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LAFS.910.W.1.1	List career positions in a variety of hospitality and tourism related industry components (e.g., ground transportation, cruise, air travel, lodging, food service, retail and corporate travel, leisure and recreation, conventions and special events).	70, 96-109, 115, 117-120, 127-129, 134-135, 187, 193-209, 216-229, 234-235, 239, 247, 252-265, 282-283, 302-303, 325-327, 348-349, 364, 376, 390-392, 404-408, 463-466, 502
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LAFS.910.L.3.4	Describe effective staff communication and its uses (e.g., interpersonal, departmental, interdepartmental, company).	33-34, 387-388, 481-484
LAFS.910.L.2.3	Identify, read, and comprehend a variety of forms of written communications utilized in the workplace.	144, 372, 351, 354, 381 (activity #19), 400-401, 403, 426, 483
LAFS.910.L.3.4	Identify, read, and comprehend a variety of forms of written communications utilized in the workplace.	
LAFS.910.W.1.2	Prepare a business letter, memo, fax, and e-mail.	34, 483-485
LAFS.910.W.2.6	Prepare a business letter, memo, fax, and e-mail.	34, 483-485
LAFS.910.SL.1.1	Describe positive guest/client relations.	28-34
10.3.2	Describe positive guest/client relations.	28-34

LAFS.910.SL.1.1	Demonstrate ability to speak effectively to guests, co-workers, supervisors, and vendors using grammar and terminology appropriate to the industry.	33-35, 481-484
10.3.5	Demonstrate ability to speak effectively to guests, co-workers, supervisors, and vendors using grammar and terminology appropriate to the industry.	33-35, 481-484
LAFS.910.L.3.4	Identify techniques of placing, answering, placing on hold, recording messages, and referring telephone calls.	483
LAFS.910.SL.1.1	Identify techniques of placing, answering, placing on hold, recording messages, and referring telephone calls.	
LAFS.910.L.3.4	Identify techniques of dealing with inappropriate telephone calls (i.e., bomb threats, obscene, abusive).	420-435
LAFS.910.SL.1.1	Identify techniques of dealing with inappropriate telephone calls (i.e., bomb threats, obscene, abusive).	
LAFS.910.SL.1.1	Demonstrate effective etiquette/netiquette in a business situation such as meals and general courtesy.	494
LAFS.910.SL.1.1	Discuss importance of developing networking skills to expand contacts within the industry.	15-16, 485
LAFS.910.W.3.7, 9	Research social and professional networking websites (Twitter, Facebook, LinkedIn, etc.) and explain how these sites affect the hospitality industry and its employees.	506 (Hospitality Ethics feature)
SC.912.N.1.4	Research social and professional networking websites (Twitter, Facebook, LinkedIn, etc.) and explain how these sites affect the hospitality industry and its employees.	
LAFS.910.W.1.2	Discuss importance of providing clear directions, interpretations, descriptions, and explanations.	33-35, 481-484
LAFS.910.SL.2.4	Create and deliver an oral presentation.	19 (activities #12, 16, 17), 37 (activities #18, 20), 73 (activity #19), 93 (activities #23-25), 167 (activity #23), 285 (activity #19), 305 (activity #19), 345 (activity #21), 381 (activities #17, 21), 397 (activity #20), 435 (activity #21), 453 (activity #17), 477 (activity #17), 481-483, 499 (activity #21), and 511 (activity #15)

LAFS.910.SL.2.5	Use presentation software to create a professional presentation that can be used for employee training.	19 (activities #12, 16, 17), 37 (activities #18, 20), 73 (activity #19), 93 (activities #23-25), 167 (activity #23), 285 (activity #19), 305 (activity #19), 345 (activity #21), 381 (activities #17, 21), 397 (activity #20), 435 (activity #21), 453 (activity #17), 477 (activity #17), 481-483, 499 (activity #21), and 511 (activity #15)
LAFS.910.L.3.4	Identify and demonstrate conflict resolution techniques related to customer service (i.e., resolving complaints, disputes, and negotiations).	33-37, 483
LAFS.910.SL.1.1	Identify and demonstrate conflict resolution techniques related to customer service (i.e., resolving complaints, disputes, and negotiations).	
LAFS.910.W.1.2	Identify components of and prepare an itinerary.	285 (activity #21), 300
MAFS.912.S-IC.2.6	Demonstrate ability to locate and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, maps, and Internet resources.	19 (activity #17), 51-52, 425-426, 462-465
LAFS.910.SL.1.1	Demonstrate ability to locate and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, maps, and Internet	
LAFS.910.W.2.6	Demonstrate ability to locate and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, maps, and Internet	
LAFS.910.SL.1.1	Identify types of technology/equipment used in a hospitality/tourism-related workplace (i.e., cash register, computer, scanner, time clock, and fax).	51-52, 100, 140-142, 144-145, 189 (activity #22), 201-202, 241-243, 402
LAFS.910.W.1.2	Explain concept of supply and demand (e.g., overbooking, yield management).	97
LAFS.910.W.1.2	Explain role of employee productivity in contributing to profit margin (bottom line).	231 (activity #22), 343
LAFS.910.W.1.2	Identify economic opportunities in the industry.	6-7, 52-53
MAFS.912.S-IC.2.6	Explain impact of tourism on local, state, national, and international economies.	289-290, 301-302

LAFS.910.W.1.2	Explain impact of tourism on local, state, national, and international economies.	
10.1.4	Explain impact of tourism on local, state, national, and international economies.	
LAFS.910.SL.2.4	Identify advantages and disadvantages of the primary forms of business ownership.	334-337
LAFS.910.W.1.1	Identify advantages and disadvantages of the primary forms of business ownership.	
SC.912.N.1.1	Identify advantages and disadvantages of the primary forms of business ownership.	
LAFS.910.RI.1.1	Explain marketing and its role in the industry and the free enterprise system.	383-397
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10.6.5	Explain marketing and its role in the industry and the free enterprise system.	
LAFS.910.SL.1.1	Explain elements in the marketing mix (price, product, promotion, place, and people).	384-388
LAFS.910.W.1.2	Explain elements in the marketing mix (price, product, promotion, place, and people).	
10.6.5	Explain elements in the marketing mix (price, product, promotion, place, and people).	
LAFS.910.SL.1.1	Explain functions of the business and marketing plan.	388-390, 505-509
LAFS.910.W.1.2	Explain functions of the business and marketing plan.	

10.6.5	Explain functions of the business and marketing plan.	
LAFS.910.SL.1.1	Explain concept of service vs. product marketing strategies.	383-397
LAFS.910.W.1.2	Explain concept of service vs. product marketing strategies.	
10.6.5	Explain concept of service vs. product marketing strategies.	
LAFS.910.SL.1.1	Explain concept of target markets and market identification (e.g., market segmentation).	384-386
LAFS.910.W.1.2	Explain concept of target markets and market identification (e.g., market segmentation).	
10.6.5	Explain concept of target markets and market identification (e.g., market segmentation).	
LAFS.910.SL.1.1	Display an understanding of the different marketing channels used to promote destinations and products.	390-393
10.6.5	Display an understanding of the different marketing channels used to promote destinations and products.	
LAFS.910.L.3.6	Identify niche markets (customer segmentation).	274-275, 384-386
10.6.5	Identify niche markets (customer segmentation).	
LAFS.910.L.3.6	Identify specialty markets (product segmentation, e.g., sports, shopping, religion).	274-275, 296-298, 384-386
10.6.6	Identify specialty markets (product segmentation, e.g., sports, shopping, religion).	

LAFS.910.L.2.3	Recognize cultural customs and taboos.	7, 44-45, 358, 376-377
10.6.6	Recognize cultural customs and taboos.	
LAFS.910.SL.1.1	Discuss the role of federal, state and local regulatory agencies as it relates to hospitality and tourism.	163-165, 291-294, 367-368, 370-372, 395
LAFS.910.W.3.7	Identify methods of gathering customer feedback.	71
LAFS.910.SL.1.1	Explain purpose, principles, and importance of selling.	390-393
LAFS.910.L.3.6	Identify effective sales techniques (e.g., steps in sales process, cross-selling, upselling and alternative options).	390-393
LAFS.910.L.3.6	Explain motivation, needs, and expectations of the hospitality and tourism consumer and how it affects their lodging selection.	23
LAFS.910.SL.1.1	Identify an effective sales presentation (e.g., feature-benefit analysis).	390-393
LAFS.910.W.1.2	Identify an effective sales presentation (e.g., feature-benefit analysis).	
LAFS.910.SL.1.1	Discuss the importance of meeting specialized sales needs (e.g., business travel, conventions and meetings, conferences, physically and/or mentally challenged).	45-46, 115-120, 123-126, 185
LAFS.910.W.1.1	Identify pros and cons of using the Internet as a sales tool.	390
LAFS.910.W.1.3	Identify pros and cons of using the Internet as a sales tool.	
LAFS.910.SL.1.1	Identify an effective sales presentation (e.g., feature-benefit analysis).	390-393

LAFS.910.L.3.4	Identify an effective sales presentation (e.g., feature-benefit analysis).	
LAFS.910.SL.1.1	Discuss the importance of meeting specialized sales needs (e.g., business travel, conventions and meetings, conferences, physically and/or mentally).	45-46, 115-120, 123-126, 185
	Perform addition, subtraction, multiplication, division, ratios, and percentages as they relate to hospitality and tourism (e.g., air travel, lodging, food service, car rentals, tours, cruises).	19 (activity #17), 55 (activity #23), 231 (activity #22), 285 (activity #21), 399-411, 483
LAFS.910.W.1.1	Apply problem-solving techniques to hospitality and tourism sales-related transactions (e.g., cash, checks, debit cards, credit cards, discounts, etc).	100, 102, 200-201, 400
SC.912.N.1.1	Apply problem-solving techniques to hospitality and tourism sales-related transactions (e.g., cash, checks, debit cards, credit cards, discounts, etc).	
LAFS.910.W.1.2	Interpret quantitative information from tables, charts, and graphs as related to the hospitality/tourism related workplace.	19 (activity #17), 51-52, 425-426, 462-465
SC.912.N.1.1	Interpret quantitative information from tables, charts, and graphs as related to the hospitality/tourism related workplace.	
	Using standard industry formulas relative to discount date and due date, compute amount of payment on an invoice.	405
	Calculate commissions, gratuities, taxes, and miscellaneous charges.	91 (Hospitality Ethics feature), 272, 370, 400, 439
	Calculate actual flying time and time zone differences.	279-280, 512 (Appendix A)
	Use ratios, proportions, and scales to calculate distance on a map.	—
LAFS.910.L.3.6	Identify sources of currency exchange rates.	—

LAFS.910.SL.1.1	Identify sources of currency exchange rates.	
LAFS.910.W.3.7	Research a foreign hotel and convert the cost of one room night from a foreign currency to dollars using an online calculator and/or math conversions.	—
LAFS.910.W.4.10	Research a foreign hotel and convert the cost of one room night from a foreign currency to dollars using an online calculator and/or math conversions.	
LAFS.910.W.1.3	Classify different payment options (e.g., cash, personal checks, traveler's checks, credit cards, debit cards, incentive program points).	400
	Calculate refunds and exchange transactions for hospitality and tourism related services.	—
LAFS.910.SL.1.1	Explain the function of a night audit in the lodging and cruise industry.	406-407
LAFS.910.W.1.2	Explain the function of a night audit in the lodging and cruise industry.	