

2026 HOSPITALITY MANAGEMENT

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 Management industry.
- 1.1.2 Define the values, roles, and opportunities provided through career technical student organizations.
- 1.1.3 Engage in career exploration and leadership development.

CONTENT STANDARD 2.0: HOSPITALITY BUSINESS RELATIONS MANAGEMENT

Performance Standard 2.1: Professional Customer Service Communications in the Hospitality Industry

- 2.1.1 Demonstrate professional, effective digital, written, verbal, and non-verbal communication skills.
- 2.1.2 Demonstrate professional presentation and public speaking skills.
- 2.1.3 Demonstrate effective listening skills.
- 2.1.4 Model effective conflict prevention and resolution skills.
- 2.1.5 Describe how customer culture affects external communication.

Performance Standard 2.2: Internal Operations Communication

- 2.2.1 Define and use occupational terminology.
- 2.2.2 Describe internal communication operational systems (e.g., point of sale, registration, hand-written tickets).
- 2.2.3 Identify how organizational culture affects internal communication.

Performance Standard 2.3: Hospitality Laws and Ethics

- 2.3.1 Describe the community impact of unethical behavior.
- 2.3.2 Demonstrate an understanding of guest privacy and information protection.
- 2.3.3 Describe ethical behavior standards within an organizational culture.

Performance Standard 2.4: Current Trends

- 2.4.1 Describe current trends in the hospitality industry.
- 2.4.2 Evaluate the effects of current trends in the hospitality industry.
- 2.4.3 Describe the personal needs of all guests, employees, and stakeholders, including those needing special accommodations.

CONTENT STANDARD 3.0: HOSPITALITY BUSINESS OPERATIONS

Performance Standard 3.1: Safety, Security, and Compliance

- 3.1.1 Describe safety concerns within hospitality settings.
- 3.1.2 Describe security protocols in hospitality settings.
- 3.1.3 Describe the importance of proper sanitation practices.
- 3.1.4 Identify the strategies, systems, and equipment used to maintain, monitor, and control sanitation practices.
- 3.1.5 Demonstrate regulations compliance at the local, state, and national levels.

Performance Standard 3.2: Planning and Project Management

- 3.2.1 Describe a project outline.
- 3.2.2 Identify project purpose and goals.
- 3.2.3 Interpret contracts within the scope of a given project.

- 3.2.4 Develop a business plan.

Performance Standard 3.3: Maintenance and Prevention

- 3.3.1 Describe the structure and duties of maintenance and construction in hospitality settings.
- 3.3.2 Evaluate conditions of property and equipment.
- 3.3.3 Develop a preventative maintenance program for facilities.

CONTENT STANDARD 4.0: DIGITAL LITERACY IN HOSPITALITY

Performance Standard 4.1: Hospitality Technology

- 4.1.1 Identify types of financial accounting software.
- 4.1.2 Demonstrate the use of word processing, spreadsheet and presentation applications.
- 4.1.3 Demonstrate the use of cloud-based technologies.
- 4.1.4 Demonstrate the use of graphic design applications.
- 4.1.5 Identify types of project management software.
- 4.1.6 Identify uses and trends in artificial intelligence (AI) technology within hospitality management.

CONTENT STANDARD 5.0: HOSPITALITY BUSINESS STRATEGIES

Performance Standard 5.1: Finance

- 5.1.1 Define *depreciation*.
- 5.1.2 Interpret financial statements.
- 5.1.3 Explain revenue management including forecasts.
- 5.1.4 Identify revenue and cost centers.
- 5.1.5 Describe asset management and inventory control.
- 5.1.6 Identify economic factors that impact the hospitality industry.

Performance Standard 5.2: Sales

- 5.2.1 Compare types of hospitality sales.
- 5.2.2 Compare pricing strategies and structures for comparable hospitality sectors.
- 5.2.3 Describe external economic benefits that hospitality businesses have on the community.

Performance Standard 5.3: Hospitality Marketing

- 5.3.1 Evaluate the impact of brand management strategies.
- 5.3.2 Create a social media platform and campaign.
- 5.3.3 Identify factors that influence guest experiences throughout the guest life cycle.
- 5.3.4 Develop a marketing plan for a sector of the hospitality industry.

CONTENT STANDARD 6.0: HOSPITALITY BUSINESS SEGMENTS

Performance Standard 6.1: Food and Beverage (F&B)

- 6.1.1 Analyze the effectiveness of various food and beverage operations.
- 6.1.2 Compare classifications of food services operations.
- 6.1.3 Describe the importance of proper sanitation in food and beverage operations.
- 6.1.4 Identify the equipment and supplies used in food and beverage operations.
- 6.1.5 Describe front-and back-of-the-house operations and positions.

Performance Standard 6.2: Events

- 6.2.1 Compare types of events.
- 6.2.2 Identify event amenities or services across multiple property outlets.
- 6.2.3 Compare amenities needed for indoor and outdoor events.
- 6.2.4 Create an amenities list to offer guests.
- 6.2.5 Create a pre-through-post event logistics plan.

Performance Standard 6.3: Lodging

- 6.3.1 Describe the nature of concierge services.
- 6.3.2 Determine complimentary services and programs to provide guests.
- 6.3.3 Describe the role of guest services.
- 6.3.4 Identify types of lodging management departments.
- 6.3.5 Identify daily front desk operations and staff responsibilities.



6.3.6 Define types of accommodations available to travelers, including star ratings and service levels.

Performance Standard 6.4: Travel and Tourism

- 6.4.1 Describe the key factors (e.g., geography, history, culture, adventure) that shape travel experiences.
- 6.4.2 Describe travel types (e.g., domestic, international, air, aquatic) and features of services (e.g., tour guides, places of interest, itineraries, hotels, restaurants).
- 6.4.3 Describe factors impacting travel (e.g., politics, environment, language, currency).

CONTENT STANDARD 7.0: HOSPITALITY CAREER OPPORTUNITIES AND EXPERIENCES

Performance Standard 7.1: Career Advancement and Networking

- 7.1.1 Identify field work experiences and networking opportunities for career planning and advancement in hospitality management.
- 7.1.2 Plan for field work experiences and networking opportunities for career planning and advancement in hospitality management.
- 7.1.3 Compare career pathways and advancement opportunities in hospitality management.
- 7.1.4 Describe industry specific associations and certifications related to the hospitality industry.

IDCTE Document Control Information

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