

# 2023 Hospitality Services

## Program Standards

### CONTENT STANDARD 1.0: PROFESSIONAL ORGANIZATIONS AND LEADERSHIP

#### Performance Standard 1.1: Student Leadership in Career Technical Student Organizations (CTSO) and Professional Associations

- 1.1.1 Explore the role of professional organizations and/or associations in the hospitality services industry.
- 1.1.2 Define the value, role, and opportunities provided through career technical student organizations.
- 1.1.3 Engage in career exploration and leadership development.

#### Performance Standard 1.2: Management Skills

- 1.2.1 Demonstrate critical and creative thinking skills, logical reasoning, and problem-solving.
- 1.2.2 Analyze the different management and leadership styles in hospitality services.
- 1.2.3 Describe the importance of delegation and employee empowerment.
- 1.2.4 Identify problem situations, practicing proactive versus reactive techniques.
- 1.2.5 Develop a variety of methods to evaluate guest and employee experiences.
- 1.2.6 Demonstrate communication techniques needed in the hospitality services industry (e.g., written, non-verbal, listening, conflict resolution, public speaking).
- 1.2.7 Demonstrate communication etiquette (e.g., on the phone, online, in person).
- 1.2.8 Demonstrate effective teamwork and collaboration skills needed to be successful in work, family, and community life.

### CONTENT STANDARD 2.0: HOSPITALITY SERVICES INDUSTRY

#### Performance Standard 2.1: Careers in Hospitality Services

- 2.1.1 Identify the main segments in the hospitality services industry (e.g., hospitality, recreation and leisure, food and beverage, lodging, travel, and events).
- 2.1.2 List the advantages and challenges of a career in the hospitality services industry.
- 2.1.3 Identify and describe career paths and certification opportunities in the hospitality and tourism industry.
- 2.1.4 Identify recreation, leisure, and themed services and related trends (e.g., health and wellness, adventure travel).

#### Performance Standard 2.2: Current Trends

- 2.2.1 Analyze the current trends affecting the industry (e.g., health, safety, technology, diversity, globalization).
- 2.2.2 Describe current technology trends affecting the industry (e.g., point of sales systems, social networking, artificial intelligence, automation).

#### Performance Standard 2.3: Goals of Guest Services

- 2.3.1 Describe the primary goals of all workers in the hospitality services industry: to successfully serve the personal needs of all guests, employees, and stakeholders while maintaining profitability and sustainability.
- 2.3.2 Define "moments of truth."
- 2.3.3 Define exceptional guest service as anticipating, articulating, and meeting the needs of guests.
- 2.3.4 Demonstrate methods of conflict resolution and guest recovery.
- 2.3.5 Analyze the relationship between guest satisfaction and employee attitude, appearance, and actions.

### CONTENT STANDARD 3.0: BUSINESS FOUNDATIONS

#### Performance Standard 3.1: Hospitality Services Economy

- 3.1.1 Describe how the industry contributes to economic development.
- 3.1.2 Describe how the industry drives economic development within regions.
- 3.1.3 Describe economic factors that impact the industry.
- 3.1.4 Describe types of business ownership (e.g., franchises, independently operated companies, management companies) and organizational structures.
- 3.1.5 Describe scheduling, staffing level requirements, and training and evaluation procedures.

#### Performance Standard 3.2: Sales and Marketing Concepts

- 3.2.1 Identify the main areas of marketing (e.g., product, price, place, promotion) in the industry.
- 3.2.2 Identify the main areas of sales (e.g., group sales, upselling, suggestive selling, cross-selling) in the industry.
- 3.2.3 Describe the effect of sales on other departments within a hospitality enterprise.
- 3.2.4 Describe the concept of service as a product.
- 3.2.5 Identify the influence of social media on sales.

#### Performance Standard 3.3: Safety and Security

- 3.3.1 Differentiate between clean and sanitary.
- 3.3.2 Describe safety and health responsibilities (e.g., personal and guest safety, injury, hazards, food safety) as they relate to risk mitigation and liability.
- 3.3.3 Describe the functions of the Occupational Safety & Health Administration (OSHA), Hazard Analysis Critical Control Points (HACCP), and the FDA Food Code (most current edition).
- 3.3.4 Describe emergency planning and general property security protocols.
- 3.3.5 Document and report incidents and injuries.

#### Performance Standard 3.4: Legal and Ethical Considerations

- 3.4.1 Identify federal law (e.g., Americans with Disabilities Act [ADA] requirements), legal liability, privacy policies, ethical guidelines, and global regulations that affect the hospitality services industry.
- 3.4.2 Identify local, state, and federal regulations, laws, and governing agencies (e.g., Title IX, ADA, EEOC, OSHA, required employment documentation).

### CONTENT STANDARD 4.0: LODGING

#### Performance Standard 4.1: Foundational Knowledge of Lodging

- 4.1.1 Differentiate among types of property (e.g., hotel, convention center, resort) and added guest amenities (e.g., spas, fine dining restaurants, concierge, valet parking).
- 4.1.2 Describe functions and interactions of the various departments of a lodging property (e.g., front desk, housekeeping, food and beverage, events).

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

- 4.2.1 Demonstrate guest check-in and check-out procedures.
- 4.2.2 Describe various third-party reservation companies (i.e., Travelocity) requirements.
- 4.2.3 Demonstrate concierge responsibilities (e.g., provide information, make reservations, assist guests for events and services, dining, child care, local travel, entertainment).
- 4.2.4 Describe the steps in the guest cycle.
- 4.2.5 Perform housekeeping tasks and the routine care and maintenance of rooms, public areas, and offices.
- 4.2.6 Demonstrate proper storage of equipment, tools, and supplies.

### CONTENT STANDARD 5.0: FOOD AND BEVERAGE

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

- 5.1.1 Categorize types of food and beverage operations (e.g., quick service, casual dining, fine dining, institutional, food trucks, lounges).
- 5.1.2 Describe front-of-the-house and back-of-the-house operations and associated positions.
- 5.1.3 Design a menu.
- 5.1.4 Apply principles of nutrition to meal planning.



- 5.1.5 Describe menu items.
- 5.1.6 Demonstrate sanitation practices in food and beverage operations.
- 5.1.7 Identify the equipment and supplies used in food and beverage operations.
- 5.1.8 Properly hold and store ingredients.
- 5.1.9 Select and prepare a variety of food items.
- 5.1.10 Prepare and serve a variety of hot and cold beverages.
- 5.1.11 Demonstrate knife skills.
- 5.1.12 Identify the nine major food allergens: milk, eggs, fish, crustacean shellfish, tree nuts, peanuts, wheat, soybeans, and sesame.
- 5.1.13 Inventory food and supplies.
- 5.1.14 Manage payment options.
- 5.1.15 Describe the receiving and storage process.

#### Performance Standard 5.2: Event Planning

- 5.2.1 Plan an event or activity.
- 5.2.2 Demonstrate proper presentation, serving skills, and proper table setup.
- 5.2.3 Set up room configurations for different styles of meetings and catered events.
- 5.2.4 Design a table scape.
- 5.2.5 Describe types of events (e.g., meetings, conventions, weddings, expositions, farmers' markets, birthday parties).
- 5.2.6 Process a banquet event order (BEO).
- 5.2.7 Plan strategies to promote or publicize events.
- 5.2.8 Identify modes of transportation available for a variety of destinations.
- 5.2.9 Prepare food for safe transportation to remote locations.