Hospitality and Tourism

Foundation

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
HTC01.01	Academic Foundations	Academic Courses	Study and use basic academic skills to perform effectively in the workplace.	Apply mathematical, reading and writing skills necessary to perform job tasks in the hospitality and tourism industry.	Read and comprehend work related materials.
					Read and follow instructions to perform a task.
					Perform basic mathematical functions including use of decimals, fractions, percentages, formulas and methods of measurement.
					Perform basic accounting procedures.
					Perform written tasks including filling out forms and writing reports.
HTC01.02	Academic Foundations	#1: Introduction to Hospitality and Tourism Academic Courses	Study the elements of marketing techniques used in various types of hospitality and tourism establishments to gain familiarity with all venues.	Achieve a familiarity with marketing techniques used in the hospitality and tourism industry to sell a product or service.	Identify the elements of marketing.
					Compare/contrast different marketing packets.
					Develop strategies for making a sale.
HTC01.03	Academic Foundations	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Study and synthesize information from cultural diversity and geographical studies to appreciate their importance in developing products and services.	Identify the components of cultural diversity to understand their impact on the different areas of the hospitality and tourism industry.	Define culture and cultural diversity.
					Categorize components of culture including religious customs, dietary habits and traditions.
					Give examples of how culture is relevant to the hospitality and tourism industry.
					Design a method of increasing multicultural awareness.

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Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Identify the elements of geography that affect the hospitality and tourism industry to aid in customer service.	Articulate the relevance of geography to hospitality and tourism including natural resources, climate, landforms and time zones.
					Identify the major countries important to the industry for importing goods.
					Apply the concepts of weather and climate to hospitality situations.
HTC01.04	Academic Foundations	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Study and synthesize the effects of the economy on the hospitality and tourism industry to apply appropriate strategies in developing products or services.	Summarize how to use the “state of the economy” to plan products and service.	Define currency and the exchange rate.
					Define economics as it applies to the hospitality and tourism industry.
					Generalize the effects that supply and demand have on the hospitality and tourism industry.
					Explain the importance of the hospitality and tourism industry to the U.S. economy.
					Explain effects of changes in taxation on hospitality and tourism industry.
HTC01.05	Academic Foundations	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Study the elements of management styles used in various types of hospitality and tourism establishments to gain familiarity with all venues.	Examine management styles of different organizational structures to learn best practices for each style.	Define industry management terms including yield, yield management, no-show, discount inventory control, overbooking and spoilage.
					Compare/contrast management of different organizational structures including independently owned, chain affiliated and corporations in the industry.

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HTC02.01	Communications	Academic Courses	Use good oral and written communication skills to create, express and interpret information.	Apply active listening skills in obtaining and clarifying information.	Determine familiarity of discussion.
					Differentiate between hearing and listening.
					Evaluate different styles of listening.
					Identify the effects of physical, social, and psychological factors on ability to listen.
					Demonstrate the role of good listening skills in job success.
					Explain the message given.
				Respond with restatement and clarification techniques to clarify information.	Ask questions to seek or confirm understanding.
					Paraphrase or repeat information.
					Record or summarize information in written notes.
					Follow directions and/or respond in a positive way with clear, concise comments.
HTC02.02	Communications	Academic Courses	Interpret verbal and nonverbal behaviors to enhance communication with co-workers and customers/guests.	Interpret verbal behaviors to enhance communication with co-workers and customers/guests.	Speak and understand English or required language.
					Present comfortable tone in speaking with people.
					Identify verbal cues.
					Communicate clearly and concisely to co-workers and others.
					Explain messages conveyed by verbal behaviors.

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Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Interpret nonverbal behaviors to enhance communication.	Identify nonverbal cues.
					Observe eye contact, facial expressions, posture, gestures, and other body language.
					Explain message conveyed by nonverbal behaviors.
HTC02.03	Communications	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Design all communications to exhibit professionalism in attitude, initiative, respect to others, and commitment.	Apply proper etiquette in all customer contacts.	Use correct phone etiquette.
					Defuse dissatisfaction scenarios professionally.
					Provide constructive feedback and reinforcement.
					Devise strategies for maximizing customer satisfaction.
				Utilize tactful phraseology and communication to dispel misunderstandings or difficult situations.	Make a request of a guest/customer without confrontation.
					Give directions to a frenzied, stressed, upset guest/customer without insult or conflict.
HTC02.04	Communications	Academic Courses	Comprehend and use reading strategies to learn meaning, technical concepts, vocabulary, and follow directions.	Use purpose as a context to select reading strategies and read text.	Identify purpose of text.
					Identify complexity of text.
					Use at least one reading strategy (skimming, reading for detail, reading for meaning and critical analysis) for selected reading, and describe why you selected that strategy.

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Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Analyze information read to learn meaning, technical concepts, vocabulary, and follow directions.	Determine relevance, accuracy and appropriateness to purpose.
					Integrate information with prior knowledge.
					Identify complexities and discrepancies in information.
					Analyze information presented in a variety of formats such as tables, lists, and figures.
				Interpret, transcribe and communicate information, data, and observations to apply information learned from reading to actual practice.	Explain meaning of new terms, vocabulary and concepts.
					Interpret technical materials used.
					Write specific steps for applying information learned to task or new situation.
					Write set of directions for others sharing information learned and applying that to task or new situation.
HTC02.05	Communications	Academic Courses	Locate, organize and reference written information from various sources to communicate with co-workers and clients/participants.	Locate written information to communicate with co-workers and clients/participants.	Identify topic.
					Conduct search of information using card catalog, keywords, and/or search engines.
					Locate variety of resources such as books, journals, and magazines.
					Locate information from electronic forms including the Internet.

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Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Organize information to use in written and oral communications.	Read and take notes from selected resources.
					Prepare outline that emphasizes major points with supporting data.
					Present information in organized, easy-to-follow manner.
				Document the source and proper reference to use in written information.	Prepare a bibliography.
					Footnote excerpts and quotations.
					Follow rules and regulations relating to plagiarism and copyright.
HTC02.06	Communications	Academic Courses	Use correct grammar, punctuation and terminology to write and edit documents.	Compose multi-paragraph writing clearly, succinctly, and accurately to reflect professionalism in written documents.	Organize and arrange information for effective coherence.
					Report relevant information in order of occurrence.
					Interpret information, data, and observations correctly.
					Present main ideas and supporting facts.
				Use description of audience and purpose to prepare written documents including forms, reports, and data sheets.	Use technical terms and concepts.
					Incorporate and use references effectively and accurately.
					Report objective and/or subjective information.
				Use correct grammar, spelling, punctuation and capitalization to prepare written documents.	Use correct grammar and sentence structure.
					Use correct spelling.
					Use correct punctuation and capitalization.

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Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Use computer skills to design and develop written materials and supporting visual aids.	Use word processing software to develop text, charts, graphs or figures correctly.
					Use presentation software to prepare visual support materials.
					Format written documents with correct font and layout for easy reading.
HTC02.07	Communications	#2: Information Technology Applications Academic Courses	Use appropriate resources and techniques to develop and deliver formal and informal presentations.	Use description of audience and purpose to prepare oral presentation.	Know subject matter.
					Identify characteristics of the audience and adjust to their ability to understand.
					Use technical terms and concepts correctly.
					Use proper organization and structure to achieve coherence of major points.
				Identify and prepare media and visual aids to complement an oral presentation.	Identify media and visual aids appropriate to understanding of topic.
					Prepare visual aids and support materials for easy viewing and without error.
					Operate any equipment used with support materials smoothly and efficiently.

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			(CONTINUED)	Deliver presentation to sustain listener's attention and interest.	Deliver presentation without grammatical error.
					Speak clearly with appropriate volume, rate and gestures.
					Use support materials in the presentation that enhance the understanding of the topic and the interest level of the audience.
					Evaluate listeners' interest and receptiveness.
					Use verbal and nonverbal feedback strategies to engage discussion and adjust message and delivery.
					Respond to questions and comments on presentation.
					Explain message conveyed by nonverbal behaviors.
HTC02.08	Communications	#2: Information Technology Applications Academic Courses	Interpret and use tables, charts and figures to support written and oral communication.	Develop tables, charts and figures to support written and oral communication.	Compile facts and arrange in organized manner for a table, chart or figure.
					Document sources of data.
					Determine most appropriate way to display data for effective coherence.
					Prepare table, chart, graph or figure for inclusion in publication or presentation.
				Interpret tables, charts and figures used to support written and oral communication.	Evaluate reference or source of data for authenticity and reliability.
					Explain information presented in tables, charts and figures.
					Prepare written summary of findings expressed in tables, charts and figures.

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HTC03.01	Problem Solving and Critical Thinking	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Use the principles of budgeting and forecasting to maximize profit and growth in various sectors of hospitality and tourism.	Apply forecasting skills to determine cost and profit.	Identify information needed to forecast bookings/reservations.
					Calculate a no-show percentage.
					Calculate a ten-day forecast.
				Apply budgeting skills to determine staffing levels.	Determine labor hours for each level of booking/reservations.
					Determine number of employees to schedule at each level of booking/reservations.
					Set staffing schedules to balance labor costs and level of booking/reservations.
HTC03.02	Problem Solving and Critical Thinking	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Examine all comments and suggestions from the customer service area to formulate improvements in services/products and training of staff.	Use customer comments to guide customer satisfaction policies.	Assess the importance of customer satisfaction.
					Devise strategies for maximizing customer satisfaction.
					Role-play customer dissatisfaction scenarios.

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Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
HTC03.03	Problem Solving and Critical Thinking	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Study potential, real and perceived emergency situations to recognize and implement appropriate safety and security measures.	Identify methods to cope with emergency situations.	Observe guests/customers and surroundings to identify dangerous situations.
					Create a reactive solution to exposure to a terrorist situation.
					Develop and role play mock emergency situations demonstrating caution and good judgment.
HTC03.04	Problem Solving and Critical Thinking	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Identify and use common tasks that require employees to problem-solve on the job.	Use critical thinking skills to solve problems.	Manage time effectively.
					Prioritize tasks.
					Demonstrate flexibility.
					Handle ambiguous situations.

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Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
HTC04.01	Information Technology Applications	#2: Information Technology Applications	Identify and use information technology tools specific to hospitality and tourism to access, manage, and integrate information.	Use computer-based technology to access information.	Access a website using the internet.
					Use email to send and receive messages.
					Collect data from the environment, people, or instruments.
					Use website to promote product/services to potential guests/clients.
				Use database and spreadsheet technology to manage information.	Locate information on a spreadsheet.
					Classify information using a classification scheme.
					Sort information using an organization system.
				Use computer-based technology to integrate information.	Use a database to summarize, compare/contrast information.
					Represent existing client, product, service or topic information in a different form.
					Interpret client or product information to determine appropriate action.
				Use information technology to evaluate information.	Use electronic sources to determine quality, relevance or usefulness of a product.
					Use electronic sources to generate and access client/customer information for evaluation.
HTC04.02	Information Technology Applications	#2: Information Technology Applications	Apply computer skills to expedite workflow and enhance customer service.	Manage computer operations.	Use basic industry software programs.
					Employ desktop operating skills.

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Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
HTC05.01	Systems	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Understand roles within teams, work units, departments, organizations, interorganizational systems and the larger environment to identify the effect of systems on the quality of the product or service.	Research appropriate sources to trace the development of the hospitality and tourism industry and learn the overall structure.	Identify early stages of the hospitality and tourism industry.
					Outline the growth of the hospitality industry.
					Discuss current trends in society and how they affect hospitality and tourism.
					Draw conclusions on the impact of the future economic, technological and social changes in the hospitality and tourism industry.
				Use organizational charts to analyze the workplace operations.	Learn the functions of the department or unit within the larger organization.
					Integrate the functions of other departments or units to serve the guest/customer.
HTC05.02	Systems	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Manage and improve organizational systems to better serve customers.	Develop and manage plans and budgets to accomplish organizational goals and objectives.	Develop work plans and budgets that utilize people and resources effectively.
					Develop reports on performance and resource utilization.
					Modify plans and budgets to meet goals and objectives.

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Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Develop plans to improve organizational performance including customer satisfaction and service/operations performance.	Identify and describe most critical performance problems.
					Identify opportunities for improvement of the system.
					Use structured problem-solving process to develop systematic improvements.
HTC05.03	Systems	#1: Introduction to Hospitality and Tourism	Achieve a familiarity with other industries that have relevant services or products and understand how they impact a seamless product/service to the guest/customer.	Describe feasible collaboration with various other industries to provide an inclusive product to the customer.	Cite an example a seamless service system using cooperative efforts with related industries.
					Identify and integrate the different vendors, suppliers, and properties to create the guest/customer experience.
				Identify the core competencies of the various hospitality and tourism related organizations or businesses to best utilize available resources.	Name an organization whose strength is in its manpower.
					Name an organization whose strength is financial.
					Name a business whose key competence is knowledge or connections.
					Develop an example of a collaborative product or service in the hospitality and tourism industry.

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Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
HTC06.01	Safety, Health, and Environmental	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Review all safety and sanitation procedures applicable to the work area to ensure a safe and healthy work environment for all individuals.	Examine overall safety procedures to maintain a safe work area.	Identify electrical and mechanical hazards.
					Classify different types of fires and how to contain them.
					Identify proper fire evacuation procedures.
					Explain the safe use of ladders.
					Outline proper response to emergency situations.
					Outline basic first aid and CPR procedures.
				Examine sanitation procedures to ensure facility is in compliance with health codes.	Outline compliance requirements of sanitation and health inspections.
					Show exemplary appearance and hygiene.
					Use appropriate safety equipment and clothing.
				Practice personal safety while at the work site and on work-related assignments to avoid injuries or accidents.	Detail proper lifting and carrying procedures.
					Demonstrate handling safety with mechanical, environmental, microwave radiation, vehicle, optical laser, radar, high frequency radio, and fiber optics.
					Demonstrate safe work habits and procedure related to application of electricity and static discharge.
					Demonstrate the appropriate use of safety equipment and procedures, such as lockout/tagout, as required for work activity.
					Demonstrate safe use of equipment commonly used within the hospitality and tourism area.
					Adjust working routines to take advantage of ergonomic designs in the workplace.

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Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
HTC06.02	Safety, Health, and Environmental	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Analyze life choices related to nutrition, stress, and exercise to measure their affect on performance in the career pathways within hospitality and tourism.	Examine the pursuit of personal lifestyle choices to prepare for careers in the hospitality and tourism industry.	List the effects of exercise on job performance.
					Discuss the effects of nutrition and dietary habits on job performance.
					Interpret the effect of stress, fatigue and anxiety on job performance.
HTC06.03	Safety, Health, and Environmental	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Analyze work-related chemicals and hazardous materials to prevent health-related problems that may result from exposure to these elements.	Follow industry standards to comply with safety polices and procedures.	Apply Hazcom and Hazardous Material practices and MSDS procedures for handling and disposing of chemicals.
					Illustrate compliance with OSHA safety regulations and practices.
HTC06.04	Safety, Health, and Environmental	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Study potential, real and perceived hazards to recognize and implement appropriate safety and security measures.	Outline safety and security issues for individuals and groups in multiple environments to minimize risks.	Create a solution to guests/customer exposure to a health hazard.
					Suggest ways to manage guests/customers facing a threat.
					Create ways to prevent common safety hazards.
					Develop and role play mock emergency situations.

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Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Outline resources to utilize in various emergency situations for self, co-workers, and customers/guests.	Detail steps to use in medical emergencies.
					List resources for assistance with environmental issues.
					Name the resources for assistance in crimes or accidents.
					Detail how to access help in a terrorist situation.
HTC06.05	Safety, Health, and Environmental	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Research ways to use security measures to protect guests/customers, staff and limit liability.	Develop various security measures to increase safety.	Outline how locking systems protect guests/customers.
					Create a security system using surveillance cameras.
					Design a security system using security personnel.
					Detail ways to use lighting to increase security.

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Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
HTC07.01	Leadership and Teamwork	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Employ leadership and teamwork skills to facilitate workflow.	Develop group-working relationships to improve the work environment.	Encourage positive working relationships.
					Participate as a team member.
					Adhere to company policies.
					Motivate self.
				Observe outstanding leaders to identify effective management styles.	Name several styles of leadership.
					Identify organization skills of a good leader.
					Describe decision-making skills.
					Explain how a leader delegates work.
					Describe techniques a good leader uses to develop a high performing team.
HTC07.02	Leadership and Teamwork	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Lead others in tasks and activities to benefit the organization as a whole.	Use leadership skills to create motivation for change.	Compliment and encourage others.
					Clarify expectations for change.
					Indicate the benefits of change.
					Exhibit flexibility.
				Model leadership and teamwork qualities to aid in employee morale.	Detail ways to minimize staff turnover.
					Create a pleasant working atmosphere.
					Coach and mentor new employees.
					Involve all individuals in creative problem-solving.

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HTC07.03	Leadership and Teamwork	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Establish and maintain effective working relationships with all levels of personnel and other departments to provide effective services to the guest/customer.	Use interpersonal skills to build effective working relationships.	Work effectively within the department or unit.
					Co-operate with workers from other departments or units.
					Practice sensitivity to cultural, religious, disability and gender issues in dealing with others.
HTC07.04	Leadership and Teamwork	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Resolve conflicts to satisfy staff, guests/customers and others.	Use conflict-management skills to facilitate solutions.	Identify sources of conflict.
					Include stakeholders in a problem-solving session.
					Agree on and implement steps to resolve conflict.
					Follow up on results of implementation.

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Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
HTC08.01	Ethics and Legal Responsibilities	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Examine and review ethical and legal responsibilities as they relate to guests/customers and employee conduct within the establishment to maintain high industry standards.	Develop an awareness of applicable legal policies to comply with laws regarding hiring, harassment and safety issues.	Define legal and ethical responsibilities for safety procedures.
					Outline how harassment and stereotyping can create an unhealthy work environment.
					Demonstrate understanding of legal interviewing processes.
					Interpret workers' compensation requirements and forms.
					Maintain and understand standard of confidentiality.
				Interpret ethical and legal guidelines relating to job performance to solve legal and ethical issues.	Identify ethical and legal situations which occur in the workplace.
					Develop responses to situations based on legal responsibilities and employer policies.
					Develop responses to situations based on ethical considerations.
HTC08.02	Ethics and Legal Responsibilities	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Show regard for ethics, values, and principles to deal fairly with others.	Respect others at all times to express personal ethical values.	Be respectful and sensitive to others' beliefs.
					Demonstrate good life values.
					Demonstrate fairness to others of different cultures, religions, gender, or age.

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Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Integrate ethical treatment in the workplace to establish codes of conduct.	Perform ethically by all local, state, and national standards.
					Apply ethical principles to decision-making related to customers/guests and fellow workers.
					Apply ethical standards to the delivery of quality performance, products and work.
HTC08.03	Ethics and Legal Responsibilities	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Examine professional and workplace ethics and legal responsibilities to provide guidelines for conduct.	Demonstrate awareness of responsibilities for different positions within the organization.	Explain legal responsibilities of employees to comply with government laws and regulations including responsible liability.
					Explain the major laws and regulations that define responsibilities for commercial, consumer, health, safety, environmental, and employment laws and regulations.
HTC08.04	Ethics and Legal Responsibilities	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Identify what ethical issues and concerns affect a career field to aid in making career choices.	Observe ethical behavior in the workplace to appreciate the integral role it plays in all businesses.	Describe situations where ethical concerns can change the workplace.
					Identify problems that may arise if the workforce does not conduct itself ethically.
					Identify regulations that must be followed on a continuous basis in a given career area.
					List ethical liability issues that are specific to hospitality and tourism.

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Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
HTC09.01	Employability and Career Development	#1: Introduction to Hospitality and Tourism	Research and review career options and qualifications to explore careers in the hospitality and tourism industry.	Examine the numerous career paths within hospitality and tourism to discover personal preferences.	Explore restaurants, food and beverage services.
					Explore the lodging industry.
					Explore travel and tourism.
					Explore recreation, amusements, and attractions.
					Identify the preferred career opportunities.
				Study entry-level, skilled level and supervisory positions to gain an awareness of qualifications and skills needed for different levels of employment.	Detail entry-level job qualifications in the industry.
					Detail skilled level job qualification in the industry.
					Detail supervisory level job qualification in the industry.
					Match interests, abilities and preferences to career preferences.
HTC09.02	Employability and Career Development	#1: Introduction to Hospitality and Tourism	Review independently owned and chain-affiliated facilities in hospitality and tourism to compare and illustrate the advantages and disadvantages of working in each venue.	Examine an independently owned facility to distinguish it from other types.	List advantages and disadvantages of working for an independently owned facility.
					List the advantages and disadvantages of working for a chain-affiliated facility.
					Conclude which type provides the best working environment to suit personal characteristics and values of the employee.

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Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
HTC09.03	Employability and Career Development	#1: Introduction to Hospitality and Tourism	Learn steps necessary to seek, apply for, attain and retain employment.	Seek, and apply for employment to begin career objectives.	Outline a plan for effective job search.
					Write a resume that lists skills and competencies.
					Complete job application forms.
					List steps for an effective job interview.
					Explain follow-up steps for a job interview.
				Summarize steps necessary to retain a job in the industry.	Develop a list of workplace rules and regulations.
					Identify and give examples of positive work attitudes.
					Make a list of characteristics of a successful employee.
					Identify hierarchy within the organization.
				Identify positive work behaviors and personal qualities to retain employment.	Demonstrate regular attendance.
					Follow company dress and appearance standards.
					Take responsibility for decisions and actions.
					Demonstrate effort and initiative.
					Demonstrate the willingness to learn.
					Follow directions.

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HTC09.04	Employability and Career Development	#1: Introduction to Hospitality and Tourism	Understand advancement procedures and the promotional work ladder within the industry to plan career objectives.	Determine the chain of command for a particular industry to evaluate personal skills and potential.	Comprehend the career ladder for each industry.
					Identify the head of each department and their responsibilities.
				Explain what projects need to be accomplished or skills are required to achieve a promotion.	Gather information on the skills of higher-level positions.
					Identify the process of applying for promotional positions and the person(s) to contact.
					Write a career pathway plan.

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Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
HTC10.01	Technical Skills	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Examine the customer service skills required to be successful in the hospitality and tourism industry.	Apply customer service skills to ensure guest satisfaction.	Define customer service.
					Evaluate customer service scenarios.
					Determine appropriate customer service solutions.
					Describe how customer service affects a company's "bottom line."
HTC10.02	Technical Skills	#3: Hospitality/Restaurants and Food/Beverage Services #3: Foundations of Travel and Tourism #3: Service Marketing #3: Hospitality/Lodging Services	Utilize different types of payment options to facilitate customer payments for services.	Handle different types of payments to accommodate the guest/customer.	Accept cash payments.
					Make a credit card transaction.
					Settle a direct bill account.
					Combine payment methods to serve guests/customers.

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