

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 Communicate effectively with customers and co-workers

AB READING AND WRITING

AB1 Locate and interpret written information

AB2 Read and interpret workplace documents

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 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)

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 deductive reasoning and problem-solving 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 Use financial services effectively

AE5 Demonstrate ability to meet financial obligations

AF INTERNET USE AND SECURITY

AF1 Recognize the potential risks associated with Internet 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 and appropriate use of social media

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

AH TELECOMMUNICATIONS

AH1 Select and use appropriate devices, services, and applications to complete workplace tasks

AH2 Demonstrate appropriate etiquette when using e-communications (e.g., cell phone, e-mail, personal digital assistants, online meetings, conference calls)

EMPLOYABILITY SKILLS

EA POSITIVE WORK ETHIC

EA1 Demonstrate enthusiasm 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

EB2 Demonstrate honesty and reliability

EB3 Demonstrate ethical characteristics and behaviors

EB4 Maintain confidentiality and integrity of sensitive company information

EB5 Demonstrate loyalty to 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

EC4 Demonstrate personal accountability in the workplace

EC5 Demonstrate pride in work

ED TIME, TASK, AND RESOURCE MANAGEMENT

ED1 Plan and follow a work schedule

ED2 Work with minimal supervision

ED3 Work within budgetary constraints

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

EE DIVERSITY AWARENESS

EE1 Recognize diversity, discrimination, harassment, and equity

EE2 Work well with all customers and co-worker

EE3 Explain the benefits of diversity within the workplace

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

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

EE6 Illustrate techniques for eliminating gender 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 Contribute to the success of the team

EF3 Demonstrate effective team skills and evaluate their importance in the workplace (e.g., setting goals, listening, following directions, questioning, dividing work)

EG CREATIVITY AND RESOURCEFULNESS

EG1 Contribute new ideas

EG2 Stimulate ideas by posing questions

EG3 Value varying ideas and opinions

EG4 Locate and verify information

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 acknowledge customers/clients

EI2 Identify and address needs of customers/clients

EI3 Provide helpful, courteous, and knowledgeable service

EI4 Identify appropriate channels of communication with customers/clients (e.g., phone call, face-to-face, e-mail, website)

EI5 Identify techniques to seek and use customer/client feedback to improve company services

EI6 Recognize the relationship between customer/client satisfaction and company success

EJ ORGANIZATIONS, SYSTEMS, AND CLIMATES

EJ1 Define profit and evaluate the cost of conducting business

EJ2 Identify "big picture" issues in conducting business

EJ3 Identify role 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 job opportunities (e.g., volunteerism, internships, co-op, part-time/full-time employment)

EK4 Prepare a resume, letter of application, and job application

EK5 Prepare for a job interview (e.g., research company, highlight personal strengths, prepare questions, set-up a mock interview, dress appropriately)

EK6 Participate in a job interview

EK7 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 Seek and capitalize on self-improvement opportunities

EL4 Discuss the importance of flexible career planning and career self-management

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 life-long learning

EM2 Research and identify emerging technologies for specific careers

EM3 Select appropriate technological resources to accomplish work

EN HEALTH AND SAFETY

EN1 Assume responsibility for safety of self and others

EN2 Follow safety guidelines in the workplace

EN3 Manage personal health and wellness

OCCUPATIONAL SKILLS

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

OA1 Determine the roles and functions of individuals 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 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 and competition

OB2 Design staff schedule

OB3 Conduct orientation, regular training/education, and on-the-job training/retraining

OB4 Apply work measurement techniques (i.e., productivity)

OB5 Apply principles of purchasing and receiving in facility management operations

OB6 Implement inventory procedures and maintain receipts and disbursement records

OB7 Apply accounting principles in planning and forecasting profit and loss

OB8 Implement a marketing plan

OB9 Explain the effect of quality on profit

OB10 Identify the effects of continuous quality improvement

OB11 Examine federal and state regulations regarding the handling, use, and storage of chemicals

OB12 Apply Occupational Safety and Health Administration (OSHA) regulations to situations in which blood-borne pathogens exist and need to be labeled

OB13 Execute a pest control system appropriate for the facility

OB14 Apply Centers for Disease Control (CDC) standards

OB15 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 Examine utilization of resources and ways to conserve them

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 Demonstrate quality customer service which exceeds expectations

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

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)

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

OE1 Demonstrate front desk skills

OE2 Perform cash handling, accounting, and financial transactions

OE3 Manage 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 Apply time and work management to facility services tasks

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 Assemble information needed for domestic and international travel

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

OF1 Coordinate client inquiries and requests

OF2 Design themes, timelines, budgets, agendas, and itineraries

OF3 Organize 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 populations

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) effecting a business's 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 Explain the process of purchasing (e.g., information gathering, open-to-buy, selecting suppliers)

OH3 Calculate gross and net sales

OH4 Explain the role of management (e.g., planning, organizing, controlling) in business

OH5 Explain the use of various business records (i.e., income statement, balance sheet, sales records, employment records)

OH6 Analyze the types of business ownership (e.g., sole proprietorship, partnership, corporation)

OH7 Analyze the effect business trends have on decision making

OH8 Analyze the types of business risk (e.g., economic, human, and natural)

OH9 Explain ways to handle business risk (i.e., risk prevention & control, risk transfer, risk retention, risk avoidance)

OI MARKETING INFORMATION MANAGEMENT

OI1 Describe how marketing information is used in 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 (i.e., product, price, placement, promotion)

OJ3 Describe market segmentation methods used to identify target market (i.e., demographics, geographic, psychographics, product benefits and behavioral)

OJ4 Identify the characteristics of a target market

OJ5 Explain the concept of product mix/product assortment

OJ6 Compare various pricing strategies and explain the goals of pricing

OJ7 Explain factors affecting pricing decision (e.g., cost, competition, economic factors)

OJ8 Explain the seven marketing functions (e.g., distribution, pricing, selling, promotion, product service management, marketing info management, financing)

OK ADVERTISING AND PROMOTION

OK1 Explain the concept of branding

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

OK3 Explain the role of promotion as a marketing function

OK4 Explain the types of advertising (e.g., radio, television, direct mail, outdoor, newspaper, Internet, social media)

OK5 Identify the advantages and disadvantages of each type of advertising

OK6 Identify the elements of the promotional mix (i.e., advertising, publicity, sales promotion, personal selling)

OK7 Explain components of advertisements (e.g., headline, copy, illustration, price, signature, logo)

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