

Hospitality Management Study Guide

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Hospitality Management Study Guide Hospitality management is the academic study of the hospitality industry. A degree in Hospitality management is often conferred from either a university college dedicated to the studies of hospitality management or a business school with a department in hospitality management studies. Degrees in hospitality management may also be referred to as hotel management, hotel and tourism management, or hotel administration. Management Study Guide: Hospitality management studies Hospitality Management 1) ___ is the balance of product, price, promotion, and distribution. a. Marketing mix b. Product line c. Amenities d. Equilibrium Competency: Hospitality Marketing concepts 2) ___ is where a business stands in relation to other similar businesses. a. Market share b. Market position c. Mission d. Target objective Hospitality Management - FBLA-PBL Objective Test Competencies: Current Industry Trends; Customer Expectations; Environmental and Global Issues; Financial Management and Budgeting; Human Resources; Legal Issues; Marketing Concepts; Operations and Management Functions Case: A hospitality-related case study distributed the evening prior to the final round of competition that may include financial management, operations, human resources, customer expectations, legal, environmental issues, etc. Skills: Hospitality is an important ... Hospitality Management (PBL) - FBLA-PBL Competitive Event Learn hospitality management with free interactive flashcards. Choose from 500 different sets of hospitality management flashcards on

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