

## MARKETING IN HOSPITALITY AND TOURISM

*Marketing in Hospitality and Tourism* is a specialized marketing course that develops student understanding of marketing in the hospitality, travel, and tourism industry. Students gain experience marketing-information management, pricing, product/service management, promotion, and selling in the hospitality, travel, and tourism industry.

- DOE Code: 5982
- Recommended Grade Level: 11, 12
- Recommended Prerequisite: Principles of Marketing
- Credits: 2 semester course, 1 credit per semester, 2 credits maximum  
Counts as a Directed Elective or Elective for all diplomas

### Application of Content

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.

### 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 Business Professionals of America, DECA, or Future Business Leaders of America, the CTSOs for this area.

## Content Standards

### Domain – Hospitality, Travel, and Tourism Industry

**Core Standard 1** Students analyze the hospitality, travel, and tourism industry in order to have a broad understanding of its products and services.

#### Standards

- MHT-1.1 Evaluate the products of the hospitality, travel, and tourism industry, such as Airlines, Hotels, Car Rental, Cruise ships, and Restaurants and how they are marketed
- MHT-1.2 Assess the role of tourism organizations
- MHT-1.3 Identify the physical geography of major hospitality and travel areas around the world
- MHT-1.4 Investigate the legal, health, and financial concerns for international travel

### Domain – Marketing Process & Strategies

**Core Standard 2** Students connect elements of marketing principles and strategies to make decisions on the marketing of the hospitality, travel, and tourism industry.

#### Standards

- MHT-2.1 Examine the information systems used in the hospitality, travel, and tourism industry

- MHT-2.2 Assess marketing research to make decisions about the marketing of hospitality, travel, and tourism products
- MHT-2.3 Investigate consumer and organizational buying behavior
- MHT-2.4 Differentiate the types of hospitality, travel, and tourism marketing
- MHT-2.5 Investigate the importance of selling skills in the hospitality, travel, and tourism industry
- MHT-2.6 Design a strategic marketing plan for the hospitality, travel, and tourism industry
- MHT-2.7 Categorize the characteristics of quality customer service and its effect on marketing
- MHT-2.8 Recognize the importance of the internet and its effect on hospitality, travel, and tourism industry

**Domain – Marketing Mix**

**Core Standard 3** Students evaluate the components of the marketing mix to understand the marketing of the hospitality, travel, and tourism industry.

**Standards**

- MHT-3.1 Examine the products of the hospitality and tourism industry
- MHT-3.2 Design promotions used to market the hospitality and tourism industry
- MHT-3.3 Compare the pricing of hospitality and tourism products to each other and to other industries
- MHT-3.4 Evaluate methods of product distribution