



# Hospitality Management

## Criticality Survey 2026

### 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.	1.50
1.1.2	Define the value, role, and opportunities provided through career technical student organizations.	1.70
1.1.3	Engage in career exploration and leadership development.	2.05

### 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.	2.90
2.1.2	Demonstrate professional presentation and public speaking skills.	1.90
2.1.3	Demonstrate effective listening skills.	2.65
2.1.4	Model effective conflict prevention and resolution skills.	2.30
2.1.5	Describe how customer culture affects external communication.	2.10

#### Performance Standard 2.2: Internal Operations Communication

2.2.1	Define and use occupational terminology.	1.85
2.2.2	Describe internal communication operational systems (e.g., point of sale, registration, hand-written tickets).	2.15
2.2.3	Identify how organizational culture affects internal communication.	1.70

#### Performance Standard 2.3: Hospitality Laws and Ethics

2.3.1	Describe the community impact of unethical behavior.	1.75
2.3.2	Demonstrate an understanding of guest privacy and information protection.	2.40
2.3.3	Describe ethical behavior standards within an organizational culture.	2.25

#### Performance Standard 2.4: Current Trends

2.4.1	Describe current trends in the hospitality industry.	1.65
2.4.2	Evaluate the effects of current trends in the hospitality industry.	1.55
2.4.3	Describe the personal needs of all guests, employees, and stakeholders, including those needing special accommodations.	2.20

### CONTENT STANDARD 3.0: HOSPITALITY BUSINESS OPERATIONS

#### Performance Standard 3.1: Safety, Security, and Compliance

3.1.1	Describe safety concerns within hospitality settings.	2.35
3.1.2	Describe security protocols in hospitality settings.	2.30
3.1.3	Describe the importance of proper sanitation practices.	2.40

3.1.4	Identify the strategies, systems, and equipment used to maintain, monitor, and control sanitation practices.	2.30
3.1.5	Demonstrate regulations compliance at the local, state, and national levels.	2.00
<b>Performance Standard 3.2: Planning and Project Management</b>		
3.2.1	Describe a project outline.	1.50
3.2.2	Identify project purpose and goals.	1.65
3.2.3	Interpret contracts within the scope of a given project.	1.70
3.2.4	Develop a business plan.	1.85
<b>Performance Standard 3.3: Maintenance and Prevention</b>		
3.3.1	Describe the structure and duties of maintenance and construction in hospitality settings.	1.70
3.3.2	Evaluate conditions of property and equipment.	1.95
3.3.3	Develop a preventative maintenance program for facilities.	2.05
<b>CONTENT STANDARD 4.0: DIGITAL LITERACY IN HOSPITALITY</b>		
<b>Performance Standard 4.1: Hospitality Technology</b>		
4.1.1	Identify types of financial accounting software.	1.65
4.1.2	Demonstrate the use of word processing, spreadsheet and presentation applications.	2.35
4.1.3	Demonstrate the use of cloud-based technologies.	1.85
4.1.4	Demonstrate the use of graphic design applications.	1.50
4.1.5	Identify types of project management software.	1.40
4.1.6	Identify uses and trends in artificial intelligence (AI) technology within hospitality management.	1.75
<b>CONTENT STANDARD 5.0: HOSPITALITY BUSINESS STRATEGIES</b>		
<b>Performance Standard 5.1: Finance</b>		
5.1.1	Define <i>depreciation</i> .	1.65
5.1.2	Interpret financial statements.	2.05
5.1.3	Explain revenue management including forecasts.	2.00
5.1.4	Identify revenue and cost centers.	2.20
5.1.5	Describe asset management and inventory control.	2.15
5.1.6	Identify economic factors that impact the hospitality industry.	2.10
<b>Performance Standard 5.2: Sales</b>		
5.2.1	Compare types of hospitality sales.	2.15
5.2.2	Compare pricing strategies and structures for comparable hospitality sectors.	2.15
5.2.3	Describe external economic benefits that hospitality businesses have on the community.	1.80
<b>Performance Standard 5.3: Hospitality Marketing</b>		
5.3.1	Evaluate the impact of brand management strategies.	1.70
5.3.2	Create a social media platform and campaign.	1.95
5.3.3	Identify factors that influence guest experiences throughout the guest life cycle.	2.15
5.3.4	Develop a marketing plan for a sector of the hospitality industry.	1.80

CONTENT STANDARD 6.0: HOSPITALITY BUSINESS SEGEMENTS		
Performance Standard 6.1: Food and Beverage (F&B)		
6.1.1	Analyze the effectiveness of various food and beverage operations.	1.75
6.1.2	Compare classifications of food services operations.	1.70
6.1.3	Describe the importance of proper sanitation in food and beverage operations.	2.50
6.1.4	Identify the equipment and supplies used in food and beverage operations.	2.20
6.1.5	Describe front-and back-of-the-house operations and positions.	2.40
Performance Standard 6.2: Events		
6.2.1	Compare types of events.	1.70
6.2.2	Identify event amenities or services across multiple property outlets.	1.75
6.2.3	Compare amenities needed for indoor and outdoor events.	1.70
6.2.4	Create an amenities list to offer guests.	1.80
6.2.5	Create a pre-through-post event logistics plan.	1.95
Performance Standard 6.3: Lodging		
6.3.1	Describe the nature of concierge services.	1.85
6.3.2	Determine complimentary services and programs to provide guests.	1.90
6.3.3	Describe the role of guest services.	2.20
6.3.4	Identify types of lodging management departments.	1.70
6.3.5	Identify daily front desk operations and staff responsibilities.	2.20
6.3.6	Define types of accommodations available to travelers, including star ratings and service levels.	1.75
Performance Standard 6.4: Travel and Tourism		
6.4.1	Describe the key factors (e.g., geography, history, culture, adventure) that shape travel experiences.	1.40
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).	1.45
6.4.3	Describe factors impacting travel (e.g., politics, environment, language, currency).	1.45
PERFORMANCE STANDARDS 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.	2.0
7.1.2	Plan for field work experiences and networking opportunities for career planning and advancement in hospitality management.	2.05
7.1.3	Compare career pathways and advancement opportunities in hospitality management.	1.70
7.1.4	Describe industry specific associations and certifications related to the hospitality industry.	1.75