

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

2 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
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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
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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
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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
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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

- 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
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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
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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
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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
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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
- 5 Describe menu items. 5.1.5
- 6 Demonstrate sanitation practices in food and beverage operations. 5.1.6

- 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