

## CONTENT STANDARD 1.0: HOSPITALITY BUSINESS RELATIONS MANAGEMENT

### Performance Standard 1.1: Organizational Culture of the Hospitality Industry

- 1.1.1 Demonstrate professional techniques of communication.
- 1.1.2 Demonstrate professional, effective digital, written, verbal, and non-verbal communication skills.
- 1.1.3 Demonstrate professional presentation and public speaking skills.
- 1.1.4 Demonstrate positive communication in the workplace.
- 1.1.5 Demonstrate effective listening skills.
- 1.1.6 Model effective conflict prevention and resolution skills.
- 1.1.7 Identify types of organizational culture.

### Performance Standard 1.2: Internal Operations Communication

- 1.2.1 Demonstrate knowledge of the concepts, strategies, and systems used to obtain and convey ideas and information using occupational terminology.
- 1.2.2 Demonstrate professional communication between employee, supervisor, and co-workers.
- 1.2.3 Identify culture and social awareness.

### Performance Standard 1.3: Hospitality Law and Ethics

- 1.3.1 Recognize the community impact of unethical behavior.
- 1.3.2 Identify benefits of community-minded whistleblowers.
- 1.3.3 Demonstrate an understanding of guest privacy and information protection.
- 1.3.4 Identify ethical behavior within an organizational culture.

### Performance Standard 1.4: Current Trends

- 1.4.1 Investigate current trends in the hospitality industry.
- 1.4.2 Evaluate the effects of current trends in the hospitality industry.
- 1.4.3 Recognize the impact of technology trends in the hospitality industry.
- 1.4.4 Describe the impact of globalization and diversity on the hospitality industry.
- 1.4.5 Investigate current legal and political trends in the hospitality industry.
- 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, and so forth).

## CONTENT STANDARD 2.0: HOSPITALITY BUSINESS STRUCTURE AND CHARACTERISTICS

### Performance Standard 2.1: Operations Management

- 2.1.1 Create safety and security procedures.
- 2.1.2 Define and describe logistics within operations management.
- 2.1.3 Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of human resources, equipment, and logistics.
- 2.1.4 Monitor, plan, and control day-to-day activities.

- 2.1.5 Assess asset management and inventory control.

## **Performance Standard 2.2: Project Management**

- 2.2.1 Identify Project Management Institute (PMI) terminology.
- 2.2.2 Understand contract management deliverables within scope of given project.
- 2.2.3 Describe a project manager's role.
- 2.2.4 Define the phases of project management.
- 2.2.5 Evaluate phases of project management from concept to completion.

## **Performance Standard 2.3: Facilities Management**

- 2.3.1 Demonstrate knowledge of and locate compliance and regulations at local, state, and national levels.
- 2.3.2 Describe the structure and duties of housekeeping, maintenance, and construction.
- 2.3.3 Explain asset condition assessment.
- 2.3.4 Create a preventative maintenance program for facilities.

## **Performance Standard 2.4: Events Management**

- 2.4.1 Recognize and explain the planning of a variety of events.
- 2.4.2 Create a pre-through-post event logistics plan.

## **CONTENT STANDARD 3.0: DIGITAL LITERACY IN HOSPITALITY**

### **Performance Standard 3.1: Hospitality Technology Tools**

- 3.1.1 Demonstrate the use of financial accounting software.
- 3.1.2 Demonstrate the use of word processing, spreadsheet and presentation applications.
- 3.1.3 Demonstrate the use of cloud-based technologies.
- 3.1.4 Demonstrate the use of graphic design applications.
- 3.1.5 Demonstrate the use of project management software.

## **CONTENT STANDARD 4.0: HOSPITALITY FINANCE AND ECONOMIC IMPACT**

### **Performance Standard 4.1: Finance**

- 4.1.1 Explain a depreciation schedule.
- 4.1.2 Read and interpret financial statements.
- 4.1.3 Explain revenue management including forecasts.
- 4.1.4 Identify revenue and cost centers.
- 4.1.5 Explain economic factors that impact the hospitality industry.

### **Performance Standard 4.2: Sales**

- 4.2.1 Implement sales process, solicitation, and creation of a request for proposal (RFP).
- 4.2.2 Differentiate different types of hospitality sales.
- 4.2.3 Compare and contrast pricing strategies and structures for comparable industries.
- 4.2.4 Analyze external economic benefit to the community.

## **CONTENT STANDARD 5.0: HOSPITALITY BUSINESS STRATEGIES**

### **Performance Standard 5.1: Food and Beverage (F&B)**

- 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 the importance of proper sanitation in food and beverage operations.
- 5.1.4 Examine the equipment and supplies used in food and beverage operations.
- 5.1.5 Explain front- and back-of-the-house operations and positions.

## **Performance Standard 5.2: Amenity Management**

- 5.2.1 Compare and contrast different kinds of events (e.g., meetings, conventions, weddings, expositions, farmers' markets, birthday parties, and so forth).
- 5.2.2 Define trends within outdoor recreation management.
- 5.2.3 Create and develop an amenities list to offer guests.
- 5.2.4 Identify amenities/services across multiple property outlets.
- 5.2.5 Define and describe hospitality amenity trends.

## **Performance Standard 5.3: Lodging Management**

- 5.3.1 Discuss the nature of concierge services.
- 5.3.2 Determine complementary services and programs to provide guests.
- 5.3.3 Describe the purpose of guest relations.
- 5.3.4 Explain the role of guest services.

## **Performance Standard 5.4: Hospitality Marketing**

- 5.4.1 Evaluate the impact of brand management strategies.
- 5.4.2 Create and develop a social media platform and campaign.
- 5.4.3 Identify factors that influence guest experiences throughout the guest life cycle.
- 5.4.4 Develop a marketing plan for a sector of the hospitality industry.

## **CONTENT STANDARD 6.0: PROFESSIONAL DEVELOPMENT**

### **Performance Standard 6.1: Career Advancement and Networking**

- 6.1.1 Participate in career advancement activities and career planning to enhance professional development within the hospitality industry.
- 6.1.2 Review and understand industry specific associations and certifications related to the hospitality industry.