HOSPITALITY MANAGEMENT 52.0900.00
EMBEDDED ECONOMIC CREDIT CROSSWALK

The Hospitality Management program has been recognized by the Arizona State Board of Career and Technical Education (CTE) as being eligible for consideration by local governing boards to grant 0.5 credits of Social Studies: Economics. The information below is the result of a committee analysis completed in September 2023.

Note: AZ High School Economics Standards are highlighted in yellow.

STANDARD 1.0 EXAMINE THE HOSPITALITY AND TOURISM INDUSTRY

1.1 Outline the historical development of the hospitality industry as a direct outcome of travel and tourism from Ancient Greece bathhouses to the higher standards and sophistication of today (i.e., bartering for lodging, the Renaissance, Industrial Revolution, Contemporary World to present, etc.)

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.
HS.E2.1 Explain how scarcity results in economic decisions and evaluate their impact on individuals, institutions, and societies.
HS.E2.2 Analyze how incentives influence economic choices for individuals, institutions, and societies.
HS.E3.1 Explain how buyers and sellers interact to create markets and market structures.
HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and entrepreneurship in a market economy.
HS.E4.2 Evaluate the economic conditions that lead to fiscal and monetary policy choices and explain their impact on households and businesses.
HS.E4.4 Explain the effect of advancements in technology and training on economic growth and standards of living.
HS.E5.1 Evaluate the advantages and disadvantages of global trade.
HS.E5.2 Evaluate how interdependence impacts individuals, institutions, and societies.
HS.E5.3 Explain why nations chose to trade and how it is regulated.
HS.E5.4 Explain how national economies influence trade.
Rationale: Understand the origins of travel and how that impacted the economy. Discuss the benefits from trade and travel. Study the growth of early innovations that created entrepreneurship. Investigate how governmental fiscal policies impact the local economy and exchange rates hospitality industry. Analyze how technology and trade have facilitated growth in the hospitality industry and business practices.

1.2 Review the scope and role of the industry in the state, nationally, and internationally (i.e., cultural and regional nuances, role of human interaction, etc.)

Economics HS.E3.1 Explain how buyers and sellers interact to create markets and market structures.
HS.E4.1 Use economic data to analyze the health of a national economy.
HS.E4.2 Evaluate the economic conditions that lead to fiscal and monetary policy choices and explain their impact on households and businesses.
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HS.E5.1 Evaluate the advantages and disadvantages of global trade.
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HS.E5.3 Explain why nations chose to trade and how it is regulated.
HS.E5.4 Explain how national economies influence trade.
Rationale: Study how retailers provide options for buyers and how state and national governments assist with promotions. Determine the GDP impact and governmental value of the hospitality industry. Research fiscal and monetary policies that are based on the value of travel and tourism (i.e., promotions, etc.). Study the impact of tourism bureaus. Investigate the impact of foreign currency exchange rates and balance of trade. Investigate the advantages and disadvantages of how local governments, states, and countries promote travel and trade.

1.3 Identify key sectors of the industry (e.g., food and beverage, lodging, entertainment and recreation, travel and tourism, and meetings and events)

Economics HS.E3.1 Explain how buyers and sellers interact to create markets and market structures.
HS.E4.2 Evaluate the economic conditions that lead to fiscal and monetary policy choices and explain their impact on households and businesses.
HS.E4.3 Explain the roles of institutions in a market economy.
HS.E5.2 Evaluate how interdependence impacts individuals, institutions, and societies.
Rationale: Discuss how sector retailers provide buyers with options and how they must comply with governmental agencies (e.g., US Department of Transportation, Food and Drug Administration, ADA, OSHA, food handler safety, minimum wage requirements, and IRS tax enforcement).

Discuss how the economic system of the market economy has provided an economic system in which institutions within the different sectors of hospitality provide services and goods. Analyze institutions within the different sectors of hospitality provide multiple options for society.

1.4 Examine organizations that support the industry at local, regional, and state levels and how they positively and negatively impact the industry [i.e., Arizona Chamber of Commerce, Arizona Lodging and Tourism Association (AzLTA), Arizona Office of Tourism (AOT), Arizona Restaurant Association (ARA), etc.]

Economics HS.E3.3 Evaluate the role of government in regulating marketplaces.
HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and entrepreneurship in a market economy.
HS.E4.2 Evaluate the economic conditions that lead to fiscal and monetary policy choices and explain their impact on households and businesses.
HS.E4.3 Explain the roles of institutions in a market economy.
HS.E5.1 Evaluate the advantages and disadvantages of global trade.
HS.E5.4 Explain how national economies influence trade.
Rationale: Study the role and impact of supporting organizations (i.e., national travel and tourism office, Arizona office of tourism, chamber of commerce, SBA.gov, etc.). Discuss how tourism generates revenue, income, as well as guide policy. Discuss how the chamber of commerce or a local, state, or national tourism bureau assists businesses expand and promote internationally.

1.5 Evaluate trends in the industry based on customer behavior, services, and technology (i.e., safety and hygiene, green initiatives, local experience, food, contactless payment and mobile check-in, etc.)

Economics HS.E1.5 Evaluate the ways insurance may minimize personal financial risk.
HS.E2.2 Analyze how incentives influence economic choices for individuals, institutions, and societies.
HS.E4.1 Use economic data to analyze the health of a national economy.
HS.E4.4 Explain the effect of advancements in technology and training on economic growth and standards of living.
HS.E5.3 Explain why nations chose to trade and how it is regulated.
Rationale: Determine how institutions mitigate risks of costly accidents or lawsuits. Discuss impact of technological advancements (i.e., wider customer reach, application improvements, accessibility, self-service kiosks, etc.). Identify ways that the internet and phone applications can facilitate C2B and B2B between consumers and international businesses. Discuss how travel numbers act as a real-time indicator of economic health, reflecting consumer confidence and business activity.

1.6 Evaluate trends in technology (and the 3–5-year lifespan of hard technology) that help the industry streamline processes, reduce costs, lower staff workloads, provide an increase in revenue, and improve customer experience delivery

Economics HS.E4.4 Explain the effect of advancements in technology and training on economic growth and standards of living.
Rationale: Discuss technology options for guests to make travel, restaurant, and lodging reservations (i.e., kiosks, self-service stations, phone applications provide less face-to-face contact with employees, etc.)

1.7 Acquire the basic skills needed for an entry-level position in the industry [i.e., Excel, Word, Point-of-Sale (POS) Systems, cost of goods calculation, counting change without technology reliance, etc.]

1.8 Examine online programs, courses, certifications, training, and resources for progression in the hospitality industry (i.e., skills for a job anywhere in the world, role of human interaction, etc.)

1.9 Apply industry terminology to increase communication, improve efficiency, ensure consistency, and avoid cultural and/or linguistic misunderstandings

1.10 Evaluate the costs, challenges, and trends of sustainability in the industry (i.e., conserving energy, reducing food and plastic waste, preserving water, digitizing customer experience through automation and other software, using organic amenities, creating paperless environments, etc.)

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.
HS.E1.2 Analyze the factors that influence how and why people make budgeting and saving choices.
HS.E1.4 Compare the cost and benefits of several types of investments.
HS.E2.1 Explain how scarcity results in economic decisions and evaluate their impact on individuals, institutions, and societies.
HS.E2.3 Use cost-benefit analysis and/or marginal analysis to evaluate an economic issue.
HS.E4.4 Explain the effect of advancements in technology.
Rationale: Discuss sustainability options that add short and long-term value. Identify opportunity costs and trade-offs of sustainability options. Determine the impact of sustainable options and how technology advancements facilitate the switch to sustainable options.

STANDARD 2.0 ANALYZE THE LODGING SECTOR

2.1 Compare and contrast the classifications of lodging facilities and properties [i.e., hotels (1 star-5 star); vacation rentals (i.e., Airbnb, homes, condos, villas, boats, etc.); and outdoor lodging (i.e., yurts, cabins, treehouses, tents, etc.)]

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.
HS.E1.2 Analyze the factors that influence how and why people make budgeting and saving choices.

HS.E2.1 Explain how scarcity results in economic decisions and evaluate their impact on individuals, institutions, and societies.
HS.E2.2 Analyze how incentives influence economic choices for individuals, institutions, and societies.
HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and entrepreneurship in a market economy.
HS.E4.3 Explain the roles of institutions in a market economy.
Rationale: Evaluate the pros and cons of different classifications of lodging facilities/properties for guests. Review property types and amenities for budgets. Understand the impact of scarcity on prices, lodging property types, amenities, and options for a destination. Investigate entrepreneurial innovative properties. Discuss the correlation between profit and meeting the needs of customers.

2.2 Diagram the organizational structure of a lodging based on size and type of property [e.g., executive management group responsible for the hotel (i.e., general manager and assistant managers, etc.); functional groups responsible for issues directly related to guests (i.e., housekeeping, food and beverage, front desk and guest services, etc.); and administrative groups responsible for behind-the-scenes details (i.e., sales, accounting, human resource, etc.)]

Economics HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and entrepreneurship in a market economy.
Rationale: Evaluate the organizational roles and responsibilities.

2.3 Outline elements of the overall customer experience journey from the perspective of the customer (i.e., inspiration, planning, purchase, preparation, stay, engagement, checkout, etc.)

Economics HS.E3.1 Explain how buyers and sellers interact to create markets and market structures.
Rationale: Review the customer property selection process and the experience sellers/institutions provide for buyers.

2.4 Describe factors guests consider when selecting lodging [i.e., accommodation type, ratings and current reviews, price, location, amenities, dining (on site and nearby), convenience, safety, peace of mind, etc.]

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HS.E1.2 Analyze the factors that influence how and why people make budgeting and saving choices.
HS.E2.1 Explain how scarcity results in economic decisions and evaluate their impact on individuals, institutions, and societies.
HS.E2.2 Analyze how incentives influence economic choices for individuals, institutions, and societies.
Rationale: Evaluate factors customers face when choosing lodging.

2.5 Explain options for making a lodging reservation [e.g., in-person (i.e., walk-in reservation for today or the future); third-party internet travel sites (i.e., Expedia, Travelocity, Hotels.com, etc.); direct (i.e., email, telephone, website, social media channels, etc.); and indirect [i.e., Online Travel Agency (OTA), Travel Agency (TA), Global Distribution System (GDS), meta-search channels, etc.]

Economics HS.E3.1 Explain how buyers and sellers interact to create markets and market structures.
HS.E4.4 Explain the effect of advancements in technology and training on economic growth and standards of living.
Rationale: Discuss lodging property reservations.

2.6 Describe the importance of guest amenities (i.e., goods and services; tangible and intangible; etc.) depending on type of travel (single, family, groups) and reason (business or pleasure) for travel

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.
HS.E1.2 Analyze the factors that influence how and why people make budgeting and saving choices.
HS.E2.1 Explain how scarcity results in economic decisions and evaluate their impact on individuals, institutions, and societies.
HS.E2.2 Analyze how incentives influence economic choices for individuals, institutions, and societies.
HS.E4.4 Explain the effect of advancements in technology and training on economic growth and standards of living.
Rationale: Review the purpose of amenities and their influence on customer value and budget.

2.7 Examine front-of-the house (FOH) guest operations (guest facing staff) and related systems technology and management systems as integral to the ideal guest experience [i.e., reservation systems, Point-of-Sale (POS), check-in, check-out, valet, concierge, maintenance, entertainment, etc.]

2.8 Examine back-of-the house (BOH) operations that keep things running smoothly behind the scenes (i.e., laundry, housekeeping, human resources, marketing, accounting, engineering and maintenance, security, etc.), and related systems technology and management systems

2.9 Differentiate among hotels franchised (i.e., Westin, Marriott, Hilton, etc.); independently operated hotels that manage under their own name (i.e., bed and breakfast, inns, etc.); and management companies that take on responsibility for all essential operations and services associated with running a successful hotel (i.e., third parties with their own policies beholden to contractual agreements, etc.)

Economics HS.E1.4 Compare the cost and benefits of several types of investments.
HS.E2.1 Explain how scarcity results in economic decisions and evaluate their impact on individuals, institutions, and societies.
HS.E2.3 Use cost-benefit analysis and/or marginal analysis to evaluate an economic issue.

HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and entrepreneurship in a market economy
Rationale: Review forms of business ownership options (e.g., franchise, sole-proprietorship, or corporation) to determine which is the best investment. Understand how scarcity could influence ownership selection.

2.10 Identify career paths in the lodging sector from entry- to professional-level (i.e., porter, front desk clerks, room attendant, Engineer, Finance, Legal, IT, AV, Entertainment, Sales, Kitchen/Culinary, Event Management, etc.)

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.

Rationale: Discuss lodging sector opportunity costs and benefits.

STANDARD 3.0 ANALYZE THE FOOD AND BEVERAGE SECTOR IN VARIOUS VENUES

3.1 Examine food and beverage workflow for quick serve vs. dine-in (e.g., planning/preparing/cooking, serving, and clean up)

3.2 Examine food and beverage operations in various contexts (i.e., a table of ten, 2000 people on the beach, etc.)

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.
HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and entrepreneurship in a market economy.
HS.E4.3: Explain the roles of institutions in a market economy.
Rationale: Investigate the pros and cons of different classifications of food and beverage operations. Review the different types of food and beverage operations that entrepreneurs have started. Review the role of hospitality institutions to provide food and beverage options wanted by customers.

3.3 Determine FOH operations, roles, and positions in a restaurant (i.e., host/hostess, servers, bartenders, barbacks, etc.)

3.4 Determine BOH operations, roles, and positions in a restaurant (i.e., kitchen staff and food safety, employee break rooms, office space, storage, etc.)

3.5 Compare and contrast the classification of restaurant types (i.e., quick serve, dine-in, fine dining, grab and go, vending, kiosks, cafes, coffee shop, room service, etc.)

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HS.E1.2 Analyze the factors that influence how and why people make budgeting and saving choices.
HS.E2.1 Explain how scarcity results in economic decisions and evaluate their impact on individuals, institutions, and societies.
HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and entrepreneurship in a market economy.
Rationale: Investigate how restaurant classifications can influence customer choices. Review restaurant classifications and their pricing. Study how scarcity can be a factor in determining restaurant options, menu options, locations, hours of operation, etc. Investigate how entrepreneurial innovations have contributed to new types of food and beverage operations.

3.6 Identify components of menu design as a methodical process representing brand and standards (i.e., readability, artistically memorable design, representation of culture of restaurant establishment; cross utilization of menu items; mathematical account of cost, pricing and profit, etc.)

3.7 Research the role of manageable/reliable food sources from farm to fork [e.g., logistics and transportation, local growers and vendors, grow your own, and ecofriendly (reducing waste and being efficient)]

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.
HS.E2.1 Explain how scarcity results in economic decisions and evaluate their impact on individuals, institutions, and societies.
HS.E4.4 Explain the effect of advancements in technology and training on economic growth and standards of living.
Rationale: Study how sustainable diets are protective and respectful of biodiversity and ecosystems, culturally acceptable, accessible, economically fair and affordable; nutritionally adequate, safe and healthy, while optimizing natural and human resources. Understand how scarcity is a factor in determining whether businesses continue using sustainable food sources or are forced to look for other options and the advancements in technology that make it easier to convert toward sustainable food.

3.8 Analyze food and beverage in managed service operations (i.e., hospitals, university food service, airlines, etc.)

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.
HS.E1.4 Compare the cost and benefits of several types of investments.
HS.E2.1 Explain how scarcity results in economic decisions and evaluate their impact on individuals, institutions, and societies.
HS.E2.3 Use cost-benefit analysis and/or marginal analysis to evaluate an economic issue.
Rationale: Review the pros and cons of food and beverage options in managed service operations. Understand the investment variations of In-house or contracted-out food options and how it is impacted by scarcity. Calculate and analyze the cost benefits of operating in-house vs. paying for a contract food operator.

3.9 Perform mathematical calculations and inventory formulas for the food and beverage sector, including food and beverage costs, recipe measurements and conversions, and costs of goods sold

Economics HS.E1.2 Analyze the factors that influence how and why people make budgeting and saving choices.
HS.E2.3 Use cost-benefit analysis and/or marginal analysis to evaluate an economic issue

Rationale: Calculate menu prices using food costs and the potential profits while maintain customer satisfaction.

3.10 Compare and contrast various catering operations from coffee to corporate considering the workflow of planning/preparing/cooking, serving, and clean up (i.e., food trucks, wedding venues, bring your own kitchen, etc.)

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.
HS.E2.3 Use cost-benefit analysis and/or marginal analysis to evaluate an economic issue.
HS.E3.2 Evaluate how numerous factors and conditions influence market prices.
Rationale: Investigate the benefits of catering operations and the costs of catering options for events. Consider factors in catering that may impact pricing i.e., time of year, time of day, day of the week, size of event, location, etc.

3.11 Describe the role of franchising in the food and beverage industry (i.e., costs, buy-in, financial commitments, brands, standards, etc.)

Economics HS.E1.4 Compare the cost and benefits of several types of investments.
HS.E2.2 Analyze how incentives influence economic choices for individuals, institutions, and societies.
HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and entrepreneurship in a market economy.
HS.E4.1 Use economic data to analyze the health of a national economy.
Rationale: Understand the various types of franchising and how it is an alternative investment strategy for an entrepreneur or investor. Study economic data to determine if it is the best time for an entrepreneur to purchase a franchise.

3.12 Research the costs and procedures for food and beverage recycling (e.g., logistics and financial impact and storage and compliance with the health department)

Economics HS.E2.1 Explain how scarcity results in economic decisions and evaluate their impact on individuals, institutions, and societies.
HS.E2.3 Use cost-benefit analysis and/or marginal analysis to evaluate an economic issue.
HS.E4.4 Explain the effect of advancements in technology and training on economic growth and standards of living.
Rationale: Determine if the costs of recycling have a benefit. Understand the role of scarcity in new recycling procedures. Stud technology enhancements in technology that make recycling procedures easier to implement.

3.13 Identify career paths in the food and beverage sector from entry- to professional-level (i.e., dishwasher, busser, wait staff/server, bartender, line cook, manager, etc.)

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being

Rationale: Evaluate career paths in the food and beverage sector.

STANDARD 4.0 ANALYZE THE RECREATION SECTOR

4.1 Explore the diversity of recreational venues (i.e., amusements, attractions, gaming, fitness, sports, adventure, spa, entertainment, aquatics, etc.)

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HS.E1.2 Analyze the factors that influence how and why people make budgeting and saving choices.
HS.E2.1 Explain how scarcity results in economic decisions and evaluate their impact on individuals, institutions, and societies.
HS.E3.2 Evaluate how numerous factors and conditions influence market prices
Rationale: Review the factors that impact recreational pricing (i.e., off-peak, on-peak seasons, time of day/month/year, events, ticket packages, innovations, etc.) Understand the role of scarcity in government-sponsored and commercial recreation offer affordable options. Note: Similar connection as in Standard 2.1 but related to recreational venue choices.

4.2 Research ideas needed to develop programs and/or products unique to each venue

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.
HS.E1.2 Analyze the factors that influence how and why people make budgeting and saving choices.
HS.E1.4 Compare the cost and benefits of several types of investments.
HS.E2.3 Use cost-benefit analysis and/or marginal analysis to evaluate an economic issue.
HS.E3.1 Explain how buyers and sellers interact to create markets and market structures
Rationale: Investigate how programs, products, and venues are developed based on customer demand. Review programming and product options to determine the best investment and cost-benefits of programs by venue.

4.3 Identify career paths in the recreation sector (i.e., receptionists, nail tech, massage therapists, fitness instructor, golf instructors, gaming, sports, locker room, aquatics, etc.)

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.

Rationale: Investigate career paths in recreation.

STANDARD 5.0 ANALYZE THE TRAVEL AND TOURISM SECTOR

5.1 Define tourism as a social, cultural, and economic phenomenon which entails the movement of people to countries or places outside their usual environment [i.e., logistics, financial implications, resources, local, regional, and state level, various segments (i.e., surf tourism, hiking, golf, international travel tours, etc.)]

5.2 Categorize motivations for travel (e.g., business, pleasure, family commitments/issues, community support/involvement and emergency evacuations/placements)

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.

Rationale: Consider factors of why people travel and what determines their travel choices.

5.3 Examine the various aspects of tourism (i.e., the practice of traveling for recreation; the guidance or management of tourists; the promotion or encouragement of touring; the accommodation of tourists, etc.)

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.
HS.E1.2 Analyze the factors that influence how and why people make budgeting and saving choices.
HS.E2.1 Explain how scarcity results in economic decisions and evaluate their impact on individuals, institutions, and societies.
HS.E2.2 Analyze how incentives influence economic choices for individuals, institutions, and societies.
HS.E2.3 Use cost-benefit analysis and/or marginal analysis to evaluate an economic issue.
HS.E3.1 Explain how buyers and sellers interact to create markets and market structures.
HS.E3.2 Evaluate how numerous factors and conditions influence market prices.
HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and entrepreneurship in a market economy.
HS.E5.1 Evaluate the advantages and disadvantages of global trade.
Rationale: Understand consumer reasons to travel and how travel options are selected based resources. Discuss the role of travel promoters and how incentivizes may vary depending on target markets. Investigate the role of institutional promotional offerings, the relationship to profit, and the buyer and seller interaction. Consider factors that can impact travel volume (i.e., weather, economy, environment, etc.) Study how global trade policies have increased travel volumes in ecotourism, cultural tourism, dark tourism, medical tourism, religious, sports, adventure, etc.

5.4 Research local tourism (i.e., hiking, historical sites, military, etc.), what drives tourism (e.g., geographic, climate, and environmental characteristics), and how tourism is marketed and advertised (i.e., AZ Chamber of Commerce, AZ Department of Tourism, convention and business authorities, etc.)

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HS.E1.2 Analyze the factors that influence how and why people make budgeting and saving choices.
HS.E2.1 Explain how scarcity results in economic decisions and evaluate their impact on individuals, institutions, and societies.
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HS.E3.1 Explain how buyers and sellers interact to create markets and market structures.
HS.E3.2 Evaluate how numerous factors and conditions influence market prices.
HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and entrepreneurship in a market economy.
HS.E4.2 Evaluate the economic conditions that lead to fiscal and monetary policy choices and explain their impact on households and businesses.
HS.E4.3 Explain the roles of institutions in a market economy.
Rationale: Research desirable travel destinations for different target market groups. Investigate common economic concepts such as choices/scarcity, incentives, factors in the decision-making process, fiscal, and monetary policies. Understand the value of research on how individuals, institutions, businesses, and countries can address travel related issues differently.

5.5 Identify the different modes of transportation (e.g., road, rail, water, and air) and how they play a huge role in tourism

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.
HS.E2.1 Explain how scarcity results in economic decisions and evaluate their impact on individuals, institutions, and societies.
HS.E2.3 Use cost-benefit analysis and/or marginal analysis to evaluate an economic issue.
Rationale: Determine the best mode of transportation based on options. Understand how scarcity can determine available travel options and consumer cost/benefits.

5.6 Research the Convention and Visitors Bureau (CVB) and how it supports local tourism (i.e., funded by local government, promotes economic development of the community, etc.)

Economics HS.E3.3 Evaluate the role of government in regulating marketplaces.
HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and entrepreneurship in a market economy.
HS.E4.2 Evaluate the economic conditions that lead to fiscal and monetary policy choices and explain their impact on households and businesses.
HS.E4.3 Explain the roles of institutions in a market economy.
HS.E5.2 Evaluate how interdependence impacts individuals, institutions, and societies.

Rationale: Understand how tourism bureaus help promote destinations whereas, governments often fund recreational activities (i.e., museums, parks, etc.) and transportation. Discuss how AAA, Tourism Bureaus, and Chamber of Commerce promote tourism.

5.7 Create customized tours/promotional packages targeted to individuals or group market

HS.E1.1 Economics: Evaluate how and why people make choices to improve their economic well-being.
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HS.E2.1 Explain how scarcity results in economic decisions and evaluate their impact on individuals, institutions, and societies.
HS.E2.3 Use cost-benefit analysis and/or marginal analysis to evaluate an economic issue.
HS.E3.1 Explain how buyers and sellers interact to create markets and market structures.
HS.E3.2 Evaluate how numerous factors and conditions influence market prices.
Rationale: Discuss how businesses tailor promotional materials based on guest preferences and how scarcity can impact them. Review cost-benefits to select the best promotional package and how buyers and sellers work together to create optimum packages. Review factors that determine costs/prices of tour/promotional packages.

5.8 Identify career paths in the travel and tourism sector (i.e., travel agent/specialist, tour guide, food and beverage server, customer service, military, cruise director, transportation, event planner, marketing manager, etc.)

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.

Rationale: Evaluate career paths in travel and tourism.

STANDARD 6.0 ANALYZE EVENT PLANNING AND THE EVENT MANAGEMENT SECTOR

6.1 Describe in-person or virtual events and their purposes (e.g., meetings, conferences, conventions, expositions, farmers market, weddings, and birthday parties)

Economics HS.E1.2 Analyze the factors that influence how and why people make budgeting and saving choices.
HS.E2.3 Use cost-benefit analysis and/or marginal analysis to evaluate an economic issue.
HS.E3.2 Evaluate how numerous factors and conditions influence market prices

Rationale: Perform a cost-benefit analysis of an an in-person event vs virtual and compare to budget.

6.2 Define the essential components of effective event coordination [i.e., effective verbal and written communication skills, relationship building (internal and external), problem-solving skills, empathy for conflict resolution, organizational skills, etc.]

Economics HS.E3.2 Evaluate how numerous factors and conditions influence market prices.

Rationale: Review essential components needed for an event and the costs of those options to create an effective event.

6.3 Design an event plan (i.e., theme, floor plan, menu, logistics, budget, etc.)

Economics HS.E1.2 Analyze the factors that influence how and why people make budgeting and saving choices.
HS.E2.3 Use cost-benefit analysis and/or marginal analysis to evaluate an economic issue.
HS.E3.2 Evaluate how numerous factors and conditions influence market prices.
HS.E5.2 Evaluate how interdependence impacts individuals, institutions, and societies.
Rationale: Given the guest's budget, design an event proposal using cost-benefit and/or marginal analysis to decide pricing (i.e., venue, entertainment, food, decorations, etc.)

6.4 Explain the role of third-party event coordinators (i.e., middleman planners, implementation and management of event strategies, etc.)

Economics HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and entrepreneurship in a market economy.

Rationale: Investigate third-party event coordinators as a business option.

6.5 Identify career paths in the event planning sector (i.e., event assistant, party host, social media/online events manager, CMP certified meeting planner, caterer, banquet captain, etc.)

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.

Rationale: Evaluate careers in the event planning sector.

STANDARD 7.0 EXAMINE GUEST/CUSTOMER SERVICE STRATEGIES WITHIN THE HOSPITALITY AND TOURISM INDUSTRY

7.1 Describe qualities and characteristics of a successful service professional [i.e., adaptable, ability to cope with stress, think quickly, outgoing personality, empathy, 3 P's (professionalism, patience, and people-first attitude), etc.]

7.2 Apply terminology to facilitate internal communication; concepts that influence the customer experience; and principles to achieve customer service excellence

7.3 Explain how cultural, ethnic, gender, and/or generational differences affect interpersonal interactions (i.e., the ability to communicate successfully, etc.)

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic wellbeing.
HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and entrepreneurship in a market economy.

Rationale: Understand the impact that company culture has on customer appeal as well as how culture can form business organizational structure.

7.4 Identify common strategies of companies with exceptional customer service

7.5 Compare company cultures and how they impact customer service/experience (i.e., how different companies define culture, how to perpetuate culture across all properties, etc.)

7.6 Identify situations in which proactive and/or reactive techniques should be applied when interacting with guests to exceed their expectations

7.7 Analyze guest feedback and develop strategies to improve the overall guest experience based on evaluation results

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.
HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.
HS.E2.2 Analyze how incentives influence economic choices for individuals, institutions, and societies.

Rationale: Discuss how quality service is a business incentive.

7.8 Identify customer retention and recovery strategies in relation to an unsatisfactory experience (i.e., explore/share negative experiences, urgency, sincere apology solutions, etc.)

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.
HS.E2.2 Analyze how incentives influence economic choices for individuals, institutions, and societies

Rationale: Discuss how important customer retention strategies are for business.

7.9 Identify customer retention strategies in relation to a satisfactory experience (i.e., strong brand and its offering, cost effectiveness of retaining customers vs. acquiring new customers, etc.)

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.
HS.E2.2 Analyze how incentives influence economic choices for individuals, institutions, and societies.
HS.E2.3 Use cost-benefit analysis and/or marginal analysis to evaluate an economic issue.

Rationale: Evaluate incentives to best identify customer retention and recovery strategies.

7.10 Practice guest services skills as they relate to the overall guest experience in all sectors of the hospitality industry (i.e., case studies, role play, etc.)

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.

Rationale: Understand the customer's perspective of value proposition

7.11 Analyze service needs of different types of cultures and customers (i.e., pleasure vs. business travel, social and cultural etiquette, etc.)

STANDARD 8.0 ANALYZE THE HUMAN RESOURCE DEPARTMENT WITHIN THE HOSPITALITY AND TOURISM INDUSTRY

8.1 Identify human resource management functions (i.e., recruiting, interviewing, hiring/firing, orientation/training, performance management, retention, pay and benefits, disciplinary/promotions, etc.)

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.
HS.E1.2 Analyze the factors that influence how and why people make budgeting and saving choices.
HS.E2.3 Use cost-benefit analysis and/or marginal analysis to evaluate an economic issue.
HS.E2.2 Analyze how incentives influence economic choices for individuals, institutions, and societies.
HS.E2.3 Use cost-benefit analysis and/or marginal analysis to evaluate an economic issue.

Rationale: Review the different recruitment programs used to staff organizations.

8.2 Recognize employee rights regarding safety, harassment, and discrimination and realize that all employees are human resources

8.3 Develop effective recruitment strategies to source quality internal and external employees (i.e., advertising positions effectively and appealingly, incentive programs, benefits, etc.)

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.
HS.E1.2 Analyze the factors that influence how and why people make budgeting and saving choices.
HS.E2.3 Use cost-benefit analysis and/or marginal analysis to evaluate an economic issue.
HS.E2.2 Analyze how incentives influence economic choices for individuals, institutions, and societies.

Rationale: Investigate future employee recruitment strategies.

8.4 Discuss current trends and strategies of employee retention (e.g., team building, recognition, engagement, and training)

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.
HS.E1.2 Analyze the factors that influence how and why people make budgeting and saving choices.
HS.E2.3 Use cost-benefit analysis and/or marginal analysis to evaluate an economic issue.
HS.E2.2 Analyze how incentives influence economic choices for individuals, institutions, and societies

Rationale: Determine the value of employee benefit packages. Discuss why employees stay with their employer.

8.5 Discuss and define on the job harassment (i.e., unwelcome conduct, unlawful contact, quid pro quo, etc.) and discrimination based on protected characteristics (e.g., race, color, religion, sexual orientation, national origin, age, pregnancy, disability, and genetic information)

HS.E4.3 Economics Explain the roles of institutions in a market economy.

Rationale: Review organizational policies that are designed to protect employees.

8.6 Discuss the importance of employee wellness (i.e., social/physical well-being, drugs/alcohol, crime in the workplace, being proactive, mental health, etc.)

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.

Rationale: Determine the benefits of employee wellness packages and policies.

8.7 Provide awareness for compliance of sensitivity to individuals with disabilities through discussion of Americans with Disabilities Act (ADA) and Occupational Safety and Health Administration (OSHA) regulations

Economics HS.E4.3 Explain the roles of institutions in a market economy.

Rationale: Review organizational policies that are designed to protect employees.

STANDARD 9.0 ASSESS THE SAFETY, SECURITY, AND SANITATION STANDARDS IN THE HOSPITALITY ENVIRONMENT

9.1 Discuss safety issues relevant to the hospitality industry (i.e., housekeepers entering rooms, walking out the back door with the bank bag at night, on-duty lifeguard, security for large events, natural disasters, etc.)

Economics HS.E1.5 Evaluate the ways insurance may minimize personal financial risk.
HS.E3.3 Evaluate the role of government in regulating marketplaces.
HS.E4.3 Explain the roles of institutions in a market economy.

Rationale: Summarize company regulations that protect employees and prevent financial penalties.

9.2 Identify risk management policies, procedures, and practices to ensure efficiency, profitability, and success

Economics HS.E1.5 Evaluate the ways insurance may minimize personal financial risk.

Rationale: Define the purpose of insurance and options available for companies, employees, and entrepreneurs.

9.3 Develop safety practices (i.e., Food Handlers Cert, AHLA, OSHA, ServSafe, etc.)

Economics HS.E3.3 Evaluate the role of government in regulating marketplaces.
HS.E4.3 Explain the roles of institutions in a market economy.

Rationale: Investigate local, state, and national governmental policy enforcement to regulate the hospitality industry.

9.4 Discuss an emergency plan for preventing, responding, and recovering [e.g., bloodborne pathogens, crisis management (active shooter/terrorism), food safety, and fire drills to include assisting ADA guests]

Economics HS.E3.3 Evaluate the role of government in regulating marketplaces.

Rationale: Review OSHA guidance on how to develop an emergency action plan.

9.5 Identify procedures to ensure facility compliance with health and safety regulations (i.e., fire safety, chlorine levels in pools, vehicle key safety, property access, food safety and sanitation, etc.)

Economics HS.E3.3 Evaluate the role of government in regulating marketplaces.
HS.E4.3 Explain the roles of institutions in a market economy.

Rationale: Research local and state authorities enforce compliance procedures to protect people.

9.6 Manage the use and storage of chemicals

Economics HS.E3.3 Evaluate the role of government in regulating marketplaces.

Rationale: Understand chemical policies and procedures.

STANDARD 10.0 EXAMINE THE SALES AND MARKETING FUNCTION IN THE HOSPITALITY AND TOURISM INDUSTRY

10.1 Identify the components of a marketing plan (i.e., market research, target market, positioning, competitive analysis, budget, etc.)

Economics HS.E3.1 Explain how buyers and sellers interact to create markets and market structures.
HS.E5.2 Evaluate how interdependence impacts individuals, institutions, and societies.

Rationale: Investigate marketing plans based on target markets.

10.2 Identify tasks related to hospitality and tourism, sales, and group sales

10.3 Explain market segmentation (breaking the guests into smaller groups and what appeals to them) and target-market (the ideal customer profile) strategies (i.e., current trends, seasonality, etc.)

Economics HS.E3.1 Explain how buyers and sellers interact to create markets and market structures.
HS.E5.1 Evaluate the advantages and disadvantages of global trade.
HS.E5.2 Evaluate how interdependence impacts individuals, institutions, and societies.
Rationale: Explore customize efforts used to reach more buyers. And the adaptability of products and services for global markets. Understand why market segmentation and target marketing strategies can provide better choices for consumers.

10.4 Explain the Five Ps of marketing (e.g., people, price, product, promotion, and placement)

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.
HS.E1.2 Analyze the factors that influence how and why people make budgeting and saving choices.
HS.E3.1 Explain how buyers and sellers interact to create markets and market structures.
HS.E3.2 Evaluate how numerous factors and conditions influence market prices.
HS.E4.1 Use economic data to analyze the health of a national economy.
HS.E5.1 Evaluate the advantages and disadvantages of global trade.
Rationale: Investigate how the 5ive P's can result in better options for consumers when businesses focus efforts to reach new markets. Explore economic data and its impact on consumer spending.

10.5 Evaluate current e-commerce trends and their use in marketing plans (i.e., mobile apps, online payments, online bookings, personalization, Artificial Intelligence (AI), data analytics, etc.)

Economics HS.E3.1 Explain how buyers and sellers interact to create markets and market structures.
HS.E4.4 Explain the effect of advancements in technology and training on economic growth and standards of living.

Rationale: Explore how the Internet is used as marketing tool to reach more customers.

10.6 Define the of role of branding, brand identification, and image development

Economics HS.E1.2 Analyze the factors that influence how and why people make budgeting and saving choices.
HS.E3.2 Evaluate how numerous factors and conditions influence market prices.
Rationale: Explore brand positioning for consumer budgets (i.e., Fairfield Inn for low-end budgets/JW Marriott for large budgets, etc.).

10.7 Compare and contrast the features and benefits of products and services of hospitality sectors to sell strategically

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.
HS.E2.2 Analyze how incentives influence economic choices for individuals, institutions, and societies.
HS.E3.2 Evaluate how numerous factors and conditions influence market prices.

Rationale: Discover marketing options that influence spending and how features and benefits determine pricing.

10.8 Distinguish among the common types of marketing (i.e., cause marketing, advertising, community relations/social responsibility, loyalty programs, referral programs, sales promotions, direct sales, etc.)

Economics HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.

Rationale: Study how flexible promotional strategies are deployed to target markets/

STANDARD 11.0 EXAMINE THE MANAGEMENT AND LEADERSHIP FUNCTIONS OF THE HOSPITALITY AND TOURISM INDUSTRY

11.1 Examine the hiring process including job descriptions and effective interviewing and hiring (i.e., recruiting, screening, orienting, training, etc.)

11.2 Examine employee performance evaluation tools and methods (i.e., setting expectations; a continuous process of engaging, giving, and receiving feedback; mentoring; rewards and recognition; program software; etc.)

Economics HS.E4.4 Explain the effect of advancements in technology and training on economic growth and standards of living.

Rationale: Evaluating employee performance to measure the effects of advancements in training methods.

11.3 Compare and contrast the four management functions [e.g., planning, organizing, directing, and controlling operations (i.e., quality control, employee experience, etc.)]

Economics HS.E4.1 Use economic data to analyze the health of a national economy.
HS.E4.2 Evaluate the economic conditions that lead to fiscal and monetary policy choices and explain their impact on households and businesses.

Rationale: Understand the value of economic data to management decisions.

11.4 Describe organizational cultures (e.g., beliefs, values and attitudes that define a company) and mission statements prior to hiring a candidate

Economics HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and entrepreneurship in a market economy.
HS.E5.1 Evaluate the advantages and disadvantages of global trade.

Rationale: Investigate how company cultures provide business organization structure.

11.5 Demonstrate team-building methods used by managers (i.e., using SMART goals, ice breakers, communication boards, employee spotlights, daily connects, recognition activities, employee engagement, etc.)

11.6 Examine options in technology and leadership strategies for time and task management (i.e., planners, calendars, reminders, delegation/prioritization of tasks, routines, email, electronics, etc.)

Economics HS.E4.4 Explain the effect of advancements in technology and training on economic growth and standards of living.
Rationale: Discuss the efficiencies technology advancements have on routine office tasks which provides extra time for staff to do higher level tasks.

11.7 Identify types and functions of organizational charts (i.e., roles, relationships, etc.)

Economics HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and entrepreneurship in a market economy.

Rationale: Evaluate organizational operation charts and functions.

11.8 Identify the role of the manager in enforcing policies and procedures (i.e., consequences, safety and emergencies, social media, etc.)

Economics HS.E3.3 Evaluate the role of government in regulating marketplaces.
HS.E4.1 Use economic data to analyze the health of a national economy.
HS.E4.2 Evaluate the economic conditions that lead to fiscal and monetary policy choices and explain their impact on households and businesses.
HS.E4.3 Explain the roles of institutions in a market economy.
HS.E5.4 Explain how national economies influence trade.
Rationale: Understand that some organizational laws are enforced by the government. Discuss the purpose of policies and procedures. Policies are designed to improve the economy, and businesses can expand globally with guidance from fiscal and monetary policies.

11.9 Describe characteristics of an effective leader (i.e., integrity, professionalism, motivator, etc.)

11.10 Differentiate between management (e.g., strategic, setting and achieving day-to-day operations) and leadership (e.g., influence and motivation to achieve goals with ideas and innovation)

11.11 Create and execute a staffing and scheduling plan (i.e., including adjustments for call outs, pandemics, unforeseen circumstances, sales, events, etc.)

STANDARD 12.0 EXPLORE FINANCIAL MANAGEMENT IN THE HOSPITALITY INDUSTRY

12.1 Explain the purpose of budgeting

HS.E1.2 Economics Analyze the factors that influence how and why people make budgeting and saving choices.
HS.E1.3 Evaluate the cost and benefits of using credit.
HS.E1.5 Evaluate the ways insurance may minimize personal financial risk.
Rationale: Review how credit can be used effectively within a budget and how can businesses can build credit with suppliers. Discuss how insurance can help preserve a budget.

12.2 Differentiate between revenues and expenses and the effect it has on breaking even, profit, or loss

Economics HS.E1.2 Analyze the factors that influence how and why people make budgeting and saving choices.
HS.E1.3 Evaluate the cost and benefits of using credit.
HS.E3.2 Evaluate how numerous factors and conditions influence market prices.
Rationale: Understand how financial data is used to make business decisions and determine market prices. Identify credit entries on financial statements.

12.3 Define revenue management concepts and functions [i.e., RevPAR (revenue per available room), RevPAR Index, RevPASH (revenue per available seat hour), yield management, etc.]

Economics HS.E1.2 Analyze the factors that influence how and why people make budgeting and saving choices.
HS.E1.3 Evaluate the cost and benefits of using credit.
HS.E2.3 Use cost-benefit analysis and/or marginal analysis to evaluate an economic issue.
HS.E3.2 Evaluate how numerous factors and conditions influence market prices.
HS.E4.4 Explain the effect of advancements in technology and training on economic growth and standards of living.
Rationale: Apply financial concepts to plan budgets and financial terms. Identify credit entries on financial statements and the differences between using and providing credit. Review how financial concepts are used to evaluate economic growth, standards of living, and influence market prices.

12.4 Compare and contrast independent vs. franchise operations (e.g., economy of scale and franchise fees and royalties)

Economics HS.E1.4 Compare the cost and benefits of several types of investments.
HS.E1.3 Evaluate the cost and benefits of using credit.
HS.E4.1 Use economic data to analyze the health of a national economy.
HS.E2.2 Analyze how incentives influence economic choices for individuals, institutions, and societies.
HS.E2.3 Use cost-benefit analysis and/or marginal analysis to evaluate an economic issue.
HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and entrepreneurship in a market economy.
Rationale: Analyze whether franchising or sole proprietorship is the best investment by using economic data. Review how businesses fund their business startup operations. Understand entrepreneurs will select the best business operation for profit motives.

12.5 Analyze economic trends that have a positive and negative impact on the industry (i.e., inflation, unemployment, recession, pandemic, special events, family vacations, business travel, etc.)

Economics HS.E1.3 Evaluate the cost and benefits of using credit.
HS.E2.1 Explain how scarcity results in economic decisions and evaluate their impact on individuals, institutions, and societies.
HS.E3.2 Evaluate how numerous factors and conditions influence market prices.

HS.E3.3 Evaluate the role of government in regulating marketplaces.
HS.E4.1 Use economic data to analyze the health of a national economy.
HS.E4.2 Evaluate the economic conditions that lead to fiscal and monetary policy choices and explain their impact on households and businesses.
HS.E4.3 Explain the roles of institutions in a market economy.
HS.E4.4 Explain the effect of advancements in technology and training on economic growth and standards of living.
HS.E5.4 Explain how national economies influence trade.
Rationale: Understand how interest rates, inflation, fiscal/monetary policy, can influence borrowing money and that scarcity is the driving force behind economics. Review how economic trends can influence market prices. Use data to evaluate the effects of health of market economy. Investigate how businesses adjust to current economic trends. Discuss economic trends of national economies and their policies on trade.

12.6 Describe purchasing and receiving practices and procedures (i.e., quality and quantity, cost effectiveness, storage, inventory, etc.)

12.7 Evaluate the impact of labor costs and labor management to profitability and business success

STANDARD 13.0 EXPLORE THE LEGAL AND ETHICAL RESPONSIBILITIES IN THE HOSPITALITY AND TOURISM INDUSTRY

13.1 Examine the relationship between ethics and law for the industry
Economics HS.E3.4 Explain the distinct types of business. organizations and analyze the role of innovation and entrepreneurship in a market economy.
HS.E4.3 Explain the roles of institutions in a market economy.
HS.E5.4 Explain how national economies influence trade.
Rationale: Organizations may address ethics and laws differently depending on the size and knowledge of their management team.
Businesses have to comply with policies to remain competitive or risk consequences such as fees or possibly removal from the market.
New markets (globalization) mean new laws and ethical dilemmas. Most countries have laws that favor trade/business with other nations.
Other academic standards that can align with CTE Standard13.1 include HS.C4.2, HS.C4-6 Civics

13.2 Define ethical and unethical behavior and consequences in the workplace (e.g., theft, privacy considerations, and code of conduct)
Economics HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and entrepreneurship in a market economy.
HS.E3.2 Evaluate how numerous factors and conditions influence market prices.
Rationale: Company policies and procedures address ethical practices and form the culture of an organization. Violations of ethical standards can lead to loss of money or lawsuits which will influence market prices.

13.3 Identify legal issues concerning employment in the hospitality industry (e.g., drug testing, hiring practices, safety, discrimination, privacy, harassment, and Title VII)
Economics HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and entrepreneurship in a market economy.
HS.E4.2 Evaluate the economic conditions that lead to fiscal and monetary policy choices and explain their impact on households and businesses.
HS.E4.3 Explain the roles of institutions in a market economy.
Rationale: Understand how organizations are staffed to process legal issues and how government agencies enforce business laws in the market economy.

13.4 Identify legal issues that impact the industry (e.g., consumer protection, duty of care, and human trafficking)
Economics HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and entrepreneurship in a market economy.
HS.E4.2 Evaluate the economic conditions that lead to fiscal and monetary policy choices and explain their impact on households and businesses.
HS.E4.3 Explain the roles of institutions in a market economy.
HS.E5.4 Explain how national economies influence trade.
Rationale: Examine organizational consequences of legal issues over government laws, policies, and regulations. Understand the impact of import barriers (i.e., quotas, embargos, tariffs, etc.).