

FBLA: HOSPITALITY MANAGMENT

| Competency: Hospitality Marketing Concepts 12% | |
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| Tasks | |
| 1. | Describe the basic concepts of marketing as they relate to the hospitality industry. |
| 2. | Define the seven key marketing functions: selling, marketing information management, financing, pricing, promotion, product/service management, and distribution. |
| 3. | Define service marketing and how it relates to the hospitality industry. |
| 4. | Explain the impact of travel and tourism on the U.S. economy as well as worldwide. |
| 5. | Describe various advertising strategies for the hospitality industry. |
| 6. | Explain public relations and publicity as they relate to the hospitality industry. |
| 7. | Explain the role of demographics as it relates to hospitality management. |
| 8. | Describe market segmentation and meeting the needs of various target markets in the hospitality industry. |
| 9. | Explain the product and service mix for various types of hospitality businesses. |
| 10. | Describe marketing strategies for the hospitality industry. |
| Competency: Types of Hospitality Markets and Customers 7% | |
| Tasks | |
| 1. | Define the impact that a conference/convention center has on the hospitality industry for a city or region. |
| 2. | Describe the latest trends regarding the leisure traveler: eco/environmental, extreme sports, etc. |
| 3. | Define the different hotel and motel types. |
| 4. | Describe property-wide amenities that meet the needs of the different target markets in the hospitality industry. |
| 5. | Explain the difference between a full-service and a limited-service hotel. |
| 6. | Differentiate needs for various markets in the hospitality industry. |
| 7. | Describe financial criteria for different target markets in the hospitality industry. |
| 8. | Analyze the importance of long-term hospitality relationships with other major industries and individuals. |
| 9. | Describe incentives and rewards for long-term repeat individuals/groups in the hospitality industry. |
| 10. | Describe the value of customer feedback in the hospitality industry as it relates to improvement to product and service. |

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| Competency: Hospitality Operation and Management Functions 18% | |
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| Tasks | |
| 1. | Select an accounting system using good accounting practices. |
| 2. | Describe strategies and procedures for determining room rates and prices in the hotel industry. |
| 3. | Collect and interpret financial data to prepare financial statements such as balance sheet, income statement, cash flow projections, and summary of sales and receipts. |
| 4. | Interpret data from financial statements to develop short- and long-term budgetary plans, to determine point of profitability and viability, and to analyze cash flow forecast (e.g., RevPar). |
| 5. | Describe basic purchasing procedures commonly used in the hospitality industry. |
| 6. | List different sources of financing available for purchasing a hospitality business. |
| 7. | Discuss strategies for increasing occupancy rates. |
| 8. | Define occupancy rate and yield management in the hospitality industry. |
| 9. | Explain the four basic functions of hospitality management: planning, organizing, implementing, and controlling. |
| 10. | Describe the importance of planning and forecasting for the hospitality industry. |
| 11. | Analyze the importance of having good hospitality personnel to support meetings, events, and lodging for the customer. |
| 12. | Explain the importance of strategic planning and synergy for successful management of hospitality events. |
| 13. | Describe the leadership characteristics and human relations skills that help managers influence employees to perform at a higher level. |
| Competency: Customer Service in the Hospitality Industry 13% | |
| Tasks | |
| 1. | Describe in-room hotel amenities and explain why they are important to guests. |
| 2. | Describe property-wide hotel amenities and explain why they are important to guests. |
| 3. | Determine, maintain, and improve the marketing mix (product, price, place, and promotion). |
| 4. | Apply strategies for determining and adjusting prices to maximize on return and meet customers' perceptions of value. |
| 5. | Develop and deliver effective customer relation skills in order to provide good customer service. |
| 6. | Establish effective selling philosophies in order to develop customer loyalty and profitability. |
| 7. | Explain typical rating systems used in the lodging business. |
| 8. | Conduct research to determine customer needs and wants in the hospitality industry. |
| 9. | Gather and evaluate marketing information to make hospitality business decisions. |
| 10. | Analyze the characteristics, motivations, and behaviors of hospitality consumers. |

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| Competency: Human Resource Management in the Hospitality Industry 16% | |
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| Tasks | |
| 1. | Explain basic activities for front-of-the-house and back-of-the-house operations in a hotel. |
| 2. | Identify various types of employee compensation and recognition. |
| 3. | Evaluate the effects of employees' absenteeism, errors, or other negative employee behaviors on business productivity. |
| 4. | Plan, develop, and implement employee orientation and training programs. |
| 5. | Develop an employee recruitment plan designed to identify and hire qualified employees. |
| 6. | Describe the salary and fringe benefit package that will attract the best employees to the hospitality industry. |
| 7. | Develop a plan for evaluation of employee performance and productivity. |
| 8. | Develop separation, termination, and transition procedures for processing employee personnel actions. |
| 9. | Plan and manage work schedules and personnel to maximize operations. |
| 10. | Describe safe working conditions in the hospitality industry to include OSHA Guidelines. |
| 11. | Identify and explore career opportunities to create a professional growth and development plan. |
| 12. | Exhibit positive work behaviors and personal qualities to enhance the work environment. |
| 13. | Motivate and supervise personnel to achieve completion of projects and company goals. |
| 14. | Develop an organizational chart with staffing/human resource plans including job descriptions and recruitment techniques. |
| 15. | Identify ways to improve employee morale and customer satisfaction. |
| 16. | Identify basic principles of organized labor and describe their influence on the hospitality industry. |
| 17. | Explain the impact of equal employment opportunity and affirmative action on the hospitality industry. |
| 18. | Identify personal characteristics of effective employees within the hospitality industry. |
| 19. | Identify global factors affecting the future of the hospitality workforce. |
| 20. | Identify technology and other factors affecting the future hospitality workforce. |

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| Competency: Legal Issues, Financial Management, and Budgeting for the Hospitality Industry 7% | |
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| Tasks | |
| 1. | Describe the type of liability insurance needed in the hospitality industry. |
| 2. | Describe accommodations that meet ADA standards. |
| 3. | Interpret the information found on financial statements in the hospitality industry. |
| 4. | Explain the relationship between occupancy rate and budget for a hospitality venue. |
| 5. | Explain rack rates, business rates, and leisure rates in the hospitality industry. |
| 6. | Demonstrate knowledge of social, ethical, and legal issues of the hospitality industry. |
| 7. | Explain the legal aspects of contracts in the hospitality industry. |
| 8. | Apply legal interpretations to employee situations, retention of records, safety and security issues, and financial data. |
| 9. | Demonstrate knowledge of consumer protection laws. |
| 10. | Develop procedures for the legal review of documents and procedures, such as contracts. |
| 11. | Analyze the impact of federal, state and local government regulations on the hospitality industry. |
| 12. | Implement safety, health, and environmental controls to minimize loss and risk. |
| 13. | Identify reasons for liability insurance and disclaimers in the hospitality industry. |
| 14. | Analyze the importance of guest security and anonymity in the hospitality industry. |
| Competency: Current Hospitality Industry Trends 8% | |
| Tasks | |
| 1. | Describe the impact of technology on the reservation business/process. |
| 2. | Describe the latest trends and technologies affecting business travelers. |
| 3. | Describe the latest trends affecting leisure. |
| 4. | Describe how advances in technology allow the hospitality industry to keep up-to-date customer records. |
| 5. | Explain hospitality industry processes for the collection of customer database information. |
| 6. | Describe advances in technology that benefit hotel guests. |

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| Competency: Environmental, Ethical, and Global Issues for the Hospitality Industry 10% | |
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| Tasks | |
| 1. | Identify factors that encourage and influence global tourism. |
| 2. | Explain special considerations for international travelers. |
| 3. | Describe the importance of global travel. |
| 4. | Apply ethical conduct in dealing with international business transactions. |
| 5. | Describe environmentally sound practices regarding guests in the hospitality industry. |
| 6. | Describe environmentally sound practices for hospitality industry properties. |
| 7. | Exhibit ethical and legal social behaviors when using information and technology in the hospitality industry and discuss the consequences of misuse. |
| 8. | Apply a professional code of ethics to a workplace problem or issue. |
| 9. | Explain the relationship of business ethics to product/service management. |
| 10. | Describe the role of ethics and social responsibility on decision making in the hospitality industry. |
| 11. | Explain lodging and tourism taxes imposed by states and counties. |
| 12. | Identify current laws and regulations that impact the hospitality industry. |
| 13. | Explain the ripple direct and indirect effect of tourism dollars. |
| 14. | Demonstrate the economic impact of tourism on a state's economy. |
| 15. | Explain the economic role played by the hospitality industry in satisfying customer needs and wants in a free enterprise system. |
| 16. | Explain the importance of monitoring economic trends in the hospitality industry as it relates to sales strategies for different economic cycles. |

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| Competency: Hotel Sales Process 15% | |
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| Tasks | |
| 1. | Explain strategies for increasing sales in the hospitality industry as it relates to rooms, commodities, attractions etc. |
| 2. | Describe the impact of Internet sales on the hospitality industry. |
| 3. | Identify markets for potential group sales. |
| 4. | List sales strategies for event marketing as it relates to business. |
| 5. | List sales strategies as they relate to leisure customers. |
| 6. | Apply the steps of the sales process in the hospitality industry. |
| 7. | Describe different sales promotions used in the lodging industry. |
| 8. | Identify successful strategies for the hospitality industry that are designed to generate repeat business. |
| 9. | Explain how sales efforts are tied to personal service. |
| 10. | Identify characteristics of an effective salesperson as they relate to the sale, communication after the sale, and follow up in the hospitality industry. |
| 11. | Identify customer prospecting strategies for the hospitality industry. |
| 12. | Describe elements of the hospitality sales contract. |
| 13. | Describe effective strategies for servicing hospitality meetings and hotel individual guests. |
| 14. | Describe sales strategies for economic downturns. |

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