Idaho CTE

Hospitality Services (2023)

PROFESSIONAL ORGANIZATIONS AND LEADERSHIP 1.0

1 Student Leadership in Career Technical Student Organizations (CTSO) and Professional Associations 1.1

1. Explore the role of professional organizations and/or associations in the Hospitality Services Industry. 1.1.1
2. Define the value, role, and opportunities provided through career technical student organizations. 1.1.2
3. Engage in career exploration and leadership development. 1.1.3

2 Management Skills 1.2

1. Demonstrate critical and creative thinking skills, logical reasoning, and problem-solving. 1.2.1
2. Analyze the different management and leadership styles in hospitality services. 1.2.2
3. Describe the importance of delegation and employee empowerment. 1.2.3
4. Identify problem situations, practicing proactive versus reactive techniques. 1.2.4
5. Develop a variety of methods to evaluate guest and employee experiences. 1.2.5
6. Demonstrate communication techniques needed in the hospitality services industry (e.g., written, non-verbal, listening, conflict resolution, public speaking). 1.2.6
7. Demonstrate communication etiquette (e.g., on the phone, online, in person). 1.2.7
8. Demonstrate effective teamwork and collaboration skills needed to be successful in work, family, and community life. 1.2.8

HOSPITALITY SERVICES INDUSTRY 2.0

1 Careers in Hospitality Services 2.1

1. Identify the main segments in the hospitality services industry (e.g., hospitality, recreation and leisure, food and beverage, lodging, travel, and events). 2.1.1
2. List the advantages and challenges of a career in the hospitality services industry. 2.1.2
3. Identify and describe career paths and certification opportunities in the hospitality and tourism industry. 2.1.3
4. Identify recreation, leisure, and themed services and related trends (e.g., health and wellness, adventure travel). 2.1.4

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Current Trends 2.2

1. Analyze the current trends affecting the industry (e.g., health, safety, technology, and globalization). 2.2.1
2. Describe current technology trends affecting the industry (e.g., point of sales systems, social networking, artificial intelligence, automation). 2.2.2

3 Goals of Guest Services 2.3

1. Describe the primary goals of all workers in the hospitality services industry: to successfully serve the personal needs of all guests, employees, and stakeholders while maintaining profitability and sustainability. 2.3.1
2. Define "moments of truth." 2.3.2
3. Define exceptional guest service as anticipating, articulating, and meeting the needs of guests. 2.3.3
4. Demonstrate methods of conflict resolution and guest recovery. 2.3.4
5. Analyze the relationship between guest satisfaction and employee attitude, appearance, and actions. 2.3.5

BUSINESS FOUNDATIONS 3.0

1 Hospitality Services Economy 3.1

1. Describe how the industry contributes to economic development. 3.1.1
2. Describe how the industry drives economic development within regions. 3.1.2
3. Describe economic factors that impact the industry. 3.1.3
4. Describe types of business ownership (e.g., franchises, independently operated companies, management companies) and organizational structures. 3.1.4
5. Describe scheduling, staffing level requirements, and training and evaluation procedures. 3.1.5

2 Sales and Marketing Concepts 3.2

1. Identify the main areas of marketing (e.g., product, price, place, promotion) in the industry. 3.2.1
2. Identify the main areas of sales (e.g., group sales, upselling, suggestive selling, crossselling) in the industry. 3.2.2
3. Describe the effect of sales on other departments within a hospitality enterprise. 3.2.3
4. Describe the concept of service as a product. 3.2.4
5. Identify the influence of social media on sales. 3.2.5

3 Safety and Security 3.3

1. Differentiate between clean and sanitary. 3.3.1
2. Describe safety and health responsibilities (e.g., personal and guest safety, injury, hazards, food safety) as they relate to risk mitigation and liability. 3.3.2

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3 Describe the functions of the Occupational Safety & Health Administration (OSHA), Hazard Analysis Critical Control Points (HACCP), and the FDA Food Code (most current edition). 3.3.3

4 Describe emergency planning and general property security protocols. 3.3.4

5 Document and report incidents and injuries. 3.3.5

4 Legal and Ethical Considerations 3.4

1 Identify federal law (e.g., Americans with Disabilities Act [ADA] requirements), legal liability, privacy policies, ethical guidelines, and global regulations that affect the hospitality services industry. 3.4.1

2 Identify local, state, and federal regulations, laws, and governing agencies (e.g., Title IX, ADA, EEOC, OSHA, required employment documentation). 3.4.2

LODGING 4.0

1 Foundational Knowledge of Lodging 4.1

1 Differentiate among types of property (e.g., hotel, convention center, resort) and added guest amenities (e.g., spas, fine dining restaurants, concierge, valet parking). 4.1.1

2 Describe functions and interactions of the various departments of a lodging property (e.g., front desk, housekeeping, food and beverage, events). 4.1.2

2 Front Office and Rooms Division 4.2

1 Demonstrate guest check-in and check-out procedures. 4.2.1

2 Describe various third-party reservation companies (i.e., Travelocity) requirements. 4.2.2

3 Demonstrate concierge responsibilities (e.g., provide information, make reservations, assist guests for events and services, dining, child care, local travel, entertainment). 4.2.3

4 Describe the steps in the guest cycle. 4.2.4

5 Perform housekeeping tasks and the routine care and maintenance of rooms, public areas, and offices. 4.2.5

6 Demonstrate proper storage of equipment, tools, and supplies. 4.2.6

FOOD AND BEVERAGE 5.0

1 Foundational Knowledge and Skills of Food and Beverage Operations 5.1

1 Categorize types of food and beverage operations (e.g., quick service, casual dining, fine dining, institutional, food trucks, lounges). 5.1.1

2 Describe front-of-the-house and back-of-the-house operations and associated positions. 5.1.2

3 Design a menu. 5.1.3

4 Apply principles of nutrition to meal planning. 5.1.4

Describe menu items. 5.1.5

Demonstrate sanitation practices in food and beverage operations. 5.1.6

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7 Identify the equipment and supplies used in food and beverage operations. 5.1.7

8 Properly hold and store ingredients. 5.1.8

9 Select and prepare a variety of food items. 5.1.9

10 Prepare and serve a variety of hot and cold beverages. 5.1.10

11 Demonstrate knife skills. 5.1.11

12 Identify the nine major food allergens: milk, eggs, fish, crustacean shellfish, tree nuts, peanuts, wheat, soybeans, and sesame. 5.1.12

13 Inventory food and supplies. 5.1.13

14 Manage payment options. 5.1.14

15 Describe the receiving and storage process. 5.1.15

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2 Event Planning 5.2

1 Plan an event or activity. 5.2.1

2 Demonstrate proper presentation, serving skills, and proper table setup. 5.2.2

3 Set up room configurations for different styles of meetings and catered events. 5.2.3

4 Design a table scape. 5.2.4

5 Describe types of events (e.g., meetings, conventions, weddings, expositions, farmers' markets, birthday parties). 5.2.5

6 Process a banquet event order (BEO). 5.2.6

7 Plan strategies to promote or publicize events. 5.2.7

8 Identify modes of transportation available for a variety of destinations. 5.2.8

9 Prepare food for safe transportation to remote locations. 5.2.9