

Hospitality Travel Tourism and Recreation

ACADEMIC SKILLS

AA SPEAKING AND LISTENING

AA1 Utilize effective verbal and non-verbal communication skills

AA2 Participate in conversation, discussion and group presentations

AA3 Communicate and follow directions/procedures

AA4 Utilize speaking and listening skills to communicate effectively with customers and co-workers

AB READING AND WRITING

AB1 Locate and interpret written information

AB2 Read and interpret workplace documents, e.g., reports, manuals, schematics, flowcharts, tables, graphs

AB3 Identify relevant details, facts and specifications

AB4 Record information accurately and completely

AB5 Demonstrate competence in organizing, writing and editing using correct vocabulary, spelling, grammar and punctuation

AB6 Demonstrate the ability to write clearly and concisely using industry-specific terminology

AC CRITICAL THINKING AND PROBLEM SOLVING

AC1 Utilize critical-thinking skills to determine best options/outcomes, e.g., analyze reliable/unreliable sources of information, use previous experiences, implement crisis management, develop contingency planning

AC2 Utilize innovation and problem-solving skills to arrive at the best solution for the current situation

AC3 Implement effective decision-making skills

AD MATHEMATICS

AD1 Perform basic and higher-level math operations, e.g., addition, subtraction, multiplication, division, decimals, fractions, units of conversion, averaging, percentage, proportion, ratios, numbering systems

AD2 Solve problems using measurement skills, e.g., distance, weight, area, volume

AD3 Make reasonable estimates

AD4 Use tables, graphs, diagrams and charts to obtain or convey information

AD5 Use reasoning and problem-solving skills in mathematics

AE FINANCIAL LITERACY

AE1 Locate, evaluate and apply personal financial information

AE2 Identify the components of a budget and how one is created

AE3 Set personal financial goals and develop a plan for achieving them

AE4 Describe types of financial service providers and considerations in selecting a provider

AE5 Demonstrate ability to meet financial obligations

AF INTERNET USE AND SECURITY

AF1 Recognize the potential risks associated with internet and social media use

AF2 Identify and apply internet security practices, e.g., password security, login, logout, log off, lock computer

AF3 Practice safe, legal and responsible use of technology in the workplace

AG INFORMATION TECHNOLOGY

AG1 Use technology appropriately to enhance professional presentations

AG2 Demonstrate effective, appropriate and ethical use of social media

AG3 Identify ways social media can be used as marketing, advertising and data gathering tools

AH TELECOMMUNICATIONS

AH1 Select and utilize the appropriate environment, devices, services and applications to complete workplace tasks

AH2 Demonstrate appropriate etiquette when using telecommunications, e.g., cell phone, e-mail, messaging services, online meetings, conference calls

EMPLOYABILITY SKILLS

EA POSITIVE WORK ETHIC

EA1 Explain the importance of pride and confidence about work and learning new tasks

EA2 Demonstrate consistent and punctual attendance

EA3 Demonstrate initiative in assuming tasks

EA4 Exhibit dependability in the workplace

EA5 Take and provide direction in the workplace

EA6 Accept responsibility for personal decisions and actions

EB INTEGRITY

EB1 Abide by workplace policies and procedures, e.g., safety, internet and cell phone use, code of conduct

EB2 Demonstrate honesty and reliability

EB3 Demonstrate ethical characteristics and behaviors

EB4 Maintain confidentiality and integrity of company information

EB5 Support the mission and vision of the company

EC SELF-REPRESENTATION

EC1 Demonstrate appropriate dress and hygiene in the workplace

EC2 Use language and manners suitable for the workplace

EC3 Demonstrate polite and respectful behavior toward others

ED TIME, TASK AND RESOURCE MANAGEMENT

ED1 Plan and follow a work schedule

ED2 Complete work tasks successfully with minimal supervision

ED3 Work successfully within budgetary constraints

ED4 Demonstrate ability to stay on task to produce high-quality deliverables on time

EE DIVERSITY AWARENESS

EE1 Define and differentiate diversity, equity, inclusion, discrimination and harassment

EE2 Work effectively with all customers and co-workers

EE3 Explain the benefits of diversity within the workplace

EE4 Explain the importance of respect for the feelings, values and beliefs of others

EE5 Identify strategies to bridge cultural/generational differences and use differing perspectives to increase the overall quality of work

EE6 Illustrate techniques for eliminating bias and stereotyping in the workplace

EE7 Identify ways tasks can be structured to accommodate the diverse needs of workers

EE8 Recognize the challenges and advantages of a global workforce

EF TEAMWORK

EF1 Recognize the characteristics of a team environment and conventional workplace

EF2 Demonstrate effective team skills, e.g., setting goals, listening, following directions, questioning, dividing work, conflict resolution, meeting facilitation and evaluate their importance in the workplace

EG CREATIVITY AND RESOURCEFULNESS

EG1 Explain the importance of contributing and conveying new ideas in the workplace

EG2 Describe the importance of posing questions when developing ideas

EG3 Explain the value of varying ideas and opinions

EG4 Locate and verify information during the creative process

EH CONFLICT RESOLUTION

EH1 Identify conflict resolution skills to enhance productivity and improve workplace relationships

EH2 Implement conflict resolution strategies and problem-solving skills

EH3 Explain the use of documentation and its role as a component of conflict resolution

EI CUSTOMER/CLIENT SERVICE

EI1 Recognize the importance of and demonstrate how to properly greet/approach customers and clients

EI2 Identify and address needs of customers/clients

EI3 Provide helpful, courteous and knowledgeable service

E14 Identify appropriate channels of communication with customers/clients, e.g., online, phone call, face-to-face

E15 Identify techniques to seek and use customer/client feedback to improve company services

E16 Explain the relationship between customer/client satisfaction and company success

EJ ORGANIZATIONS, SYSTEMS AND CLIMATES

EJ1 Define profit and identify factors affecting the profitability of a business

EJ2 Identify "big picture" issues in conducting business, e.g., forecasting, global market, risk management

EJ3 Identify roles in fulfilling the mission of the workplace

EJ4 Identify the rights of workers, e.g., adult and child labor laws and other equal employment opportunity laws

EJ5 Recognize the chain of command, organizational flow chart system and hierarchy of management within an organization

EK JOB ACQUISITION AND ADVANCEMENT

EK1 Recognize the importance of maintaining a job and pursuing a career

EK2 Define jobs associated with a specific career path or profession

EK3 Identify and seek various work experience opportunities, e.g., volunteerism, internships, co-op, part-time/full-time employment

EK4 Prepare a resume, cover letter and job application

EK5 Prepare for and participate in a job interview, e.g., research company, highlight personal strengths, prepare questions, conduct a mock interview, dress appropriately

EK6 Explain the components of a successful job interview

EK7 Identify key factors to evaluate employment offers, e.g., salary, benefits packages

EK8 Explain the proper procedure for leaving a job

EL LIFELONG LEARNING

EL1 Acquire current and emerging industry-related information

EL2 Demonstrate commitment to learning as a life-long process and recognize learning opportunities

EL3 Identify various self-improvement opportunities

EL4 Explain the importance of adaptability in career planning and self-management, e.g., diverse portfolio, credentials, professional development

EL5 Employ leadership skills to achieve workplace objectives, e.g., personal vision, adaptability, change, shared vision

EL6 Recognize the importance of job performance evaluation and coaching as it relates to career advancement

EL7 Accept and provide constructive criticism

EL8 Describe the impact of the global economy on jobs and careers

EM JOB SPECIFIC TECHNOLOGIES

EM1 Identify the value of new technologies and their impact on driving continuous change and the need for lifelong learning

EM2 Research and identify emerging technologies for specific careers

EM3 Select appropriate technological resources to accomplish work

EN HEALTH AND SAFETY

EN1 Identify and assume responsibility for the safety of self and others

EN2 Follow safety guidelines in the workplace, e.g., OSHA, CDC

EN3 Explain the impact of personal health and wellness on job performance

OCCUPATIONAL SKILLS

OA CAREER PATHS WITHIN THE HOSPITALITY, TRAVEL, TOURISM AND RECREATION AREAS

OA1 Determine the roles and functions of individuals, professional organizations and agencies engaged in hospitality, travel, tourism and recreation careers

OA2 Examine education and training requirements and opportunities for career paths in hospitality, travel, tourism and recreation

OA3 Examine the impact of hospitality, tourism and recreation occupations on local, state, national and global economies

OA4 Match employee responsibilities to employer expectations

OA5 Explore opportunities for employment and entrepreneurial endeavors

OB HUMAN RESOURCES AND FACILITIES MANAGEMENT FUNCTIONS

OB1 Discuss the nature of human resources management

OB2 Examine the elements and legislation, e.g., civil rights, right to privacy, ADA, affecting personnel practices such as staff planning, recruiting, interviewing, selection and termination of employees, compensation, competition and union agreements

OB3 Design staff schedule based upon daily and special event needs

OB4 Review orientation, regular training/education and on-the-job training/retraining

OB5 Apply work measurement techniques, e.g., productivity

OB6 Explain the process of purchasing and receiving in facility management operations, e.g., information gathering, open-to-buy, selecting suppliers

OB7 Implement inventory procedures and maintain receipts and disbursement records

OB8 Apply accounting principles in planning, forecasting and calculating profit and loss including all tax obligations

OB9 Understand a marketing plan

OB10 Explain the effect of quality on profit

OB11 Identify the effects of continuous quality improvement

OB12 Examine federal and state regulations regarding the handling, use and storage of chemicals

OB13 Apply Occupational Safety and Health Administration (OSHA) regulations to situations in which blood-borne pathogens exist and need to be labeled

OB14 Execute a pest control system appropriate for the facility

OB15 Apply Centers for Disease Control (CDC) standards

OB16 Apply the Americans with Disability Act (ADA) regulations

OC PROCEDURES APPLIED TO SAFETY, SECURITY AND ENVIRONMENTAL ISSUES

OC1 Examine the importance of safety, security and environmental issues related to the hospitality, travel, tourism and recreation industries

OC2 Demonstrate ability to ensure customer safety

OC3 Manage evacuation plans and emergency procedures

OC4 Identify environmental sustainability issues in hospitality and tourism

OC5 Design a system for documenting and investigating reports related to safety, security and environmental issues

OD CONCEPTS OF SERVICE TO MEET CUSTOMER EXPECTATIONS

OD1 Explain the importance of meeting and exceeding customer/guest expectations

OD2 Determine the relationship between employees' attitudes and actions and customer satisfaction

OD3 Employ strategies for resolving complaints

OD4 Examine how customer relations impact the success of the hospitality industry

OD5 Examine customer relations for the needs of special populations, e.g., physical needs, dietary needs, age, culture

OD6 Protect against personal and corporate identity theft

OD7 Examine consumer rights

OE PRACTICES AND SKILLS INVOLVED IN HOSPITALITY, TRAVEL, TOURISM AND RECREATION OCCUPATIONS

OE1 Demonstrate front desk office skills, e.g., check-in procedures, payment transactions, call routing requests, proper phone etiquette, valet parking, concierge services

OE2 Perform cash handling, accounting, financial transactions, end of day reports and cash control procedures

OE3 Describe convention, meeting and banquet support functions

OE4 Apply basic skills in food and catering services

OE5 Manage use, care, maintenance and storage of equipment, tools and supplies

OE6 Manage time and work tasks efficiently

OE7 Perform appropriate work roles within the sales and marketing division

OE8 Examine geography, climate, sites and time zones of various regions and countries

OE9 Examine customs of various regions and countries

OE10 Examine food, beverage and rules of etiquette for various regions and countries

OE11 Identify requirements for international business travel, e.g., passport, visa, proof of citizenship, immunizations and sponsorship letters

OF MANAGEMENT OF HOSPITALITY, TRAVEL, TOURISM AND RECREATION PROGRAMS AND EVENTS

OF1 Respond to client inquiries and requests

OF2 Design themes, timelines, budgets, agendas and itineraries

OF3 Identify resources, information and evaluation tools for locations, facilities, suppliers and vendors for specific services

OF4 Prepare for distribution of event materials

OF5 Demonstrate skills related to promoting and publicizing events

OF6 Manage programs and events for specific age groups or diverse populations

OF7 Describe familiarization (FAM) tours

OG ECONOMIC PRINCIPLES IN HOSPITALITY, TRAVEL, TOURISM AND RECREATION

OG1 Distinguish between economic goods and services

OG2 Explain the concept of economic resources, e.g., land, labor, capital, entrepreneurship

OG3 Explain the principles of supply and demand

OG4 Explain the concept of private enterprise

OG5 Identify factors, e.g., economics, human, nature, time value of money, affecting a business' profit

OG6 Describe ways competition affects business decisions

OH BUSINESS, MANAGEMENT AND ENTREPRENEURIAL CONCEPTS

OH1 Explain the social responsibility, e.g., environmental issues, ethical decisions, community involvement, of business in society

OH2 Calculate gross and net sales

OH3 Explain the role of management, e.g., planning, organizing, controlling, in business

OH4 Explain the use of various business records, e.g., income statement, balance sheet, sales records, employment records

OH5 Analyze the types of business ownership, e.g., sole proprietorship, partnership, corporation

OH6 Analyze the effect business trends have on decision making

OH7 Analyze the types of business risk, e.g., economic, human and natural

OH8 Explain ways to handle business risk, e.g., risk prevention and control, risk transfer, risk retention, risk avoidance

OI MARKETING INFORMATION MANAGEMENT

OI1 Utilize market data to influence business decisions

OI2 Identify ways to obtain market data for market research, e.g., surveys, interviews, observations, trade publications, internet sources

OI3 Differentiate between primary and secondary data

OJ FUNDAMENTAL MARKETING CONCEPTS IN HOSPITALITY, TRAVEL, TOURISM AND RECREATION

OJ1 Explain the marketing concept

OJ2 Identify and describe the components of the marketing mix, e.g., product, price, placement, promotion

OJ3 Identify target market

OJ4 Explain the concept of product mix/product assortment

OJ5 Compare various pricing strategies and explain the goals of pricing

OJ6 Explain factors affecting pricing decision, e.g., cost, competition, economic factors

OK ADVERTISING AND PROMOTION

OK1 Explain the concept of branding

OK2 Explain the use of proposals, promotional plans and business plans

OK3 Explain the types of advertising, e.g., social media, radio, television, direct mail, outdoor, internet

OK4 Identify the advantages and disadvantages of each type of advertising

OK5 Identify the elements of the promotional mix, i.e., advertising, publicity, sales promotion, personal selling

OK6 Explain components of advertisements, e.g., headline, copy, illustration, price, signature, logo

OK7 Identify current trends in technology that affect the hospitality and tourism industry

OL SELLING

OL1 Identify methods of approaching, e.g., greeting, service, merchandise, combination, the customer

OL2 Explain how to determine customer needs and expectations in selling process

OL3 Identify and demonstrate product features/benefits to match customer needs

OL4 Explain the methods and benefits of suggestion selling

OL5 Identify the procedures of departure and follow-up, e.g., receipt, reassurance, thank you, phone calls, written correspondence, in the selling process

OL6 Explain the role of customer service as a component of selling relationships

OL7 Explain business ethics in selling

OM CONTRIBUTION OF DESTINATION MARKETING ORGANIZATIONS (DMOs) AND CONVENTION VISITORS BUREAUS (CVBs) IN THE HOSPITALITY, TRAVEL, TOURISM AND RECREATION INDUSTRIES

OM1 Describe the purposes and services of Destination Marketing Organizations (DMOs) and Convention and Visitors Bureaus (CVBs)

OM2 Analyze the relationships among DMOs and other hospitality and tourism businesses

OM3 Describe the value of DMOs and CVBs to the local economy

OM4 Identify trends with DMOs and CVBs

OM5 Describe funding of DMOs and CVBs

OM6 Explain the use of lodging (transient visitor) taxes in destination marketing