

Hospitality and Tourism Program Standards

1. Personal Qualities and People Skills					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
Demonstrate a positive work ethic by coming to work every day on time, a willingness to take direction, and motivation to accomplish the task at hand.	0	1	19	2.95	20
Demonstrate integrity by abiding by workplace policies and laws and demonstrating honesty and reliability.	0	2	18	2.90	20
Demonstrate teamwork skills by contributing to the success of the team, assisting others, and requesting help when needed.	1	7	12	2.55	20
Demonstrate positive self-representation skills by dressing appropriately and using language and manners suitable for the workplace.	0	6	14	2.70	20
Demonstrate diversity awareness by working well with all customers and co-workers.	0	6	14	2.70	20
Demonstrate conflict-resolution skills by negotiating diplomatic solutions to interpersonal and workplace issues.	3	10	7	2.20	20
Demonstrate creativity and resourcefulness by contributing new ideas and working with initiative.	3	15	2	1.95	20
<i>answered question</i>					20
<i>skipped question</i>					1

2. Professional Knowledge and Skills					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
Demonstrate effective speaking and listening skills by communicating effectively with customers and employees and following directions.	0	4	16	2.80	20
Demonstrate effective reading and writing skills by reading and interpreting workplace documents and writing clearly.	0	15	5	2.25	20
Demonstrate critical-thinking and problem-solving skills by analyzing and resolving problems that arise in completing assigned tasks.	0	14	6	2.30	20

Demonstrate healthy behaviors and safety skills by following safety guidelines and managing personal health.	0	8	12	2.60	20
Demonstrate understanding of workplace organizations, systems, and climates by identifying "big picture" issues and fulfilling the mission of the workplace.	3	13	4	2.05	20
Demonstrate lifelong-learning skills by continually acquiring new industry-related information and improving professional skills.	6	10	4	1.90	20
Demonstrate job acquisition and advancement skills by preparing to apply for a job and seeking promotion.	6	13	1	1.75	20
Demonstrate time, task, and resource management skills by organizing and implementing a productive plan of work.	3	10	7	2.20	20
Demonstrate mathematical skills by using mathematical reasoning to accomplish tasks	2	17	1	1.95	20
Demonstrate customer service skills by identifying and addressing the needs of all customers and providing helpful, courteous, and knowledgeable service.	0	5	15	2.75	20
<i>answered question</i>					20
<i>skipped question</i>					1

3. Technology Knowledge and Skills					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
Demonstrate proficiency with job-specific technologies by selecting and safely using technological resources to accomplish work responsibilities in a productive manner.	2	15	4	2.10	21
Demonstrate proficiency with information technology by using computers, file management techniques, and software/programs effectively.	6	12	2	1.80	20

Demonstrate proper Internet use and security by using the Internet appropriately for work.	6	8	6	2.00	20
Demonstrate proficiency with telecommunications by selecting and using appropriate devices, services, and applications.	5	13	2	1.85	20
<i>answered question</i>					21
<i>skipped question</i>					0

CONTENT STANDARD 1.0: HOSPITALITY AND TOURISM INDUSTRY

Performance Standard 1.1: Careers in Hospitality and Tourism

Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
1.1.1 List advantages and challenges of a hospitality and tourism career.	7	6	6	1.95	19
1.1.2 Identify and describe career paths, employment and entrepreneurial opportunities within the hospitality and tourism industries.	6	12	1	1.74	19
1.1.3 Explain the interdependence of all jobs to success of the industry.	7	12	0	1.63	19
1.1.4 Explain education and training experiences to meet career goals in the hospitality and tourism industry.	5	13	1	1.79	19
1.1.5 Develop industry related transferable skills required for employment and advancement.	2	13	4	2.11	19
1.1.6 Explore the role of professional organizations in the hospitality and tourism industries	9	8	2	1.63	19
1.1.7 Explore the role of professional organizations in the hospitality and tourism industries.	10	6	3	1.63	19
<i>answered question</i>					19
<i>skipped question</i>					2

Performance Standard 1.2: Job Application Skills

Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
1.2.1 Identify the steps involved in applying for a job.	3	9	7	2.21	19
1.2.2 Complete a job application.	2	6	11	2.47	19
1.2.3 Create a professional portfolio, including a resume and cover letter.	2	10	7	2.26	19
1.2.4 Prepare for an interview.	1	7	11	2.53	19
1.2.5 Demonstrate the interview process.	2	8	9	2.37	19
<i>answered question</i>					19
<i>skipped question</i>					2

Performance Standard 1.3: Current Trends						
	Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
1.3.1	Investigate current trends.	7	10	2	1.74	19
1.3.2	Evaluate the effects of current trends.	9	9	1	1.58	19
1.3.3	Recognize the personal needs of all guests, employees and stakeholders, including those needing special accommodations (e.g., language, health, Americans with Disabilities Act [ADA] requirements, etc.).	4	7	8	2.21	19
1.3.4	Describe the impact of globalization and diversity.	10	8	1	1.53	19
1.3.5	Recognize the impact of technology trends.	9	6	4	1.74	19
1.3.6	Investigate current legal and political trends.	11	6	2	1.53	19
<i>answered question</i>						19
<i>skipped question</i>						2

Performance Standard 1.4: Guest Services						
	Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
1.4.1	Define "moments of truth."	4	10	5	2.05	19
1.4.2	Define exceptional guest service.	0	8	11	2.58	19
1.4.3	Evaluate the importance of guests.	1	7	11	2.53	19
1.4.4	Articulate the needs of guests.	0	6	13	2.68	19
1.4.5	Demonstrate means of anticipating and exceeding guests needs.	0	6	13	2.68	19
1.4.6	Demonstrate methods of conflict resolution and guest recovery.	0	6	13	2.68	19
<i>answered question</i>						19
<i>skipped question</i>						2

CONTENT STANDARD 2.0: BUSINESS ESSENTIALS					
Performance Standard 2.1: Business Structures					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
2.1.1 Describe the role of franchising, independently operated companies, and management companies.	6	9	3	1.83	18
2.1.2 Differentiate between corporate-level and property specific structure.	7	9	2	1.72	18
2.1.3 Explain the organizational structure of a hospitality and tourism business.	8	8	2	1.67	18
2.1.4 Explain the roles and responsibilities of the divisions within the organizational structure.	10	7	1	1.50	18
<i>answered question</i>					18
<i>skipped question</i>					3

Performance Standard 2.2: Economic Impact					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
2.2.1 Examine how the industry contributes to economic development.	4	11	3	1.94	18
2.2.2 Examine the diverse segments in the industry.	4	13	1	1.83	18
2.2.3 Analyze the relationship between the industry and local, national, and international economies.	8	6	4	1.78	18
2.2.4 Explain economic factors that impact the industry.	6	8	4	1.89	18
<i>answered question</i>					18
<i>skipped question</i>					3

Performance Standard 2.3: Human Resources					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
2.3.1 Identify the responsibilities of human resource management.	5	8	5	2.00	18
2.3.2 Discuss employee compensation, benefits, and payroll processes.	5	8	5	2.00	18
2.3.3 Understand and apply general policies, procedures and record keeping tasks.	3	8	7	2.22	18
2.3.4 Examine issues that affect human resources management.	5	7	6	2.06	18

2.3.5	Understand local, state, and federal regulations and laws, e.g. Title IX, ADA, EEOC, OSHA, required employment documentation, etc.	4	6	8	2.22	18
2.3.6	Describe human resource record keeping procedures.	6	6	6	2.00	18
2.3.7	Explain scheduling, staffing levels, training and evaluation procedures.	4	8	6	2.11	18
<i>answered question</i>						18
<i>skipped question</i>						3

Performance Standard 2.4: Sales, Marketing and Accounting Concepts

Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count	
2.4.1	Demonstrate the main areas of marketing (e.g. Product, Price, Place, Promotion) in the industry.	5	9	5	2.00	19
2.4.2	Define target markets and market segmentation.	6	9	4	1.89	19
2.4.3	Explore and describe the methods of marketing.	8	9	2	1.68	19
2.4.4	Describe the types of selling utilized in the industry.	8	9	2	1.68	19
2.4.5	Describe the functions within the accounting department.	13	5	1	1.37	19
2.4.6	Explain the interrelationship of operating systems between the various departments.	8	9	2	1.68	19
<i>answered question</i>						19
<i>skipped question</i>						2

Performance Standard 2.5: Safety and Security

Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count	
2.5.1	Explain the importance of safety and health as they relate to risk management and liability.	2	5	12	2.53	19
2.5.2	Evaluate the purpose of the Occupational Safety & Health Administration (OSHA), Hazard Analysis Critical Control Points (HACCP).	3	7	9	2.32	19
2.5.3	Identify causes of accidents and outline the responsibilities of employees for safety and accident prevention	3	8	8	2.26	19
2.5.4	Demonstrate procedures that prevent injuries and the spread of infection, illness or disease.	2	4	13	2.58	19

2.5.5	Determine the importance of an emergency plan and review an emergency plan.	5	6	8	2.16	19
2.5.6	Discuss the importance of proper documentation of incident/injury.	4	4	11	2.37	19
2.5.7	Explain the role of all employees in maintaining safety and security.	2	5	12	2.53	19
2.5.8	Describe the scope of the engineering department, room maintenance, kitchen equipment, groundskeepers, pools, etc.	4	12	3	1.95	19
<i>answered question</i>						19
<i>skipped question</i>						2

Performance Standard 2.6: Legal and Ethical Considerations

Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count	
2.6.1	Examine laws and enforcement of local, state, federal, and global regulations that affect hospitality and tourism businesses.	5	9	5	2.00	19
2.6.2	Outline areas where liability issues arise.	6	8	5	1.95	19
2.6.3	Explain the industry standards of guests rights e.g. privacy, safety, common law, etc.	3	10	6	2.16	19
2.6.4	Outline an employee's personal behaviors and ethical implications in the industry.	6	7	6	2.00	19
2.6.5	Identify confidential, proprietary information of a business.	4	6	9	2.26	19
<i>answered question</i>						19
<i>skipped question</i>						2

CONTENT STANDARD 3.0: LEADERSHIP SKILLS

Performance Standard 3.1: Hospitality and Tourism Management Skills

Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count	
3.1.1	Exhibit critical and creative thinking skills, logical reasoning and problem solving.	1	6	11	2.56	18
3.1.2	Analyze the different management and leadership styles.	4	12	2	1.89	18
3.1.3	Determine managerial responsibilities in hospitality and tourism.	4	12	2	1.89	18

3.1.4	Discuss the importance of delegation and employee empowerment.	2	8	7	2.29	17
3.1.5	Recognize problem situations, practicing proactive vs. reactive techniques.	2	6	10	2.44	18
3.1.6	Research methods to evaluate the guests' and employees' experiences.	1	15	2	2.06	18
<i>answered question</i>						18
<i>skipped question</i>						3

Performance Standard 3.2: Effective Communication Skills

Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count	
3.2.1	Demonstrate effective electronic, written, verbal, and non-verbal communication skills.	1	6	11	2.56	18
3.2.2	Demonstrate positive communication in the workplace.	1	7	10	2.50	18
3.2.3	Develop effective listening skills.	1	7	10	2.50	18
3.2.4	Model effective conflict prevention and resolution skills.	2	6	10	2.44	18
3.2.5	Demonstrate professional presentation and public speaking skills.	4	10	4	2.00	18
<i>answered question</i>						18
<i>skipped question</i>						3

Performance Standard 3.3: Teamwork

Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count	
3.3.1	Describe teamwork and leadership concepts and skills needed to be successful in work, family and community life.	1	9	8	2.39	18
3.3.2	Demonstrate abilities to work with others.	1	6	11	2.56	18
3.3.3	Analyze the relationship between guest satisfaction and employee attitude, appearance and actions.	0	4	14	2.78	18
3.3.4	Practice team development strategies and the importance of individual roles and responsibilities.	1	11	6	2.28	18
3.3.5	Participate in student leadership organizations and activities.	6	8	4	1.89	18
<i>answered question</i>						18
<i>skipped question</i>						3

CONTENT STANDARD 4.0: LODGING					
Performance Standard 4.1: Types of Lodging Businesses					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
4.1.1 Differentiate among the types of lodging accommodations and guest amenities.	7	9	2	1.72	18
4.1.2 Evaluate the importance of property location i.e. city center, airport, and resort and associated services.	5	12	1	1.78	18
4.1.3 Explain functions and interaction of the various departments of a lodging property.	5	9	3	1.88	17
<i>answered question</i>					18
<i>skipped question</i>					3

Performance Standard 4.2: Front-Office and Rooms Division					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
4.2.1 Explain various check-in and check-out procedures and other financial transactions.	6	8	4	1.89	18
4.2.2 Demonstrate techniques to provide information, make reservations, assist guests for events and services, dining, child care, local travel and entertainment.	4	12	2	1.89	18
4.2.3 Analyze the steps in the guest cycle.	4	9	5	2.06	18
4.2.4 Explain the routine care and maintenance of rooms, public areas and offices.	5	10	3	1.89	18
4.2.5 Identify housekeeping tasks required in various locations of the property.	3	10	5	2.11	18
4.2.6 Differentiate between clean and sanitary.	4	4	10	2.33	18
4.2.7 Demonstrate the appropriate use and storage of equipment, tools and supplies.	7	7	4	1.83	18
4.2.8 Apply management skills to housekeeping and laundry tasks including PAR levels, purchasing, storage, scheduling, and sustainability.	4	10	4	2.00	18
4.2.9 Calculate Rev-PAR (revenue per available room), occupancy rate, and yield percentage.	5	8	5	2.00	18
<i>answered question</i>					18
<i>skipped question</i>					3

CONTENT STANDARD 5.0: FOOD AND BEVERAGE**Performance Standard 5.1: Foundational Knowledge and Skills of Food and Beverage Operations**

Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
5.1.1 Examine food and beverage operations in various contexts.	5	9	4	1.94	18
5.1.2 Compare and contrast the classification of food services operations.	6	10	2	1.78	18
5.1.3 Explain front- and back-of-the-house operations and positions.	6	9	3	1.83	18
5.1.4 Research cultural and dietary needs in regard to menu development.	6	10	2	1.78	18
5.1.5 Evaluate components of menu design.	8	9	1	1.61	18
5.1.6 Explain the importance of proper sanitation in food and beverage operations.	2	3	13	2.61	18
5.1.7 Examine the equipment and supplies used in food and beverage operations.	4	11	3	1.94	18
5.1.8 Demonstrate proper presentation, serving skills, and proper table setup.	5	9	4	1.94	18
5.1.9 Explain the different styles of room set up options for catered events.	8	7	3	1.72	18
5.1.10 Compare and contrast different kinds of events (e.g., meetings, conventions, weddings, expositions, farmers' markets, birthday parties, etc.).	7	9	2	1.72	18
5.1.11 Classify the forms and records necessary in event planning.	7	8	2	1.71	17
<i>answered question</i>					18
<i>skipped question</i>					3