

# Introduction to Hospitality and Event Planning

Analyze the major aspects of the hospitality and event planning industry and the industry's role in local, state, national, and global economies. [BMM.HS.17.1](#)

- a** Define and compare core elements of the hospitality and event planning industry (e.g. lodging, travel, and tourism; event planning; theme parks, attractions, and exhibitions). [BMM.HS.17.1.A](#)

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- b** Determine the relationship of amusements and recreation to travel and tourism. [BMM.HS.17.1.B](#)

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- c** Analyze trends and their impact on hospitality and event planning practices (e.g., economy, green movement, sports, etc.). [BMM.HS.17.1.C](#)

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- d** Analyze the impact and contributions of various segments of the industry on economies, cultures, and the environment. [BMM.HS.17.1.D](#)

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- e** Compare and contrast the relationship between industry trends and economic trends. [BMM.HS.17.1.E](#)

Analyze career opportunities within the hospitality and event planning industry. [BMM.HS.17.2](#)

- a** Explain the roles and functions of individuals engaged in hospitality and event planning careers. [BMM.HS.17.2.A](#)

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- b** Identify opportunities for employment in hospitality and event planning. [BMM.HS.17.2.B](#)

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- c** Describe the working conditions of various careers in the hospitality and event planning industry. [BMM.HS.17.2.C](#)

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- d** Summarize education and training requirements for careers in hospitality and event planning. [BMM.HS.17.2.D](#)

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- e** Compare the relationship between the hospitality and event planning industry. [BMM.HS.17.2.E](#)

Analyze safety and security practices in hospitality and event planning. [BMM.HS.17.3](#)

- a** Explain the importance of safety and security related to the hospitality and event planning industries. [BMM.HS.17.3.A](#)

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- b** Summarize evacuation plans and emergency procedures. [BMM.HS.17.3.B](#)

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- c** Describe personal safety to avoid injury or accidents. [BMM.HS.17.3.C](#)

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**d** Explain the impact of laws and regulations that affect accommodations and practices (e.g., Americans with Disabilities Act, wage and hour laws, tenant status, accommodation of minors, etc.). [BMM.HS.17.3.D](#)

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**Apply concepts of quality service to ensure customer satisfaction.** [BMM.HS.17.4](#)

**a** Summarize industry standards for service that meet cultural and geographic expectations of guests or customers. [BMM.HS.17.4.A](#)

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**b** Describe how employee dispositions can impact customer satisfaction. [BMM.HS.17.4.B](#)

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**c** Compare the effects of customer relations on success of the hospitality and event planning industries. [BMM.HS.17.4.C](#)

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**d** Identify the needs, desires, and interests of guests in order to exceed their expectations by implementing total quality management practices (TQM). [BMM.HS.17.4.D](#)

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**e** Recognize common guest complaints and the service solutions for preventing or resolving them. [BMM.HS.17.4.E](#)

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**Analyze effective management principles within the hospitality and event planning industry.** [BMM.HS.17.5](#)

**a** Explain the relationship between facilities management and profit and loss, including the costs of resource consumption, breakage, theft, supplies use, and decisions for repairs or replacement. [BMM.HS.17.5.A](#)

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**b** Explain procedures for handling cash and noncash transactions (e.g., balancing cash, credit cards, personal checks, identifying counterfeit currency, etc.). [BMM.HS.17.5.B](#)

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**c** Explain the role of individual departments as they impact the business as a whole. [BMM.HS.17.5.C](#)

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**d** Describe the relationship between facility and equipment management and profit and loss (e.g., costs of resource consumption, breakage, theft, decisions for repairs or replacement, etc.). [BMM.HS.17.5.D](#)

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**e** Summarize procedures for maintaining inventories, requisitioning equipment and tools, and storing and restocking supplies. [BMM.HS.17.5.E](#)

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**Plan and carry out an event.** [BMM.HS.17.6](#)

**a** Describe various types of event planning and managing services within the industry (e.g., fundraiser, sporting event, special occasion/celebration, concert, etc.). [BMM.HS.17.6.A](#)

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**b** Describe the importance of establishing business relationships with a variety of locations, food suppliers, and other vendors. [BMM.HS.17.6.B](#)

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**c** Demonstrate the essential procedures for promoting, publicizing, and evaluating an event. [BMM.HS.17.6.C](#)

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**d Develop schedules, registration tools, event materials, and programs.** BMM.HS.17.6.D

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**e Demonstrate procedures for setting up facilities, equipment, and supplies.** BMM.HS.17.6.E

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**f Outline the process for planning events based on specific themes, budgets, agendas, space and security needs.** BMM.HS.17.6.F