

HOSPITALITY SERVICES MANAGEMENT TEAM DECISION MAKING EVENT

INSTRUCTIONAL AREA Pricing

PERFORMANCE INDICATORS

1. Describe the concept of price.
2. Explain the nature and scope of the pricing function.
3. Describe the role of business ethics in pricing.
4. Explain factors affecting pricing decisions.
5. Explain the concept of price in the hospitality industry.
6. Explain the principles of supply and demand.
7. Describe the concepts of economic scarcity and economic activities.

DESCRIPTION: Knowledge of hotel pricing

INSTRUCTIONAL AREA Customer Relations / Promotion

PERFORMANCE INDICATORS

1. Explain the nature of positive customer relations.
2. Discuss the nature of customer relationship management.
3. Reinforce service orientation through communication.
4. Explain the role of promotion as a marketing function.
5. Identify communications channels used in sales promotion.
6. Explain types of promotion.
7. Explain the nature of a promotional plan.

DESCRIPTION: Knowledge of loyalty program