HOSPITALITY MANAGEMENT
PROGRAM STANDARDS

2018

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.