral role of housekeeping to a hotel and the responsibilities of housekeeping staff
	AH-9.6	Provide examples of hotel security issues and technical and managerial responses to preventing and minimizing such problems
	AH-9.7	Explain how accounting statements can be used to measure the performance of departments

		and executives
	AH-9.8	Define the terms occupancy percentage and average rate, and provide the formula used to compute each; identify two other key operating ratios used by the hotel industry
	AH-9.9	Explain the relationship of the financial structure of a hotel to its cost of operations
Domain 10 – Forces Shaping the Hotel Business		
Core Standard 10 Students will examine the economics of lodging and its capital structure to understand the involved economic variables in the hotel business.		
	Standards	
	AH-10.1	Explain the cyclical nature of the hotel industry
	AH-10.2	Explain the impact of the securitization of the hotel industry on capital availability
	AH-10.3	Identify and describe the major means of raising debt and equity capital used for hotel development
	AH-10.4	Define REIT and explain how a REIT functions
	AH-10.5	Identify the drawbacks of being a publicly owned company
	AH-10.6	List and define the dimensions of the hotel investment decision
	AH-10.7	Define the terms segmentation and encroachment, and explain their relationship in hotel franchising
Domain 11– Competition in the Lodging Business		
Core Standard 11 Students will examine competition in the lodging industry to gain perspective of competitive practices.		
	Standards	
	AH-11.1	Identify the five conditions of competition in lodging, and explain their effects on the hotel business (IVT-HOSP114)
	AH-11.2	Explain how the four P's of the marketing mix are applied in lodging competition
	AH-11.3	Describe the upstairs-downstairs segmentation in the lodging industry and how it meets the differing needs of customers
	AH-11.4	Describe and provide examples of how hotels differentiate themselves through the variety and mix they provide in food service options and other services and amenities
	AH-11.5	List strengths and weaknesses of the use of yield management in the hotel business
	AH-11.6	Describe the effects on lodging of travel intermediaries and distribution channels
	AH-11.7	Describe the impact of the Internet on the hotel industry
	AH-11.8	Explain how partnerships and frequent-guest programs operate and why they are important to marketing the lodging industry
Domain 12 – Tourism: Front and Center		
Core Standard 12 Students will survey tourism to recognize the significance of economic and social impacts.		
	Standards	
	AH-12.1	Describe the important impact of tourism on local and national economies (IVT-HOSP 114)
	AH-12.2	List the factors contributing to the growth of travel and tourism, and explain their impact on the industry
	AH-12.3	Identify current trends in mode of travel and trip duration
	AH-12.4	Provide statistics supporting the importance of tourism in generating employment
	AH-12.5	Explain why international visitors to the United States are an important means of improving the balance of payments and receipts, and how tourism affects international trade

	AH-12.6	Identify major businesses outside the hospitality industry that service travelers, and explain trends that are changing the way they do business
	AH-12.7	List the noneconomic impacts of tourism, both positive and negative
Domain 13 – Destinations: Tourism Generators		
Core Standard 13 Students will examine mass-market travel destinations to become familiar with the motivation in tourism.		
	Standards	
	AH-13.1	Equate traveler’s motives with their destinations (IvT-HOSP 114)
	AH-13.2	Explain the differences between primary and secondary attractions, and provide an example of each (IvT-HOSP 114)
	AH-13.3	Identify and describe four categories of planned play environments created specifically for tourism, and list elements they have in common
	AH-13.4	Describe the activities offered by theme parks to attract travelers and explain the difference between regional and national theme parks
	AH-13.5	Name the three primary forces currently driving the growth in casino gambling
	AH-13.6	Describe the significance of large-and small-scale urban entertainment centers as a part of a community’s tourism industry, and provide an example of each type of facility
	AH-13.7	Describe the important contributions that fairs and festivals make to their host communities
	AH-13.8	Explain the role of natural attractions in tourism, and describe the overall contribution they make to the industry
Domain 14 – The Role of Service in the Hospitality Industry		
Core Standard 14 Students will examine service as a process and how it is managed to realize service achieves differentiation and a competitive edge in the hospitality industry.		
	Standards	
	AH-14.1	Define service in terms of both guest experience and the operation’s performance
	AH-14.2	Describe the principle characteristics of service, and contrast them to delivery of a physical product
	AH-14.3	Describe what is necessary to successfully fulfill both the task and the interpersonal requirement of service
	AH-14.4	Identify and describe the two basic approaches to managing the service process
	AH-14.5	Explain how market segmentation forms the basis for a service strategy, and identify the requirements for establishing a strong service culture
	AH-14.6	Describe the importance of service as a basis for successful competition in the hospitality industry (IvT-HOSP114)