

HOSPITALITY MANAGEMENT, 52.0900.00

An Industry Standards Validation Committee developed and approved these standards on February 18, 2016. The Arizona Career and Technical Education Quality Commission, the validating authority for the Arizona Skills Standards Assessment System and the end-of-program assessments, certificates, and transcripts, endorsed these standards on May 12, 2016. The first testing date for the end-of-program assessment for Hospitality Management using the new standards is Fall 2017.

STANDARD 1.0 EXAMINE THE HOSPITALITY AND TOURISM INDUSTRY

- 1.1 Outline the historical development of the industry
- 1.2 Review the scope and role of the industry in the state, nationally, and internationally
- 1.3 Identify key sectors of the industry
- 1.4 Examine organizations that support the industry
- 1.5 Evaluate trends in the industry
- 1.6 Apply technology as it relates to the industry
- 1.7 Apply industry terminology
- 1.8 Investigate the value of sustainability in the industry (e.g., electricity, water, waste, recycling)

STANDARD 2.0 ANALYZE THE LODGING SECTOR

- 2.1 Compare and contrast the classifications of lodging facilities and properties
- 2.2 Diagram the organizational structure of a lodging property
- 2.3 Outline elements of the overall customer experience journey, i.e., inspiration, planning, purchase, preparation, stay, engagement
- 2.4 Describe factors guests consider when selecting lodging
- 2.5 Explain options for making a lodging reservation
- 2.6 Describe the importance of guest amenities, i.e., goods and services; tangible and intangible
- 2.7 Examine front-of-the house (FOH) operations and related systems technology
- 2.8 Examine back-of-the house (BOH) operations and related systems technology
- 2.9 Describe the role of franchising, independently-operated, and management companies
- 2.10 Identify career paths in the lodging sector

STANDARD 3.0 ANALYZE THE FOOD AND BEVERAGE SECTOR

- 3.1 Examine food and beverage operations in various contexts
- 3.2 Practice front-of-the-house (FOH) operations and related systems technology
- 3.3 Practice back-of-the-house (BOH) operations and related systems technology
- 3.4 Compare and contrast the classification of restaurants
- 3.5 Identify components of menu design
- 3.6 Research the role of sustainable food sources
- 3.7 Analyze food and beverage in managed service operations (e.g., hospitals, university food service, airlines)
- 3.8 Perform mathematical calculations in the context of the food and beverage sector, including food and beverage costs
- 3.9 Compare and contrast various catering operations
- 3.10 Describe the role of franchising in the food and beverage industry
- 3.11 Apply food and beverage recycling procedures (e.g., fryer oil, glass, food waste, cardboard)
- 3.12 Identify career paths in the food and beverage sector

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STANDARD 4.0 ANALYZE THE RECREATION SECTOR

- 4.1 Describe the diversity of recreational venues (e.g., amusements, attractions, gaming, sports, adventure, entertainment)
- 4.2 Research ideas needed to develop programs and/or products unique to each venue
- 4.3 Identify career paths in the recreation sector

STANDARD 5.0 ANALYZE THE TRAVEL AND TOURISM SECTOR

- 5.1 Define tourism
- 5.2 Categorize motivations for travel
- 5.3 Compare and contrast the roles of state, national, and international organizations and promoters of tourism
- 5.4 Identify the different modes and importance of transportation (e.g., planes, trains, buses, automobiles, boats/ships, etc.)
- 5.5 Identify opportunities to develop cooperative tourism programs with community organizations (e.g., historical sites, businesses, organizations, vendors, suppliers)
- 5.6 Create customized tours/promotional packages targeted to individuals or group market
- 5.7 Identify career paths in the travel and tourism sector

STANDARD 6.0 ANALYZE EVENT PLANNING AND THE EVENT MANAGEMENT SECTOR

- 6.1 Define the term event and the purpose of an event
- 6.2 Compare and contrast different kinds of events (e.g., meetings, conventions, expositions, farmers market, weddings, birthday parties)
- 6.3 Define the essential components of effective event coordination
- 6.4 Design an event plan, i.e., theme, floor plan, menu, logistics, budget
- 6.5 Explain the role of third-party event coordinators
- 6.6 Identify career paths in the event planning sector

STANDARD 7.0 EXAMINE GUEST/CUSTOMER SERVICE STRATEGIES WITHIN THE HOSPITALITY AND TOURISM INDUSTRY

- 7.1 Describe qualities and characteristics of a successful service professional
- 7.2 Define terminology, concepts, and principles associated with exceptional customer service
- 7.3 Compare company cultures and strategies for exceptional customer service
- 7.4 Apply proactive versus reactive techniques when interacting with guests
- 7.5 Recognize ways to evaluate the effectiveness of quality service
- 7.6 Identify customer retention and recovery strategies in relation to an unsatisfactory experience
- 7.7 Identify customer retention strategies in relation to a satisfactory experience
- 7.8 Practice guest services skills as they relate to all sectors of the hospitality industry
- 7.9 Categorize service needs of various types of customers (e.g., functional, accessible, emotional)

STANDARD 8.0 EVALUATE THE VALUE OF COMMUNICATION SKILLS WITHIN THE HOSPITALITY AND TOURISM INDUSTRY

- 8.1 Research strategies to improve employee relations (e.g., team building, recognition, engagement, training)
- 8.2 Explain the significance of positive employee relations and the impact on business
- 8.3 Recognize and adapt to diversity in the workplace
- 8.4 Demonstrate suitability for employment by adhering to workplace standards and policies
- 8.5 Practice appropriate written, verbal and nonverbal communication skills
- 8.6 Demonstrate appropriate use of personal communication devices in the workplace
- 8.7 Practice effective listening and questioning skills

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- 8.8 Practice etiquette and professional protocol in the workplace
- 8.9 Develop and deliver presentations using a variety of skills and techniques appropriate for the industry
- 8.10 Practice customer service skills as they relate to guest interaction
- 8.11 Explain how cultural, ethnic, gender, and/or generational differences affect interpersonal interactions, i.e., the ability to communicate successfully
- 8.12 Identify acceptable communication protocols for given situations

STANDARD 9.0 ASSESS THE SAFETY, SECURITY, AND SANITATION STANDARDS IN THE HOSPITALITY ENVIRONMENT

- 9.1 Examine the role of OSHA regulations and standards
- 9.2 Identify risk management policies, procedures, and practices to ensure efficiency, profitability, and success
- 9.3 Apply safety policies and procedures for the hospitality environment (e.g., food handlers certification)
- 9.4 Identify ways to effectively respond to emergency situations
- 9.5 Identify sanitation procedures to ensure facility compliance with health codes
- 9.6 Demonstrate food storage and handling practices in accordance with Hazard Analysis and Critical Control Points (HACCP) (e.g., FIFO, cold/hot food handling, temperature control, ServSafe principles)
- 9.7 Manage the use and storage of chemicals

STANDARD 10.0 EXAMINE THE SALES AND MARKETING FUNCTION IN THE HOSPITALITY AND TOURISM INDUSTRY

- 10.1 Identify the components of a marketing plan
- 10.2 Identify current e-commerce (media technologies) systems used to implement a marketing plan [e.g., social media, online travel agency (OTA), online presence]
- 10.3 Explain market segmentation and target-market strategies using terminology appropriate for the audience
- 10.4 Explain the Five Ps of marketing: people, price, product, promotion, and placement
- 10.5 Distinguish among the common types of marketing promotions (e.g., advertising, public relations, sales promotions, direct sales)
- 10.6 Define the role of branding, brand identification, and image development
- 10.7 Evaluate the features and benefits of products and services
- 10.8 Describe the integral role all employees have in sales and marketing

STANDARD 11.0 EXAMINE THE MANAGEMENT AND LEADERSHIP FUNCTIONS OF THE HOSPITALITY AND TOURISM INDUSTRY

- 11.1 Create and interpret a staffing and scheduling plan
- 11.2 Review employee performance evaluation tools and methods
- 11.3 Compare and contrast the five management functions: planning, organizing, directing, staffing, and controlling
- 11.4 Describe organizational cultures and mission statements
- 11.5 Demonstrate team-building methods used by managers
- 11.6 Differentiate time management strategies
- 11.7 Identify types and functions of organizational charts
- 11.8 Describe the purpose, application, and consequences of adhering to policies and procedures
- 11.9 Describe characteristics of an effective leader
- 11.10 Differentiate between management and leadership
- 11.11 Identify the importance of integrity and professionalism with regard to management leadership
- 11.12 Assess the importance of managing the overall customer experience

STANDARD 12.0 EXPLORE FINANCIAL MANAGEMENT IN THE HOSPITALITY INDUSTRY

- 12.1 Explain the purpose of a budget
- 12.2 Differentiate among revenues, expenses, break even, profit, or loss
- 12.3 Define revenue management concepts and functions [e.g., RevPAR (revenue per available room), RevPAR Index, yield management]
- 12.4 Compare and contrast independent versus franchise operations

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- 12.5 Review the effect of globalization in the industry
- 12.6 Analyze economic trends and their impact on the industry
- 12.7 Describe purchasing and receiving practices and procedures
- 12.8 Evaluate the impact of labor costs and labor management

STANDARD 13.0 EXPLORE THE LEGAL AND ETHICAL RESPONSIBILITIES IN THE HOSPITALITY AND TOURISM INDUSTRY

- 13.1 Define ethical and unethical behavior and consequences in the workplace (e.g., theft, privacy considerations, code of conduct)
- 13.2 Identify legal issues concerning workplace matters (e.g., drug testing, hiring practices, discrimination, privacy, harassment, sexual orientation/identity)
- 13.3 Examine the relationship between ethics and law for the industry
- 13.4 Identify legal issues that impact the industry (e.g., consumer protection, duty of care, equal employment opportunity, antidiscrimination, workplace relations, child sex tourism/trafficking)

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