

## CONTENT STANDARD 1.0: HOSPITALITY AND TOURISM INDUSTRY

### Performance Standard 1.1: Careers in Hospitality and Tourism

- 1.1.1 List advantages and challenges of a hospitality and tourism career. Identify and describe career paths, employment and entrepreneurial opportunities within the hospitality and tourism industries.
- 1.1.2
- 1.1.3 Explain the interdependence of all jobs to success of the industry. Explain education and training experiences to meet career goals in the hospitality and tourism industry.
- 1.1.4
- 1.1.5 Develop industry related transferable skills required for employment and advancement.
- 1.1.6 Explore the role of professional organizations in the hospitality and tourism industries.

### Performance Standard 1.2: Job Application Skills

- 1.2.1 Identify the steps involved in applying for a job.
- 1.2.2 Complete a job application.
- 1.2.3 Create a professional portfolio, including a resume and cover letter.
- 1.2.4 Prepare for an interview.
- 1.2.5 Demonstrate the interview process.

### Performance Standard 1.3: Current Trends

- 1.3.1 Investigate current trends.
- 1.3.2 Evaluate the effects of current trends.
- 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.).
- 1.3.4 Describe the impact of globalization and diversity.
- 1.3.5 Recognize the impact of technology trends.
- 1.3.6 Investigate current legal and political trends.

### Performance Standard 1.4: Guest Services

- 1.4.1 Define “moments of truth.”
- 1.4.2 Define exceptional guest service.
- 1.4.3 Evaluate the importance of guests.
- 1.4.4 Articulate the needs of guests.
- 1.4.5 Demonstrate means of anticipating and exceeding guests needs.
- 1.4.6 Demonstrate methods of conflict resolution and guest recovery.

## CONTENT STANDARD 2.0: BUSINESS ESSENTIALS

### Performance Standard 2.1.: Business Structures

- 2.1.1 Describe the role of franchising, independently operated companies, and management companies.
- 2.1.2 Differentiate between corporate-level and property specific structure.
- 2.1.3 Explain the organizational structure of a hospitality and tourism business.
- 2.1.4 Explain the roles and responsibilities of the divisions within the organizational structure.

## **Performance Standard 2.2: Economic Impact**

- 2.2.1 Examine how the industry contributes to economic development.
- 2.2.2 Examine the diverse segments in the industry.  
Analyze the relationship between the industry and local, national, and international
- 2.2.3 economies.
- 2.2.4 Explain economic factors that impact the industry.

## **Performance Standard 2.3: Human Resources**

- 2.3.1 Identify the responsibilities of human resource management.
- 2.3.2 Discuss employee compensation, benefits, and payroll processes.
- 2.3.3 Understand and apply general policies, procedures and record keeping tasks.
- 2.3.4 Examine issues that affect human resources management.
- 2.3.5 Understand local, state, and federal regulations and laws, e.g. Title IX, ADA, EEOC, OSHA, required employment documentation, etc.
- 2.3.6 Describe human resource record keeping procedures.
- 2.3.7 Explain scheduling, staffing levels, training and evaluation procedures.

## **Performance Standard 2.4: Sales, Marketing and Accounting Concepts**

- 2.4.1 Demonstrate the main areas of marketing (e.g. Product, Price, Place, Promotion) in the industry.
- 2.4.2 Define target markets and market segmentation.
- 2.4.3 Explore and describe the methods of marketing.
- 2.4.4 Describe the types of selling utilized in the industry.
- 2.4.5 Describe the functions within the accounting department.
- 2.4.6 Explain the interrelationship of operating systems between the various departments.

## **Performance Standard 2.5: Safety and Security**

- 2.5.1 Explain the importance of safety and health as they relate to risk management and liability.
- 2.5.2 Evaluate the purpose of the Occupational Safety & Health Administration (OSHA), Hazard Analysis Critical Control Points (HACCP).
- 2.5.3 Identify causes of accidents and outline the responsibilities of employees for safety and accident prevention
- 2.5.4 Demonstrate procedures that prevent injuries and the spread of infection, illness or disease.
- 2.5.5 Determine the importance of an emergency plan and review an emergency plan.
- 2.5.6 Discuss the importance of proper documentation of incident/injury.
- 2.5.7 Explain the role of all employees in maintaining safety and security.
- 2.5.8 Describe the scope of the engineering department, room maintenance, kitchen equipment, groundskeepers, pools, etc.

## **Performance Standard 2.6: Legal and Ethical Considerations**

- 2.6.1 Examine laws and enforcement of local, state, federal, and global regulations that affect hospitality and tourism businesses.
- 2.6.2 Outline areas where liability issues arise.
- 2.6.3 Explain the industry standards of guests rights e.g. privacy, safety, common law, etc.
- 2.6.4 Outline an employee's personal behaviors and ethical implications in the industry.
- 2.6.5 Identify confidential, proprietary information of a business.

## **CONTENT STANDARD 3.0: LEADERSHIP SKILLS**

### **Performance Standard 3.1: Hospitality and Tourism Management Skills**

- 3.1.1 Exhibit critical and creative thinking skills, logical reasoning and problem solving.
- 3.1.2 Analyze the different management and leadership styles.
- 3.1.3 Determine managerial responsibilities in hospitality and tourism.
- 3.1.4 Discuss the importance of delegation and employee empowerment.
- 3.1.5 Recognize problem situations, practicing proactive vs. reactive techniques.
- 3.1.6 Research methods to evaluate the guests' and employees' experiences.

### **Performance Standard 3.2: Effective Communication Skills**

- 3.2.1 Demonstrate effective electronic, written, verbal, and non-verbal communication skills.
- 3.2.2 Demonstrate positive communication in the workplace.
- 3.2.3 Develop effective listening skills.
- 3.2.4 Model effective conflict prevention and resolution skills.
- 3.2.5 Demonstrate professional presentation and public speaking skills.

### **Performance Standard 3.3: Teamwork**

- 3.3.1 Describe teamwork and leadership concepts and skills needed to be successful in work, family and community life.
- 3.3.2 Demonstrate abilities to work with others.
- 3.3.3 Analyze the relationship between guest satisfaction and employee attitude, appearance and actions.
- 3.3.4 Practice team development strategies and the importance of individual roles and responsibilities.
- 3.3.5 Participate in student leadership organizations and activities.

## **CONTENT STANDARD 4.0: LODGING**

### **Performance Standard 4.1: Types of Lodging Businesses**

- 4.1.1 Differentiate among the types of lodging accommodations and guest amenities.
- 4.1.2 Evaluate the importance of property location i.e. city center, airport, and resort and associated services.
- 4.1.3 Explain functions and interaction of the various departments of a lodging property.

### **Performance Standard 4.2: Front-Office and Rooms Division**

- 4.2.1 Explain various check-in and check-out procedures and other financial transactions.

- 4.2.2 Demonstrate techniques to provide information, make reservations, assist guests for events and services, dining, child care, local travel and entertainment.
- 4.2.3 Analyze the steps in the guest cycle.
- 4.2.4 Explain the routine care and maintenance of rooms, public areas and offices.
- 4.2.5 Identify housekeeping tasks required in various locations of the property.
- 4.2.6 Differentiate between clean and sanitary.
- 4.2.7 Demonstrate the appropriate use and storage of equipment, tools and supplies.
- 4.2.8 Apply management skills to housekeeping and laundry tasks including PAR levels, purchasing, storage, scheduling, and sustainability.
- 4.2.9 Calculate Rev-PAR (revenue per available room), occupancy rate, and yield percentage.

### **CONTENT STANDARD 5.0: FOOD AND BEVERAGE**

#### **Performance Standard 5.1: Foundational Knowledge and Skills of Food and Beverage Operations**

- 5.1.1 Examine food and beverage operations in various contexts.
- 5.1.2 Compare and contrast the classification of food services operations.
- 5.1.3 Explain front- and back-of-the-house operations and positions.
- 5.1.4 Research cultural and dietary needs in regard to menu development.
- 5.1.5 Evaluate components of menu design.
- 5.1.6 Explain the importance of proper sanitation in food and beverage operations.
- 5.1.7 Examine the equipment and supplies used in food and beverage operations.
- 5.1.8 Demonstrate proper presentation, serving skills, and proper table setup.
- 5.1.9 Explain the different styles of room set up options for catered events.
- 5.1.10 Compare and contrast different kinds of events (e.g., meetings, conventions, weddings, expositions, farmers' markets, birthday parties, etc.).
- 5.1.11 Classify the forms and records necessary in event planning.