

Hospitality and Tourism Entrepreneurship (2026)

Perform critical job skills. The student will be able to: 40.0

- 1 Apply literacy skills in technical reading, computing and calculating. 40.01
- 2 Perform tasks as outlined in the individualized job performance skills plan. 40.02
- 3 Maintain relevant employment documents. 40.03
- 4 Sustain mentoring relationships in the workplace. 40.04
- 5 Communicate in business settings by listening, writing, speaking, and presenting with a professional demeanor. 40.05
- 6 Collaborate, communicate, and interact utilizing technology. 40.06
- 7 Offer alternative suggestions or solutions rather than simply rejecting others' ideas. 40.07
- 8 Contribute to team efforts by fulfilling responsibilities and valuing diversity. 40.08
- 9 Explore networking opportunities through professional associations. 40.09
- 10 Exercise proper judgment in decision making. 40.10
- 11 Adapt to changing organizational environments with flexibility. 40.11
- 12 Build a portfolio reflecting experiences and skills gained during the internship (i.e., research paper, etc.) 40.12

Display professional work habits. The student will be able to: 41.0

- 1 Report as expected, on time, appropriately dressed and groomed, and ready to work. 41.01
- 2 Create a positive professional image through proper introductions, eye contact, and a firm handshake. 41.02
- 3 Model acceptable work habits and conduct in the workplace as defined by company policy. 41.03
- 4 Complete and follow through on tasks and take initiative as warranted. 41.04
- 5 Respond to internal and external customers' needs and concerns. 41.05

6 Practice business etiquette and social sensitivity in face-to-face interaction, on the telephone, and on the Internet. 41.06

7 Build bridges between conflicting attitudes and ways of thinking. 41.07

Demonstrate ethical behavior. The student will be able to: 42.0

1 Compare business activities to professional standards. 42.01

2 Demonstrate the ability to show empathy, respect, and support for others. 42.02

3 Recognize the importance of confidentiality and privacy. 42.03

4 Recognize gender, religious, and culturally appropriate behaviors. 42.04

5 Recognize protocol for giving and receiving gifts. 42.05

Perform designated job skills. The student will be able to: 43.0

1 Perform tasks as outlined in the training plan. 43.01

2 Demonstrate job performance skills. 43.02

3 Demonstrate safety procedures on the job. 43.03

4 Maintain appropriate records. 43.04

5 Attain an acceptable level of productivity. 43.05

6 Demonstrate appropriate dress and grooming habits. 43.06

Demonstrate work ethics. The student will be able to: 44.0

1 Follow directions. 44.01

2 Demonstrate good human relations skills on the job. 44.02

3 Demonstrate good work habits. 44.03

4 Demonstrate acceptable business ethics. 44.04

Apply entrepreneurship skills. The student will be able to: 45.0

1 Analyze industry trends in the food service and hospitality industry. 45.01

2 Identify the elements of a business plan to include vision, mission, goals, SWOT analysis (strengths, weaknesses, opportunities, and threats), strategies, and action plans. 45.02

3 Display an understanding of the marketing channels used in promoting destinations and products. 45.03

4 Identify “niche market” marketing strategies. 45.04

5 Identify and summarize common lodging industry references (e.g., Official Hotel Guide, Hotel and Travel Index, OAG Business Travel Planner, CRS display). 45.05

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- 6 Compare and contrast the benefits of joining or starting a new business.** 45.06

 - 7 Summarize profit and loss statements.** 45.07

 - 8 Examine loss prevention factors (such as safety, sanitation, food handling, ware handling, maintenance, insurance, and environmental effects).** 45.08

 - 9 Explain the Florida Green Lodging program and the requirements to receive the Green Certification. (<http://www.dep.state.fl.us/greenlodging>).** 45.09

 - 10 Explain LEED (Leadership in Energy and Environmental Design) and how it affects the hospitality & tourism industry.** 45.10

 - 11 Participate in a competitive event or project related to the hospitality & tourism industry (e.g., FCCLA, FBLA, DECA).** 45.11

 - 12 Plan and execute themed special event (such as a student showcase or party), including event production costs.** 45.12

 - 13 Understand the difference between having franchised property vs. starting a business from scratch.** 45.13
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Compare and contrast franchise vs. corporate-owned vs. private market segments. The student will be able to: 46.0

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- 1 Recognize the obligations of a franchise to the corporation.** 46.01

 - 2 Communicate the financial (ROI or annual profits) differences among the organization types and to whom the rewards go (individual, corporation, franchise owner, etc.).** 46.02
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Demonstrate management skills. The student will be able to: 47.0

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- 1 Identify characteristics of an effective manager.** 47.01

 - 2 Identify the roles and responsibilities of the general manager and assistant manager(s) and recognize the effectiveness of delegation techniques.** 47.02

 - 3 Recognize the needs of diverse populations.** 47.03

 - 4 Identify, demonstrate, and utilize fundamentals of customer service and addressing difficult customers.** 47.04

 - 5 Develop employee guidelines and standard operating procedures (such as job descriptions, training, and scheduling).** 47.05

 - 6 Identify and explain techniques of front-of-the-house and back-of-the-house responsibilities (including dining room setup, greeting, order-taking, serving, clearing, check presentation, bussing, and cashiering) resulting in the performance of duties to meet customer needs.** 47.06

 - 7 Summarize characteristics of successful teams (i.e., mission statement, code of conduct, effective leadership).** 47.07
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- 8 Identify and discuss stages of team development (i.e., forming, storming, norming, performing, transforming). 47.08**
- 9 Compare and contrast positive and negative roles individuals play in a team situation, including team-building strategies. 47.09**
- 10 Apply dispute resolution skills to staff grievances, conflicts, disputes, and/or complaints and recognize employee incentive programs. 47.10**
- 11 Describe corporate hospitality roles within lodging operations, housekeeping, engineering, food & beverage, and culinary departments. 47.11**
- 12 Understand what defines excellent service and attributes of exceptional guest service. 47.12**
- 13 Define “critical moment” as it relates to customer service. 47.13**

Identify the financial goal of a hotel or lodging property. The student will be able to: 48.0

- 1 Discuss how revenue centers and cost centers are managed to ensure a property’s profitability. 48.01**
- 2 Identify the components of income statements and balance sheets. 48.02**
- 3 Explain the purpose and evolving role of revenue management in the hospitality and tourism industry. 48.03**
- 4 Identify the tax responsibilities a hospitality and tourism leader must manage. 48.04**

Analyze federal, state, and local tax regulations and laws in relation to hospitality and tourism entities. The student will be able to: 49.0

- 1 Follow federal, state, and local sanitation and safety codes. 49.01**
- 2 Analyze laws, legislation, and regulations that affect the lodging industry. 49.02**
- 3 Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, sexual harassment, EEOC, ADA, FMLA, and OSHA). 49.03**
- 4 Discuss the role of federal, state, and local regulatory agencies as it relates to hospitality and tourism. 49.04**

Apply effective verbal and non-verbal communication skills (i.e., written, electronic, conflict resolution). The student will be able to: 50.0

- 1 Demonstrate making eye contact with every guest and smiling in face-to-face conversations (i.e.5 foot- and 10-foot rule). 50.01**
- 2 Demonstrate proper telephone etiquette techniques (i.e., answering a telephone call, enunciating, call holds, and transfers). 50.02**
- 3 Demonstrate an understanding of acceptable personal email addresses and acceptable personal references on social media. 50.03**
- 4 Demonstrate an understanding of acceptable personal cell phone etiquette (i.e., appropriate voicemail messages on their cell phone and proper answering**

techniques). 50.04

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- 5 Demonstrate effective listening skills and awareness of “service failures”, timely “service recovery”, and personal responsibility. 50.05**
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- 6 Respond effectively with an appropriate form of communication (i.e., when to use email vs. text message vs. phone call). 50.06**
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- 7 Delegate/assign tasks to employees and/or leave information for the next shift or manager when appropriate. 50.07**
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- 8 Respond appropriately to social media comments about venue or property on travel sites (i.e., TripAdvisor and/or other media outlets). 50.08**
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Demonstrate proficiency with technology and equipment use. The student will be able to: 51.0

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- 1 Identify computer software available for food service and hospitality management. 51.01**
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- 2 Use appropriate software to develop an accounting and record-keeping system that includes purchasing, receiving, storing, and inventory. 51.02**
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- 3 Describe various media and marketing tools utilized to promote lodging establishments. 51.03**
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- 4 Create and deliver an oral presentation using technology. 51.04**
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- 5 Locate and explain information found in trade journals, manuals, graphs, schedules, charts, diagrams, maps, and Internet resources. 51.05**
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- 6 Identify the technology used in social media marketing and the software used to communicate between guests and the venue. 51.06**
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- 7 Demonstrate the ability to understand types of AV equipment needed in events and lodging to support operations. 51.07**
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- 8 Demonstrate the ability to understand and know what CRM is and what tools are used to communicate within the property and/or venue. 51.08**
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Demonstrate employability skills necessary for success. The student will be able to: 52.0

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- 1 Identify and demonstrate appropriate dress and grooming for employment. 52.01**
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- 2 Identify and demonstrate effective interviewing skills (e.g., behavioral), including effective responses to common interview questions. 52.02**
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- 3 Maintain hygiene, professional appearance, and a positive attitude. 52.03**
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- 4 Identify and demonstrate how to request and fill out an application using appropriate professional language. 52.04**
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- 5 Demonstrate the ability to understand phone etiquette when receiving a call back for an interview and how to leave voicemails. 52.05**
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6 Understand the importance of the first 90 days of being new on the job. 52.06

7 Understand the importance of networking to create an awareness of job opportunities. 52.07

8 Demonstrate the ability to complete an employment application. 52.08

9 Understand the importance of community service and how to turn that into a job opportunity. 52.09

Apply customer service skills. The student will be able to: 53.0

1 Demonstrate accurately taking a guest's hotel reservation via the phone. 53.01

2 Demonstrate proper communication skills and questioning techniques to identify the needs of customers and guest services. 53.02

3 Analyze and apply the steps to conflict resolution using assertiveness and stress management techniques during customer interactions. 53.03

4 Analyze individual traits related to teamwork, self-improvement, and professional growth within hospitality careers. 53.04

5 Analyze guest services by focusing on the guest's perspective and common tools used to provide exceptional service. 53.05

6 Role-play effective mirroring techniques to handle guest service complaints and/or employee disagreements. 53.06

7 Apply appropriate customer service techniques for various guest interactions, including verbal and non-verbal communication (i.e., telephone etiquette, written correspondence, etc.). 53.07

Display ethical behavior in the workplace. The student will be able to: 54.0

1 Demonstrate acceptable work habits and conduct in the workplace as defined by company policy. 54.01

2 Demonstrate legal and ethical behavior within the scope of job responsibilities, including acceptable use of social media within and outside of the work setting. 54.02

Describe and demonstrate personnel supervision techniques. The student will be able to: 55.0

1 Identify delegation skills for use with subordinates with clear, understandable objectives, including time management and performance expectations. 55.01

2 Identify professional management techniques (i.e., "Management by Walking Around", employee empowerment, etc.) while setting positive examples of professional behavior. 55.02

3 Demonstrate the art of "catching employees doing things correctly" and positively reinforce when appropriate. 55.03

4 Understand the concept of thorough training on specific job duties, documentation, group training, and personal training files. 55.04

Examine economic principles related to the hospitality and tourism industry. The student will be able to: 56.0

1 Identify economic opportunities in the industry from both entrepreneurship and employment perspectives. 56.01

2 Explain the impact of tourism on local, state, national, and international economies. 56.02

3 Identify the advantages and disadvantages of primary forms of business ownership. 56.03

4 Discuss the role of employee productivity in contributing to profit margin (bottom line). 56.04