



Hospitality and Tourism

Pathway: Recreation, Amusements & Attractions

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
HTPD01.01	Systems	#7: Development and Management of Attractions and Events	Explore the types, structure, and career opportunities of the diverse operational units in the pathway.	Research various operating units in the pathway to distinguish the particular characteristics of each venue.	List recreational venues.
					List amusement venues.
					List attraction venues.
				Outline unique organizational structure of various operating units to compare and contrast the venues.	Describe characteristics unique to each venue.
					Describe characteristics common to each venue.
					List recreation careers.
Summarize unique career opportunities for each segment to gather occupational information for each venue.	List amusement careers.				
	List attraction careers.				
HTPD01.02	Systems	#7: Development and Management of Attractions and Events	Study admission procedures and traffic control issues to manage and control people, groups, and vehicles.	Examine guest and group admission procedures to utilize guidelines for access control.	Identify which venues use ticket admission and how those tickets are collected.
					Identify which venues use membership and how the member is identified.
					Explain how groups are handled differently in each case.
				Examine traffic control issues as they apply to people and vehicles to alleviate congestion issues.	Plan for effective directions and parking of vehicles.
					Identify a situation where the number of guests would need to be controlled and list how this would be accomplished.



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HTPD01.03	Systems	#9: Merchandising the Recreation Industry	Evaluate the unique operational departments in each segment to gain knowledge of the maintenance technology, merchandizing, program and product potential in each venue.	Examine maintenance issues requiring special training of personnel to appreciate job demands and opportunities of each venue.	List maintenance issues unique to recreation.
					List maintenance issues unique to amusements.
					List maintenance issues unique to attractions.
				Summarize merchandising and retail outlet opportunities to predict types of products available.	Describe retail opportunities possible at each venue.
					List types of merchandise that may be available at each venue.
					Explain the role history might play in developing programs/exhibits/events.
Research ideas needed to develop programs and/or products unique to each venue.	Explain the role various animals have in exhibit development.				
	Explain how a theme might determine the types of products/services/events available.				
HTPD02.01	Safety and Security	#8: Issues of Safety and Security	Achieve an awareness of safety and security issues unique to each segment to provide appropriate safety and security measures.	Research safety and security issues for guests unique to each venue to create safety guidelines.	List guest safety/security issues at recreation venues.
					List guest safety/security issues at amusement venues.
					List guest safety/security issues at attraction venues.
				Research safety and security issues for employees unique to each venue to create safety guidelines.	List employee safety/security issues at recreation venues.
					List employee safety/security issues at amusement venues.
					List employee safety/security issues at attraction venues.



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HTPD02.02	Safety and Security	#8: Issues of Safety and Security	Achieve an awareness of safety and security issues unique to hospitality and tourism to provide appropriate safety and security measures.	Study safety and security issues unique to each venue to create safety guidelines for guests.	Detail guest safety/security issues at recreation facilities.
					Detail guest safety/security issues in amusement areas.
					Detail guest safety/security issues at attractions.
					Detail guest safety/security issues at gaming facilities.
				Research safety and security issues unique to each venue to establish employee safety standards.	Specify employee safety/security issues at recreation facilities.
					Specify employee safety/security issues at amusement areas.
					Specify employee safety/security issues at attractions.
					Specify employee safety/security issues at gaming facilities.
				Examine equipment safety, functionality, and durability to protect guests and minimize replacement costs.	List factors that affect safe and appropriate functioning of recreational equipment.
					List factors that affect safe and appropriate functioning of amusement park equipment.
					List factors that affect safe and appropriate functioning of educational attraction equipment.
					List factors that affect safe and appropriate functioning of museum exhibits and equipment.
					List factors that affect safe and appropriate functioning of gaming equipment.



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			(CONTINUED)	Evaluate methods for equipment maintenance and repair to avoid downtime.	List advantages for repairing on site. List advantages of securing a technician from off-site. List factors to consider in selecting a technician. List the factors involved with preventive maintenance (time, cost). List the factors involved with emergency repair (downtime, cost).
HTPD02.03	Safety and Security	#8: Issues of Safety and Security	Research and create a resource base using alternative plans, proactive and reactive solutions to manage any emergency situation.	Formulate methods of resolution and/or alternatives to potential safety hazards. Research sources to utilize in various emergency situations for self, co-workers and customer/guests.	Create a proactive solution to address common safety hazards including lighting, sound, surface areas, political and social climate. Create a reactive solution to guests' exposure to a health hazard. Suggest ways to manage guests and groups facing safety hazards. Develop and role play mock emergency situations demonstrating caution and good judgment. Detail three resources for assistance with communication. Name the most common source for criminal assistance. Name a resource for assistance with environmental issues. List a source for assistance with legal issues. List two sources for assistance with medical or social services.



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HTPD02.04	Safety and Security	#8: Issues of Safety and Security	Review safety and security issues to establish procedures for customer education.	Examine and disseminate information to help customers deal with potential safety hazards and security issues.	Collect safety and security information relevant to the venue.
					Display safety and security information and materials.
					Distribute safety and security information appropriately to customer/guest.
HTPD03.01	Admissions	#7: Development and Management of Attractions and Events	Study admission procedures to manage and control individuals and groups.	Examine guest and group admission mediums to utilize guidelines for access control.	Identify which venues use ticket admission and methods of collection.
					Identify which venues use membership and method of identification.
					Explain how groups are handled differently in each case.
				Research various methods of ticket allocation to control admission.	List methods of allocating tickets by season, month and day.
					Describe considerations for allocating adult, children and senior tickets.
HTPD03.02	Admissions	#7: Development and Management of Attractions and Events	Explore the different ticket sales options to establish best practices.	Research various methods of ticket pricing and sales to maximize sales.	Identify the factors necessary to consider when setting ticket prices.
					List the various methods of selling tickets.
				Explore the types and structure of admission ticket channels to distribute tickets.	List ways to allocate tickets for sale.
					List ways to distribute tickets for delivery.
HTPD03.03	Admissions	#7: Development and Management of Attractions and Events	Examine traffic control issues as they apply to people and vehicles to alleviate congestion issues.	Study traffic control issues to manage vehicles.	Plan for effective directions and parking of vehicles.
					Identify a situation where the number of guests would need to be controlled and list how this would be accomplished.



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HTPD03.04	Admissions	#7: Development and Management of Attractions and Events	Evaluate the types of information and directions guest would need at entry to be familiar with their surroundings.	Gather information about an entire facility to distribute to the guests.	List all locations a guest would need to know.
					Describe the guest use of each area.
					Identify the scheduled opening and closing for each area of the facility (days/seasons).
					Give a short history or background of the facility if relevant.
				Gather maps and diagrams of a facility to distribute to the guests.	Describe how a guest would travel through the facility.
					List critical locations such as restrooms, telephones, ATMs and first aid stations.
				Determine information needed to serve guests from non-public sources and locations.	List information a guest might need that they may not have accessed.
					List non-public locations a customer service person would need as a resource.
Summarize the policies and procedures to provide guest safety.	Describe policies about items such as backpacks, strollers, wheelchairs, packages, high heels, etc. that would minimize damage and safety in an attraction or amusement setting.				
	Identify emergency evacuation routes.				
HTPD04.01	Marketing	#9: Merchandising the Recreation Industry	Evaluate the unique operational departments in hospitality and tourism to develop marketing strategies in recreation, amusements, and attractions.	Describe the use of market segmentation to design marketing plans.	List the groups or demographics of the groups to be targeted.
					Describe how this factor affects the marketing strategies.
				Describe the impact of seasonality to design marketing plans.	List what seasons are most popular for each venue.
					Give a scenario of a "worst" season.
				Describe the ways to incorporate a loyalty program into the marketing plan.	List ways to entice the customer to return.
					Give methods to convince customers to refer others to the facility.
				Describe collaboration with other entities to provide an inclusive product or service.	Detail ways to set-up a marketing partnership.
					Describe the process to create a tourism experience package with other businesses.
Examine avenues to expose the public to a new product or service.	List methods to announce a new product to the public.				
	List ways to communicate a new product or service to current customers.				



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HTPD04.02	Marketing	#9: Merchandising the Recreation Industry	Study the different venues in hospitality and tourism to gain knowledge of merchandizing, program and product potential.	Summarize merchandizing and retail outlet opportunities to predict types of available products.	Describe retail opportunities possible at each venue.
					List types of merchandise that may be available at each venue.
				Research ideas needed to develop programs and/or products unique to each venue.	Explain the role history might play in developing programs/exhibits/events.
					Explain the role various animals have in exhibit development.
					Explain how a theme might determine the types of products/services/events available.
HTPD05.01	Operations	#6: Hospitality and Tourism Internship #9: Merchandising the Recreation Industry	Explore the types, structure, and career opportunities of recreation, amusements, and attractions to gain awareness of the diverse operational units in hospitality and tourism.	Study various operating methods of a recreational facility to distinguish the particular characteristics of recreation.	List three ways to organize a business to provide recreational options for guests.
					Describe the benefits and disadvantages of each method.
					Name various types of recreation facilities.
				Outline various operational methods to utilize at a museum.	List three ways to organize a museum.
					Detail the benefits and disadvantages of each method.
					Name various types of museums.
				Outline various methods to operate an attraction.	Name two business methods for operating a historic attraction.
					List three methods for operating an amusement attraction.
	List three business methods for operating an educational attraction.				
	Describe the benefits and disadvantages of each method.				



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Explain various methods to operate a casino or gaming facility.	Detail characteristics unique to the gaming venue. Describe the organizational requirements for operating a casino. List the benefits and disadvantages such management would encounter.
				Evaluate the "Design Day Specifications" to best utilize a facility.	List the factors that influence the capacity of the facility. Name the factors that influence the attendance of your customers. Cite the methods of adjusting the design of a facility to accommodate the normal day, a slow day, and a super busy day.
				Summarize unique career opportunities in hospitality and tourism to gather occupational information for each venue.	List recreation careers. List amusement careers. List attraction careers. List gaming careers.

Additional Recommended
CTE/Degree Major
Courses:

- #3: Service Marketing
- #4: Event and Project Planning and Management
- #4: Marketing for Hospitality and Tourism
- #10: Overview of Gaming