

Hospitality, Tourism, and Recreation

Adopted 2013

Knowledge and Performance

1 Academics 1.0

2 Communications 2.0

- 1 Recognize the elements of communication using a sender–receiver model. 2.1
 - 2 Identify barriers to accurate and appropriate communication. 2.2
 - 3 Interpret verbal and nonverbal communications and respond appropriately. 2.3
 - 4 Demonstrate elements of written and electronic communication such as accurate spelling, grammar, and format. 2.4
 - 5 Communicate information and ideas effectively to multiple audiences using a variety of media and formats. 2.5
 - 6 Advocate and practice safe, legal, and responsible use of digital media information and communications technologies. 2.6
-

3 Career Planning and Management 3.0

- 1 Identify personal interests, aptitudes, information, and skills necessary for informed career decision making. 3.1
- 2 Evaluate personal character traits such as trust, respect, and responsibility and understand the impact they can have on career success. 3.2
- 3 Explore how information and communication technologies are used in career planning and decision making. 3.3
- 4 Research the scope of career opportunities available and the requirements for education, training, certification, and licensure. 3.4
- 5 Integrate changing employment trends, societal needs, and economic conditions into career planning. 3.5
- 6 Recognize the role and function of professional organizations, industry associations, and organized labor in a productive society. 3.6
- 7 Recognize the importance of small business in the California and global economies. 3.7
- 8 Understand how digital media are used by potential employers and postsecondary agencies to evaluate candidates. 3.8

- 9 Develop a career plan that reflects career interests, pathways, and postsecondary options. 3.9
-

4 Technology 4.0

- 1 Use electronic reference materials to gather information and produce products and services. 4.1
 - 2 Employ Web-based communications responsibly and effectively to explore complex systems and issues. 4.2
 - 3 Use information and communication technologies to synthesize, summarize, compare, and contrast information from multiple sources. 4.3
 - 4 Discern the quality and value of information collected using digital technologies, and recognize bias and intent of the associated sources. 4.4
 - 5 Research past, present, and projected technological advances as they impact a particular pathway. 4.5
 - 6 Assess the value of various information and communication technologies to interact with constituent populations as part of a search of the current literature or in relation to the information task. 4.6
-

5 Problem Solving and Critical Thinking 5.0

- 1 Identify and ask significant questions that clarify various points of view to solve problems. 5.1
 - 2 Solve predictable and unpredictable work-related problems using various types of reasoning (inductive, deductive) as appropriate. 5.2
 - 3 Use systems thinking to analyze how various components interact with each other to produce outcomes in a complex work environment. 5.3
 - 4 Interpret information and draw conclusions, based on the best analysis, to make informed decisions. 5.4
-

6 Health and Safety 6.0

- 1 Locate, and adhere to, Material Safety Data Sheet (MSDS) instructions. 6.1
- 2 Interpret policies, procedures, and regulations for the workplace environment, including employer and employee responsibilities. 6.2
- 3 Use health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies. 6.3
- 4 Practice personal safety when lifting, bending, or moving equipment and supplies. 6.4
- 5 Demonstrate how to prevent and respond to work-related accidents or injuries; this includes demonstrating an understanding of ergonomics. 6.5
- 6 Maintain a safe and healthful working environment. 6.6
- 7 Be informed of laws/acts pertaining to the Occupational Safety and Health Administration (OSHA). 6.7

7 Responsibility and Flexibility 7.0

- 1 Recognize how financial management impacts the economy, workforce, and community. 7.1
- 2 Explain the importance of accountability and responsibility in fulfilling personal, community, and workplace roles. 7.2
- 3 Understand the need to adapt to changing and varied roles and responsibilities. 7.3
- 4 Practice time management and efficiency to fulfill responsibilities. 7.4
- 5 Apply high-quality techniques to product or presentation design and development. 7.5
- 6 Demonstrate knowledge and practice of responsible financial management. 7.6
- 7 Demonstrate the qualities and behaviors that constitute a positive and professional work demeanor, including appropriate attire for the profession. 7.7
- 8 Explore issues of global significance and document the impact on the Hospitality, Tourism, and Recreation sector. 7.8

8 Ethics and Legal Responsibilities 8.0

- 1 Access, analyze, and implement quality assurance standards of practice. 8.1
- 2 Identify local, district, state, and federal regulatory agencies, entities, laws, and regulations related to the Hospitality, Tourism, and Recreation industry sector. 8.2
- 3 Demonstrate ethical and legal practices consistent with Hospitality, Tourism, and Recreation sector workplace standards. 8.3
- 4 Explain the importance of personal integrity, confidentiality, and ethical behavior in the workplace. 8.4
- 5 Analyze organizational culture and practices within the workplace environment. 8.5
- 6 Adhere to copyright and intellectual property laws and regulations, and use and appropriately cite proprietary information. 8.6
- 7 Conform to rules and regulations regarding sharing of confidential information, as determined by Hospitality, Tourism, and Recreation sector laws and practices. 8.7

9 Leadership and Teamwork 9.0

- 1 Define leadership and identify the responsibilities, competencies, and behaviors of successful leaders. 9.1
- 2 Identify the characteristics of successful teams, including leadership, cooperation, collaboration, and effective decision-making skills as applied in groups, teams, and career technical student organization activities. 9.2
- 3 Understand the characteristics and benefits of teamwork, leadership, and citizenship in the school, community, and workplace setting. 9.3

- 4 Explain how professional associations and organizations (such as FHA-HERO) and associated leadership development and competitive career development activities enhance academic preparation, promote career choices, and contribute to employment opportunities. 9.4
 - 5 Understand that the modern world is an international community and requires an expanded global view. 9.5
 - 6 Respect individual and cultural differences and recognize the importance of diversity in the workplace. 9.6
 - 7 Participate in interactive teamwork to solve real Hospitality, Tourism, and Recreation sector issues and problems. 9.7
-

10 Technical Knowledge and Skills 10.0

- 1 Interpret and explain terminology and practices specific to the Hospitality, Tourism, and Recreation sector. 10.1
- 2 Comply with the rules, regulations, and expectations of all aspects of the Hospitality, Tourism, and Recreation sector. 10.2
- 3 Construct projects and products specific to the Hospitality, Tourism, and Recreation sector requirements and expectations. 10.3
- 4 Collaborate with industry experts for specific technical knowledge and skills. 10.4
- 5 Define the principles of nutrition and their relationship to good health through the life cycle. 10.5
- 6 Define and identify the basic principles of food safety and sanitation and the proper techniques for preparing and serving food. 10.6
- 7 Apply the principles of food purchasing, food preparation, and meal management in a variety of settings. 10.7
- 8 Describe commonly accepted food customs as well as table setting, meal service, and etiquette practices of the United States and other cultures. 10.8
- 9 Identify the aspects of science related to food preparation, product development, and nutrition. 10.9
- 1 Describe food production, processing, and distribution methods and the relationship of those techniques to consumer food supply and nutrition. 10.1
- 11 Explain how to select, safely use, and efficiently care for facilities and equipment related to food product development, food preparation, dining, lodging, tourism, and recreation. 10.11
- 12 Assess the individual, family, and workplace factors that influence decisions related to health, leisure, and recreation at each stage of the life cycle and quality of life. 10.12
- 13 Explain how individuals apply strategies that enable them to manage personal, family, and work responsibilities to enhance productivity. 10.13
- 14 Demonstrate an understanding of how knowledge, skills, attitudes, and behaviors learned in Consumer and Family Studies can be transferred to advanced education and training or careers in Hospitality, Tourism, and Recreation. 10.14

11 Demonstration and Application 11.0

- 1 Utilize work-based/workplace learning experiences to demonstrate and expand upon knowledge and skills gained during classroom instruction and laboratory practices specific to the Hospitality, Tourism, and Recreation sector program of study. 11.1
 - 2 Demonstrate proficiency in a career technical pathway that leads to certification, licensure, and/or continued learning at the postsecondary level. 11.2
 - 3 Demonstrate entrepreneurship skills and knowledge of self-employment options and innovative ventures. 11.3
 - 5 Employ entrepreneurial practices and behaviors appropriate to Hospitality, Tourism, and Recreation sector opportunities. 11.5
 - 5 Create a portfolio, or similar collection of work, that offers evidence through assessment and evaluation of skills and knowledge competency as contained in the anchor standards, pathway standards, and performance indicators. 11.5
-

Pathway Standards

A. Food Science, Dietetics, and Nutrition

- 1 Demonstrate an understanding of key aspects of the food science, dietetics, and nutrition industry and the role of the industry in the local, state, national, and global economies. A1.0
 - 1 Define and compare core elements of the food science, dietetics, and nutrition industry from the supporting industries and regulatory agencies. A1.1
 - 2 Evaluate the contributions of the various segments of the industry to local, state, national, and international economies. A1.2
 - 3 Create a product depicting the different requirements and standards for employees in the industry, including education, training, licensures, and certifications. A1.3
- 2 Identify important workforce and organizational management concepts. A2.0
 - 1 Find information on the primary business procedures for food science, dietetics, and nutrition organizations. A2.1
 - 2 Explain the differences and importance of the main elements in day-to-day operational procedures at various types of food-related facilities. A2.2
 - 3 Evaluate important management strategies for planning, decision making, shared responsibility, and negotiations. A2.3

- 3 Demonstrate the application of primary standards and regulations for safe food handling and sanitation practices. A3.0
 - 1 Practice industry-recommended standards for personal grooming and hygiene. A3.1
 - 2 Interpret safe and sanitary food-handling procedures as set forth by local, state, and federal health and safety codes, including reporting and dealing with violations of the food safety code. A3.2
 - 3 Produce a product that integrates the use of procedures for preventing the spread of food-borne pathogens and illness, allergens, cross-contacts, and contaminants. A3.3
- 4 Recognize the relationship of basic nutritional principles and concepts to the physical and emotional well-being of individuals. A4.0
 - 1 Understand the relationship of emotional, psychological, and physiological needs to food intake and natural hunger cues. A4.1
 - 2 Analyze appropriate nutrient intake, diet, and energy expenditure for individuals of different ages and with different dietary and health needs. A4.2
 - 3 Illustrate the anatomical structure and functions of the digestive system, including the biochemical processes involved in digestion, absorption, metabolism, energy balance, and food-drug interactions. A4.3
 - 4 Formulate recommended diets for different dietary and health needs. A4.4
- 5 Demonstrate an understanding of the correlation of food and fitness to wellness. A5.0
 - 1 Explain how research-based, recognized dietary guidelines relate to nutrition, fitness, and overall wellness. A5.1
 - 2 Interpret nutritional information needed to implement and sustain change in behavior and lifestyle management. A5.2
 - 3 Analyze popular diets for recommendations that are consistent with, or contrary to, approved dietary guidelines. A5.3
 - 4 Analyze nutrient density as it relates to food quality and dietary choices for individual nutrition, fitness, and wellness goals. A5.4
 - 5 Provide examples of how social and cultural norms and barriers relate to the implementation of nutrition, fitness, and wellness changes. A5.5
- 6 Identify the basics of community collaborative opportunities and methods of outreach in the field of nutrition, fitness, and wellness. A6.0
 - 1 Classify the available community services, agencies, and outreach programs that provide nutrition, fitness, and wellness information and services. A6.1
 - 2 Understand the differences in services and outreach methods of community organizations that provide nutrition, fitness, and wellness information and services. A6.2
 - 3 Provide examples of the influence of cultural health-related practices and food preferences on the nutrition, fitness, and wellness of individuals. A6.3

- 7 Explain the basic principles of managing and operating food service outreach programs. A7.0
 - 1 Identify the types of community-based and institutional programs that provide food and nutrition outreach services. A7.1
 - 2 Summarize the factors that affect the management and operation of a food service outreach program. A7.2
 - 3 Explain the training needs of an effective food service outreach staff. A7.3
- 8 Interpret the basic principles of chemistry and physics related to changes in foods and food products during preparation, processing, and preservation. A8.0
 - 1 Recognize terminology, methods, and equipment used in the food science and technology industry. A8.1
 - 2 Practice safe laboratory and equipment use and maintenance procedures. A8.2
 - 3 Understand important chemical and physical changes that occur during food preparation. A8.3
 - 4 Conduct scientific experiments using the scientific method. A8.4
 - 5 Document experiments and maintain laboratory records. A8.5
- 9 Demonstrate an understanding of the basic principles of research and development, food analysis, and sensory evaluation in the field of food science and technology. A9.0
 - 1 Understand the purpose, importance, and basic procedures of sensory evaluation experiments. A9.1
 - 2 Explain quality control, assurance standards, and the procedures for each used in research and development. A9.2
 - 3 Analyze research implications on food trends, value-added processing, genetic engineering, and irradiation. A9.3
 - 4 Prepare and test formulas for developing new food products. A9.4
 - 5 Test food products by using controls, variables, and random sampling. A9.5
 - 6 Create a product that explores global, logistical, ecological, and economic impacts of food production and packaging methods, including genetic engineering. A9.6

- 10 Describe the fundamental concepts of marketing and public relations used in the dissemination of information about food science, dietetics, and nutrition. A10.0
 - 1 Explain the differences between public relations, advertising, and provision of accurate information to consumers. A10.1
 - 2 Understand the methods and importance of communicating accurate information to consumers about nutrition, food safety, and food products. A10.2
 - 3 Evaluate the psychological effects of market branding, subliminal messages, and advertising on consumer choices. A10.3
 - 4 Explain the use of technical reports in preparing and disseminating information. A10.4
 - 5 Compare and contrast the influence of consumer trends and expectations on product development and marketing. A10.5
-

B. Food Service and Hospitality

- 1 Demonstrate an understanding of major aspects of the food service and hospitality industry and the role of the industry in local, state, national, and global economies. B1.0
 - 1 Define and compare core elements of the food service and hospitality industry from various supporting industries. B1.1
 - 2 Understand how the various segments of the industry contribute to, and impact, local, state, national, and international economies, cultures, and the environment. B1.2
 - 3 Explain the relationship between industry trends and local, state, national, and international economic trends. B1.3
 - 4 Research the advantages and disadvantages of the working conditions of various careers in the food service and hospitality industry. B1.4
- 2 Demonstrate the basics of safe work habits, security, and emergency procedures required in food service and hospitality establishments. B2.0
 - 1 Identify the causes, prevention, and treatment of common accidents and the reporting procedures involved. B2.1
 - 2 Practice the basic procedures for the safety of employees and guests, including the procedures for emergency situations. B2.2
 - 3 Understand the role of the California Occupational Safety and Health Administration, the Environmental Protection Agency, and other agencies in regulating practices in the food service and hospitality industry. B2.3
 - 4 Understand the source and purpose of information in the Material Safety Data Sheets (MSDS) and know the proper use of personal protective equipment (PPE). B2.4

- 3 Interpret the basic principles of sanitation and safe food handling. B3.0
 - 1 Employ the standards of personal grooming and hygiene required by local, state, and federal health and safety codes. B3.1
 - 2 Understand basic local, state, and federal sanitation regulations as they pertain to food production and service. B3.2
 - 3 Explain the types of food contamination, the potential causes, including cross-contamination, and methods of prevention. B3.3
 - 4 Practice safe and sanitary procedures in all food handling, including food receiving, storage, production, service, and cleanup. B3.4
 - 5 Understand the essential principles of Hazard Analysis Critical Control Points, including the use of flowcharts. B3.5
 - 6 Understand the purpose and process of required industry certification (e.g., ServSafe, California Food Handlers Card). B3.6
- 4 Analyze the basics of food service and hospitality management. B4.0
 - 1 Understand the responsibilities of management, such as ensuring safe work practices and conditions and complying with important laws and regulations that affect employment, such as wage and hour laws, tenant status, and accommodation of minors. B4.1
 - 2 Understand the importance of specific human resource practices and procedures that address workplace diversity, harassment, personal safety, and discrimination. B4.2
 - 3 Interpret the differences in goals and organizational management of various food service businesses. B4.3
 - 4 Understand the relationship of effective management and business procedures to important outcomes, such as profitability, productivity, workplace atmosphere, consumer and guest satisfaction, and business growth. B4.4
 - 5 Design and interpret business plans including: the mission, vision, target market, location, financing, and the community and ecological context of the business. B4.5

- 5 Demonstrate an understanding of the basics of systems operations and the importance of maintaining facilities, equipment, tools, and supplies. B5.0
 - 1 Apply the procedures for cleaning and maintaining facilities and equipment and the importance of preventive maintenance and the use of nontoxic and less toxic materials. B5.1
 - 2 Recognize the types of materials and supplies used in the maintenance of facilities, including the identification of the hazardous environmental and physical properties of chemicals and the use of Material Safety Data Sheets (MSDS). B5.2
 - 3 Practice the procedures for maintaining inventories: ordering food, equipment, and supplies; and storing and restocking supplies. B5.3
 - 4 Understand the relationship between facilities management and profit and loss, including the costs of resource consumption, breakage, theft, supplies use, and decisions for repairs or replacement. B5.4
 - 5 Understand how various departments in a food service facility contribute to the economic success of a business. B5.5
 - 6 Prioritize tasks and plan work schedules based on budget and personnel. B5.6
- 6 Illustrate and apply the basics of food preparation and safety and sanitation in professional and institutional kitchens. B6.0
 - 1 Use, maintain, and store the tools, utensils, equipment, and appliances safely and appropriately for preparing a variety of food items. B6.1
 - 2 Apply the principle of mise en place, including the placement and order of use of ingredients, equipment, tools, and supplies. B6.2
 - 3 Prepare food by using the correct terminology, food safety, techniques, and procedures specified in recipes and formulas. B6.3
 - 4 Plan and follow a food production schedule, including timing and prioritizing of tasks and activities. B6.4
 - 5 Evaluate the qualities and properties of food items and ingredients used in food preparation. B6.5
 - 6 Design plating techniques, including accurate portioning and aesthetic presentation skills. B6.6
 - 7 Develop a food preparation plan using forecasting and cross-utilization of products to maximize profit and eliminate waste. B6.7

- 7 Illustrate and apply the basics of baking, pastry, and dessert preparation and safety and sanitation in professional and institutional kitchens. B7.0
 - 1 Use, maintain, and store the tools, utensils, equipment, and appliances safely and appropriately for preparing, serving, and storing baked goods, pastries, and desserts. B7.1
 - 2 Apply the principle of mise en place, including the placement and order of use of the ingredients, equipment, tools, and supplies unique to baking and pastry production. B7.2
 - 3 Produce baked goods, pastries, and desserts by using the correct terminology, food safety, techniques, procedures, and various finishing techniques. B7.3
 - 4 Evaluate the qualities and properties of food items and ingredients used for baked goods, pastries, and desserts. B7.4
 - 5 Understand packaging and merchandising techniques to feature seasonal and standard bakery products. B7.5
 - 6 Develop a plan using forecasting and cross-utilization of products to maximize profit and eliminate waste. B7.6
- 8 Apply the knowledge and skills essential for effective customer service. B8.0
 - 1 Analyze the importance of customer service to the success of the food service establishment. B8.1
 - 2 Demonstrate the concept of exceptional customer service and know ways of anticipating the needs and desires of customers to exceed their expectations. B8.2
 - 3 Recognize common customer complaints and the service solutions for preventing or resolving complaints. B8.3
 - 4 Understand the roles of management and employees in effectively meeting the needs of culturally, generationally diverse, special needs customers. B8.4
 - 5 Interact with customers in a positive, responsive, and professional manner. B8.5

- 9 Apply the basic procedures and skills needed for food and beverage service. B9.0
 - 1 Differentiate the required duties of various positions, including those of the host/hostess, wait staff, bus person, and others related to opening, closing, change-of-shift, and preparatory work. B9.1
 - 2 Apply the concept of mise en place in relation to food and beverage service. B9.2
 - 4 Practice safe, efficient, and proper procedures for setting, serving, maintaining, and busing tables. B9.4
 - 4 Practice proper techniques for customer service, including greeting, seating, presenting and explaining menu items, and taking customer orders. B9.4
 - 5 Integrate appropriate, effective, and efficient techniques for writing food and beverage orders, relaying orders to the kitchen, coordinating and assembling food orders, and preparing and presenting checks to customers. B9.5
 - 6 Apply procedures for handling cash transactions, converting currency, and identifying counterfeit currency. B9.6
 - 7 Apply the procedures for handling noncash transactions including: credit cards, debit cards, ATM cards, money orders, personal checks, coupons, discounts, and online transactions. B9.7
 - 8 Conduct all financial transactions in an accurate, professional, and ethical manner, including gratuities. B9.8
 - 9 Produce a product that identifies and explains the impact of theft on the food service and hospitality industry. B9.9
- 10 Demonstrate and apply basic nutritional concepts in meal planning and food preparation. B10.0
 - 1 Apply basic nutritional principles and know how to use food preparation techniques that conserve nutrients. B10.1
 - 2 Interpret nutritional or ingredient information from food labels and fact sheets and analyze menu items to meet the dietary needs of individuals. B10.2
 - 3 Create nutritious, creative, and profitable menus in accord with availability and demand. B10.3

- 11 Demonstrate an understanding of the basic processes of costing and cost analysis in food and beverage production and service. **B11.0**
 - 1 Understand the customer's perception of value and its relationship to profit and loss. **B11.1**
 - 2 Understand the components of a profit and loss statement emphasizing food and labor costs. **B11.2**
 - 3 Utilize the practices of reduce, reuse, and recycle to maximize profits. **B11.3**
 - 4 Understand the importance and structure of standardized systems, such as the Uniform System of Accounts for Restaurants. **B11.4**
 - 5 Evaluate the importance of the menu as the primary source of revenue generation and cost control. **B11.5**
 - 6 Calculate recipe costs and pricing per portion and compare the cost per cover to the theoretical cost. **B11.6**
- 12 Describe the fundamentals of successful sales and marketing methods. **B12.0**
 - 1 Recognize methods to develop and maintain long-term customer relations. **B12.1**
 - 2 Identify the major market segments of the industry and understand how marketing principles and procedures can be applied to target audiences. **B12.2**
 - 3 Understand basic marketing principles for maximizing revenue based on supply and demand and competition. **B12.3**
 - 4 Understand the value of advertising, public relations, social networking, and community involvement. **B12.4**
 - 5 Research the various types of entrepreneurial opportunities in the food service industry. **B12.5**
 - 6 Design marketing strategies, including branding, benchmarking, and promotional selling and upgrading and their effect on profits. **B12.6**

C. Hospitality, Tourism, and Recreation

- 1 Demonstrate an understanding of the major aspects of the hospitality, tourism, and recreation industry (i.e. lodging, travel, and tourism; event planning; theme parks, attractions, and exhibitions; and recreation) and the industry's role in local, state, national, and global economies. **C1.0**
 - 1 Define and compare core elements of the hospitality, tourism, and recreation industry from those of various supporting industries. **C1.1**
 - 2 Analyze the working conditions of various careers in the hospitality, tourism, and recreation industry. **C1.2**
 - 3 Analyze the impact and contributions of various segments of the industry on local, state, national, and international economies and cultures, and the environment. **C1.3**
 - 4 Compare and contrast the relationship between industry trends and local, state, national, and international economic trends. **C1.4**

- 2 Analyze the basic elements of workforce and organizational management, including the roles and responsibilities of effective management and employees in the industry. **C2.0**
 - 1 Interpret how the mission and goals of a business affect operations in the hospitality, tourism, and recreation industry. **C2.1**
 - 2 Understand the importance of specific human resource practices and procedures that address workplace diversity, harassment, personal safety, and discrimination. **C2.2**
 - 3 Explain common safety, security, and emergency policies and procedures used in the hospitality, tourism, and recreation industry to protect guests, visitors, and employees, such as safe work practices and conditions, confidentiality of customer information, control of keys, infectious disease control, first aid procedures, and emergency training. **C2.3**
 - 4 Analyze the relationship of management techniques and appropriate business procedures, such as spreadsheets for payroll and inventories, tools for budgeting, recordkeeping, and corresponding to key outcomes: profitability, productivity, positive work environment, consumer and client satisfaction, business growth, business plans, corporate social responsibility, and environmental stewardship. **C2.4**
 - 5 Create a product which explains the impact of main laws and regulations that affect accommodations and practices, including the requirements of the California Occupational Safety and Health Administration and the Americans with Disabilities Act, wage and hour laws, tenant status, and accommodation of minors. **C2.5**
- 3 Apply the knowledge and skills essential for effective guest services in the hospitality, tourism, and recreation industry sector. **C3.0**
 - 1 Analyze the importance of guest services to the success of the industry. **C3.1**
 - 2 Demonstrate the concept of exceptional guest service. **C3.2**
 - 3 Anticipate the needs, desires, and interests of guests in order to exceed their expectations by implementing total quality management practices (TQM). **C3.3**
 - 4 Recognize common guest complaints and the service solutions for preventing or resolving them. **C3.4**
 - 5 Understand the roles of management and employees in effectively meeting the needs of culturally and generationally diverse guests and special needs customers. **C3.5**
 - 6 Interact with guests in a positive, responsive, and professional manner. **C3.6**

- 4 Describe the fundamentals of successful sales and marketing methods. C4.0
 - 1 Recognize ways of developing and maintaining long-term guest relationships. C4.1
 - 2 Identify the major market segments of the hospitality, tourism, and recreation industry. C4.2
 - 3 Understand basic marketing principles for maximizing revenue based on supply and demand and competition. C4.3
 - 4 Understand the value of advertising, public relations, social networking, and community involvement. C4.4
 - 5 Analyze marketing strategies, including promotional selling and upgrading, and their effect on profits. C4.5
 - 6 Analyze the way in which basic marketing principles and procedures can be applied to targeting an audience, including: branding, bench marking, and promotional selling and upgrading and their effect on profits. C4.6
- 5 Demonstrate an understanding of the basics of systems operations and the importance of maintaining facilities, equipment, tools, and supplies. C5.0
 - 1 Apply the procedures for cleaning, maintaining, and repairing facilities and equipment and the importance of preventive maintenance. C5.1
 - 2 Recognize the types of materials and supplies used in the maintenance of facilities, including the identification of the hazardous properties of chemicals and the use of Material Safety Data Sheets (MSDS). C5.2
 - 3 Practice procedures for maintaining inventories, requisitioning equipment and tools, and storing and restocking supplies. C5.3
 - 4 Understand the relationship between facilities management and profit and loss, including the costs of resource consumption, breakage, theft, supplies use, and decisions for repairs or replacement. C5.4
 - 5 Analyze work to be completed, prioritize tasks, and prepare a schedule to meet facility and personnel needs within an allotted budget. C5.5
 - 6 Understand how essential departments in a hospitality, tourism, and recreation business contribute to economic success. C5.6
- 6 Implement procedures for common types of financial transactions. C6.0
 - 1 Apply procedures for handling cash transactions, such as balancing cash, handling cash control, converting currency, and identifying counterfeit currency. C6.1
 - 2 Apply the procedures for handling noncash transactions: credit cards, debit cards, ATM cards, money orders, personal checks, coupons, discounts, and online transactions. C6.2
 - 3 Conduct all financial transactions in an accurate, professional, and ethical manner. C6.3
 - 4 Produce a product that identifies and explains the impact of identity theft on the hospitality, tourism, and recreation industry. C6.4

- 7 Demonstrate an understanding of the essential aspects of the lodging industry. **C7.0**
 - 1 Distinguish between the segments of the lodging industry, such as motels, limited service, full service resorts, all suites, extended-stay hotels, convention hotels, boutique hotels, and bed and breakfast facilities. **C7.1**
 - 2 Differentiate the required duties of various positions, including those of front desk and other service providers in relation to the functions of the business: checking guests in and out, greeting, assessing needs, delivering services, and closing the transaction. **C7.2**
 - 3 Understand the internal hierarchy and departmental interrelationships of lodging establishments. **C7.3**
 - 4 Compare the types of food service offered at various lodging facilities. **C7.4**
- 8 Interpret the basics of global and domestic physical and cultural geography in relation to the hospitality, tourism, and recreation industry. **C8.0**
 - 1 Understand fundamental ways in which physical geography, culture, and politics, affect local economies and world travel and tourism. **C8.1**
 - 2 Create a product using types of basic information that international travelers need, including physical geography, time zones, International Date Line, rights and responsibilities, laws, insurance, emergency services, and customs. **C8.2**
- 9 Apply the basic processes of making reservations, ticketing, and developing travel itineraries. **C9.0**
 - 1 Interpret the costs and other travel considerations involved in creating itineraries to meet client needs, including types of travel, types of fares, basic fare codes, costs, penalty charges, and types of accommodations. **C9.1**
 - 2 Evaluate important travel information, including insurance needs, vehicle rentals, passports, visas, and health documents, as well as how to plan specialty tour packages to fit client needs. **C9.2**
 - 3 Classify the characteristics and configurations of common air and rail carriers, cruise ships, and attractions, including the most frequently used codes and terminology for ports of travel. **C9.3**
 - 4 Understand the basic purpose, function, and operation of various travel systems and authorities, including the Airline Reporting Corporation, the Federal Aviation Administration, the major centralized reservation systems, and the Computerized Reservation System. **C9.4**
 - 5 Research the role and importance of online reservation services to marketing and profitability. **C9.5**

- 10 Explain the fundamental purpose and basic organizational structure of a variety of theme parks, attractions, and exhibitions. C10.0
 - 1 Understand how the various internal departments of theme parks, attractions, or exhibitions interrelate and support each other. C10.1
 - 2 Understand the internal hierarchy and departmental relationships of theme parks, attractions, or exhibitions. C10.2
 - 3 Analyze the ways in which the purposes of various industries; entertainment, education, and community relations affect their financial structure. C10.3
 - 4 Compare the purposes, implications, and strategies of special promotions, such as season passes, multiple-day visits, retail items, and discount coupons. C10.4
- 11 Illustrate the fundamentals of planning events for a diverse clientele. C11.0
 - 1 Explain the purposes and target audiences of various venues. C11.1
 - 2 Demonstrate the essential procedures for planning, promoting, publicizing, coordinating, and evaluating a program or event. C11.2
 - 3 Understand how to establish business relationships with a variety of locations, food suppliers, and other vendors. C11.3
 - 4 Demonstrate procedures for setting up facilities, equipment, and supplies. C11.4
 - 5 Develop schedules, registration tools, event materials, and programs. C11.5
 - 6 Plan special events (e.g., meetings, trade shows, fairs, conferences) based on specific themes, budgets, agendas, space and security needs, and itineraries. C11.6
- 12 Demonstrate an understanding of the value of recreation and the fundamentals of recreational facilities and services. C12.0
 - 1 Recognize the variety of parklands, wilderness areas, and waterways available for recreation. C12.1
 - 2 Explain the outdoor recreational opportunities that promote physical and mental health. C12.2
 - 3 Understand how the needs of various clients may be met through appropriate outdoor recreational activities, outdoor experiences, special tours, and environmentally responsible education. C12.3
 - 4 Evaluate the requirements of outdoor recreational businesses, including benefits, risks, required skills, and costs. C12.4
 - 5 Explore the departments, functions, and restrictions of public and private parks and recreational facilities and the outdoor recreational programs they offer. C12.5
 - 6 Create a product describing the types of insurance, licenses, and permits needed for the operation and management of various popular outdoor activities. C12.6