

## Idaho Hospitality Management Program Standards Criticality Survey 2018

1. Personal Qualities and People Skills				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
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	4	18	2.82
Demonstrate integrity by abiding by workplace policies and laws and demonstrating honesty and reliability.	0	5	17	2.77
Demonstrate teamwork skills by contributing to the success of the team, assisting others, and requesting help when needed.	1	9	12	2.50
Demonstrate positive self-representation skills by dressing appropriately and using language and manners suitable for the workplace.	0	9	13	2.59
Demonstrate diversity awareness by working well with all customers and co-workers.	2	7	13	2.50
Demonstrate conflict-resolution skills by negotiating diplomatic solutions to interpersonal and workplace issues.	5	10	7	2.09
Demonstrate creativity and resourcefulness by contributing new ideas and working with initiative.	7	10	5	1.91
<b>Answered</b>				22
<b>Skipped</b>				0

<b>2. Professional Knowledge and Skills</b>				
<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
Demonstrate effective speaking and listening skills by communicating effectively with customers and employees and following directions.	1	8	13	2.55
Demonstrate effective reading and writing skills by reading and interpreting workplace documents and writing clearly.	2	11	9	2.32
Demonstrate critical-thinking and problem-solving skills by analyzing and resolving problems that arise in completing assigned tasks.	4	9	9	2.23
Demonstrate healthy behaviors and safety skills by following safety guidelines and managing personal health.	3	10	9	2.27
Demonstrate understanding of workplace organizations, systems, and climates by identifying "big picture" issues and fulfilling the mission of the workplace.	6	11	5	1.95
Demonstrate lifelong-learning skills by continually acquiring new industry-related information and improving professional skills.	8	10	4	1.82
Demonstrate job acquisition and advancement skills by preparing to apply for a job and seeking promotion.	7	12	3	1.82
Demonstrate time, task, and resource management skills by organizing and implementing a productive plan of work.	5	11	6	2.05
Demonstrate mathematical skills by using mathematical reasoning to accomplish tasks.	13	9	0	1.41
Demonstrate customer service skills by identifying and addressing the needs of all customers and providing helpful, courteous, and knowledgeable service.	1	10	11	2.45
<b>Answered</b>				22
<b>Skipped</b>				0

<b>3. Technology Knowledge and Skills</b>				
<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
Demonstrate proficiency with job-specific technologies by selecting and safely using technological resources to accomplish work responsibilities in a productive manner.	6	9	7	2.05
Demonstrate proficiency with information technology by using computers, file management techniques, and software/programs effectively.	7	8	7	2.00
Demonstrate proper Internet use and security by using the Internet appropriately for work.	3	11	8	2.23
Demonstrate proficiency with telecommunications by selecting and using appropriate devices, services, and applications.	8	7	7	1.95
<b>Answered</b>				22
<b>Skipped</b>				0

<b>CONTENT STANDARD 1.0: HOSPITALITY BUSINESS RELATIONS MANAGEMENT</b>					
<b>Performance Standard 1.1: Organizational Culture of the Hospitality Industry</b>					
	<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
1.1.1	Demonstrate professional techniques of communication.	1	6	13	2.60
1.1.2	Demonstrate professional, effective digital, written, verbal, and non-verbal communication skills.	1	9	10	2.45
1.1.3	Demonstrate professional presentation and public speaking skills.	7	8	5	1.90
1.1.4	Demonstrate positive communication in the workplace.	1	7	12	2.55
1.1.5	Develop effective listening skills.	1	4	15	2.70
1.1.6	Model effective conflict prevention and resolution skills.	4	10	6	2.10
1.1.7	Identify types of organizational culture.	12	6	2	1.50
<b>Answered</b>				20	
<b>Skipped</b>				2	

<b>Performance Standard 1.2: Internal Operations Communication</b>					
	<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
1.2.1	Understand the concepts, strategies, and systems used to obtain and convey ideas and information using occupational terminology.	5	12	3	1.90
1.2.2	Demonstrate professional communication between employee, supervisor, and co-workers.	1	11	8	2.35
1.2.3	Identify culture and social awareness.	7	9	4	1.85
<b>Answered</b>					20
<b>Skipped</b>					2

<b>Performance Standard 1.3: Hospitality Law and Ethics</b>					
	<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
1.3.1	Recognize the community impact of unethical behavior.	0	8	12	2.60
1.3.2	Identify benefits of community-minded whistleblowers.	9	10	1	1.60
1.3.3	Demonstrate an understanding of guest privacy and information protection.	0	4	16	2.80
1.3.4	Identify ethical behavior within an organizational culture.	1	8	11	2.50
<b>Answered</b>					20
<b>Skipped</b>					2

<b>Performance Standard 1.4: Current Trends</b>					
	<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
1.4.1	Investigate current trends.	4	9	7	2.15
1.4.2	Evaluate the effects of current trends.	5	8	7	2.10
1.4.3	Recognize the impact of technology trends.	4	11	5	2.05
1.4.4	Describe the impact of globalization and diversity.	9	7	4	1.75
1.4.5	Investigate current legal and political trends.	7	8	5	1.90
1.4.6	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	6	13	2.60
<b>Answered</b>					20
<b>Skipped</b>					2

<b>CONTENT STANDARD 2.0: HOSPITALITY BUSINESS STRUCTURE AND</b>					
<b>Performance Standard 2.1: Operations Management</b>					
	<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
2.1.1	Create safety and security procedures.	3	10	7	2.20
2.1.2	Define and describe logistics within operations management.	4	12	4	2.00
2.1.3	Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of human resources, equipment and logistics.	3	13	4	2.05
2.1.4	Monitor, plan, and control day-to-day activities.	1	13	6	2.25
2.1.5	Assess asset management and inventory control.	4	11	5	2.05
<b>Answered</b>					20
<b>Skipped</b>					2

<b>Performance Standard 2.2: Project Management</b>					
	<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
2.2.1	Identify Project Management Institute (PMI) terminology.	10	8	2	1.60
2.2.2	Understand contract management deliverables within scope of given project.	6	11	3	1.85
2.2.3	Describe a project manager's role.	9	8	3	1.70
2.2.4	Define the current phases of project management.	10	7	3	1.65
2.2.5	Evaluate phases of project management from concept to completion.	10	7	3	1.65
<b>Answered</b>					20
<b>Skipped</b>					2

<b>Performance Standard 2.3: Facilities Management</b>					
	<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
2.3.1	Understand and locate compliance and regulations at local, state, and national levels.	5	7	8	2.15
2.3.2	Structure and duties of housekeeping; maintenance and construction.	6	11	3	1.85
2.3.3	Understand and explain asset condition assessment.	7	10	3	1.80
2.3.4	Create a preventative maintenance program.	7	9	4	1.85
<b>Answered</b>					20
<b>Skipped</b>					2

<b>Performance Standard 2.4: Events Management</b>					
	<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
2.4.1	Identify and analyze the planning of a variety of events.	3	10	7	2.20
2.4.2	Create a pre-through-post event logistics plan.	4	9	7	2.15
<b>Answered</b>					20
<b>Skipped</b>					2

<b>CONTENT STANDARD 3.0: DIGITAL LITERACY IN HOSPITALITY</b>					
<b>Performance Standard 3.1: Hospitality Technology Tools</b>					
	<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
3.1.1	Demonstrate the use of financial accounting software.	7	8	5	1.90
3.1.2	Demonstrate the use of word processing, spreadsheet and presentation applications.	3	10	7	2.20
3.1.3	Demonstrate the use of cloud-based technologies.	8	8	4	1.80
3.1.4	Demonstrate the use of graphic design applications.	15	2	3	1.40
3.1.5	Demonstrate the use of project management software.	10	8	2	1.60
<b>Answered</b>					20
<b>Skipped</b>					2

<b>CONTENT STANDARD 4.0: HOSPITALITY FINANCE AND ECONOMIC IMPACT</b>					
<b>Performance Standard 4.1: Finance</b>					
	<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
4.1.1	Understand a depreciation schedule.	13	6	1	1.40
4.1.2	Read and decipher financial statements.	5	8	7	2.10
4.1.3	Understand revenue management including forecasts.	5	10	5	2.00
4.1.4	Identify revenue and cost centers.	4	10	6	2.10
4.1.5	Explain economic factors that impact the industry.	7	5	8	2.05
<b>Answered</b>					20
<b>Skipped</b>					2

<b>Performance Standard 4.2: Sales</b>					
	<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
4.2.1	Implement sales process, solicitation, and creation of a request for proposal (RFP).	5	10	5	2.00
4.2.2	Differentiate different types of hospitality sales.	6	9	5	1.95
4.2.3	Compare and contrast pricing strategies and structures for comparable industries.	7	9	4	1.85
4.2.4	Analyze external economic benefit to the community.	12	4	4	1.60
<b>Answered</b>					20
<b>Skipped</b>					2

<b>CONTENT STANDARD 5.0: HOSPITALITY BUSINESS STRATEGIES</b>					
<b>Performance Standard 5.1: Food and Beverage (F&amp;B)</b>					
	<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
5.1.1	Examine food and beverage operations in various contexts.	2	14	4	2.10
5.1.2	Compare and contrast the classification of food services operations.	5	11	4	1.95
5.1.3	Explain the importance of proper sanitation in food and beverage operations.	1	4	15	2.70
5.1.4	Examine the equipment and supplies used in food and beverage operations.	3	11	6	2.15
5.1.5	Explain front- and back-of-the-house operations and positions.	3	11	6	2.15
<b>Answered</b>					20
<b>Skipped</b>					2

<b>Performance Standard 5.2: Amenity Management</b>					
	<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
5.2.1	Compare and contrast different kinds of events (e.g., meetings, conventions, weddings, expositions, farmers' markets, birthday parties, etc.).	5	12	3	1.90
5.2.2	Define trends within outdoor recreation management.	14	4	2	1.40
5.2.3	Create and develop an amenities list to offer guests.	11	6	3	1.60
5.2.4	Identify amenities/services across multiple property outlets	8	9	3	1.75
5.2.5	Define and describe hospitality amenity trends.	10	6	4	1.70
<b>Answered</b>					20
<b>Skipped</b>					2

<b>Performance Standard 5.3: Lodging Management</b>					
	<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
5.3.1	Discuss the nature of concierge services.	7	12	1	1.70
5.3.2	Create and develop amenities list to offer guests.	7	8	5	1.90
5.3.3	Determine complementary services and programs to provide guests.	7	6	7	2.00
5.3.4	Identify amenities/services across multiple property outlets.	8	9	3	1.75
5.3.5	Describe the purpose of guest relations.	3	9	8	2.25
5.3.6	Explain the role of guest services.	3	8	9	2.30
<b>Answered</b>					20
<b>Skipped</b>					2

<b>Performance Standard 5.4: Hospitality Marketing</b>					
	<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
5.4.1	Evaluate the impact of brand management strategies.	3	10	7	2.20
5.4.2	Create and develop a social media platform and campaign.	3	8	9	2.30
5.4.3	Identify factors that influence guest experiences throughout the guest life cycle.	1	11	8	2.35
5.4.4	Develop a marketing plan for the hospitality industry.	4	9	7	2.15
<b>Answered</b>					
<b>Skipped</b>					

<b>CONTENT STANDARD 6.0: PROFESSIONAL DEVELOPMENT</b>					
<b>Performance Standard 6.1: Career Advancement and Networking</b>					
	<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
6.1.1	Participate in career advancement activities and career planning to enhance professional development.	8	4	8	2.00
6.1.2	Review and understand industry specific associations and certifications.	9	6	5	1.80
<b>Answered</b>					20
<b>Skipped</b>					2