North Carolina CTE

Hospitality and Tourism Management I (2024)

Understand the structure of the hospitality and tourism industry. 1.00

1 **Understand the various hospitality and tourism industry sectors and segmentation of guests.** 1.01

A Describe the origins of the hospitality and tourism industry and explain how it has changed over time. 1.01.A

1 Development of lodging and transportation. 1.01.A.1

2 Technological advancements. 1.01.A.2

B Describe the size and scope of the hospitality and tourism industry as a major employer. 1.01.B

C Describe how market segmentation of guests is used for hospitality and tourism destinations. 1.01.C

1 Demographic 1.01.C.1

2 Psychographic 1.01.C.2

3 Geographic 1.01.C.3

4 Behavioral 1.01.C.4

5 Social, Military, Educational, Religious, and Fraternal (SMERF) 1.01.C.5

6 Meetings, Incentives, Conferences, and Exhibitions (MICE) 1.01.C.6

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D Categorize the sectors of the hospitality and tourism industry and the types of businesses operating in each sector. 1.01.D

1 Accommodations. 1.01.D.1

a Bed and breakfasts 1.01.D.1.A

b Campsites 1.01.D.1.B

c Hostels 1.01.D.1.C

d Hotels 1.01.D.1.D

e Motels 1.01.D.1.E

2 Food and beverage. 1.01.D.2

a Cafeterias. 1.01.D.2.A

b Catering services 1.01.D.2.B

c Fast food 1.01.D.2.C

d Food trucks 1.01.D.2.D

e Restaurants 1.01.D.2.E

f Snack bars 1.01.D.2.F

3 Transportation 1.01.D.3

a Airplanes 1.01.D.3.A

b Buses 1.01.D.3.B

c Ferries 1.01.D.3.C

d Rental Cars 1.01.D.3.D

e Rideshare 1.01.D.3.E

f Trains 1.01.D.3.F

4 Attractions 1.01.D.4

a Museums 1.01.D.4.A

b Performing arts centers 1.01.D.4.B

c Recreational nature areas 1.01.D.4.C

d Sports arenas 1.01.D.4.D

e Theme parks 1.01.D.4.E

E Identify different ownership types within the hospitality and tourism industry. 1.01.E

1 Independent business 1.01.E.1

2 Chain 1.01.E.2

3 Franchise 1.01.E.3

4 Managed business 1.01.E.4

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Understand the components of the lodging industry. 1.02

A Summarize the classifications of lodging properties. 1.02.A

1 Type of service. 1.02.A.1

a Full service 1.02.A.1.A

b Select service 1.02.A.1.B

c Limited service 1.02.A.1.C

d Luxury 1.02.A.1.D

e Boutique 1.02.A.1.E

f Resort 1.02.A.1.F

g Extended stay/residential 1.02.A.1.G

h Convention 1.02.A.1.H

i Timeshare 1.02.A.1.I

2 Specialty accommodations. 1.02.A.2

a Cruise ship 1.02.A.2.A

b Sharing economy 1.02.A.2.B

c Campground 1.02.A.2.C

3 Location 1.02.A.3

a Urban 1.02.A.3.A

b Suburban 1.02.A.3.B

c Highway 1.02.A.3.C

d Airport 1.02.A.3.D

4 Market segments 1.02.A.4

a Business 1.02.A.4.A

b Leisure 1.02.A.4.B

c Group/convention 1.02.A.4.C

5 Ownership 1.02.A.5

a Owner 1.02.A.5.A

b Independent 1.02.A.5.B

c Franchise 1.02.A.5.C

d Management Company 1.02.A.5.D

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- B Explain the rating systems used for lodging properties. 1.02.B
  - 1 Industry ratings 1.02.B.1
    - a Diamond ratings from the American Automobile Association (AAA) 1.02.B.1.A
    - b Stay ratings 1.02.B.1.B
    - c HotelStars union 1.02.B.1.C
  - 2 Guest experience ratings 1.02.B.2
    - a Guest survey 1.02.B.2.A
    - b User-generated content/online reviews 1.02.B.2.B
- C Outline the responsibilities of key departments in a lodging property. 1.02.C
  - 1 Rooms Division 1.02.C.1
    - a Front office 1.02.C.1.A
    - b Housekeeping 1.02.C.1.B
  - 2 Food and beverage 1.02.C.2
  - 3 Engineering/Security 1.02.C.3
  - 4 Sales and marketing 1.02.C.4
  - 5 Human resources 1.02.C.5
  - 6 Finance/accounting 1.02.C.6
  - 7 Other divisions 1.02.C.7
    - a IT 1.02.C.7.A
    - b Recreation 1.02.C.7.B
    - c Gaming/entertainment 1.02.C.7.C
    - d Spa 1.02.C.7.D
    - e Retail outlets 1.02.C.7.E
    - f Third-party vendors 1.02.C.7.F
  - 8 Support staff 1.02.C.8

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3 Understand the food and beverage industry. 1.03

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- A Distinguish between the different segments of foodservice. 1.03.A
  - 1 Commercial. 1.03.A.1
    - a Full-service 1.03.A.1.A
    - b Quick-service 1.03.A.1.B
    - c Catering 1.03.A.1.C
    - d Food delivery 1.03.A.1.D
    - e Concession 1.03.A.1.E
  - 2 Non-commercial 1.03.A.2
    - a Schools 1.03.A.2.A
    - b Healthcare facilities 1.03.A.2.B
    - c Private employers 1.03.A.2.C
    - d Government 1.03.A.2.D
- B Outline department organization in the food and beverage industry. 1.03.B
  - 1 Front of the house 1.03.B.1
    - a Employees 1.03.B.1.A
    - b Responsibilities 1.03.B.1.B
  - 2 Back of the house 1.03.B.2
    - a Employees 1.03.B.2.A
    - b Responsibilities 1.03.B.2.B
  - 3 Communication between departments 1.03.B.3
  - 4 Staff retention 1.03.B.4
- C Identify the main styles of table service and how they are executed. 1.03.C
  - 1 Service styles 1.03.C.1
    - a Plated service 1.03.C.1.A
    - b American service 1.03.C.1.B
    - c French service 1.03.C.1.C
    - d English service 1.03.C.1.D
    - e Russian service 1.03.C.1.E
    - f Buffet service 1.03.C.1.F
    - g Cafeteria service 1.03.C.1.G
    - h Drive-through service 1.03.C.1.H
    - i Over-the-counter service 1.03.C.1.I
  - 2 Ghost kitchens 1.03.C.2

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D List the steps in menu planning and design. 1.03.D

1 Menu types 1.03.D.1

a Fixed 1.03.D.1.A

b Cyclical 1.03.D.1.B

c À la carte 1.03.D.1.C

d Prix Fixe 1.03.D.1.D

2 Parts of a menu 1.03.D.2

3 Steps in menu planning 1.03.D.3

4 Menu design 1.03.D.4

5 Evaluation 1.03.D.5

6 Standardized recipes 1.03.D.6

E Explain how food and beverage operations are incorporating healthier food options. 1.03.E

1 Nutrition 1.03.E.1

2 Healthy menu options 1.03.E.2

3 Dietary restrictions 1.03.E.3

4 Balance heathier options and cost 1.03.E.4

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4 Understand the elements of travel and tourism. 1.04

A Compare different modes of travel. 1.04.A

1 Air travel 1.04.A.1

2 Train travel 1.04.A.2

3 Bus travel 1.04.A.3

4 Car travel 1.04.A.4

5 Water travel/Cruises 1.04.A.5

a Ocean 1.04.A.5.A

b River 1.04.A.5.B

c Adventure 1.04.A.5.C

d Luxury 1.04.A.5.D

e Amenities 1.04.A.5.E

6 Miscellaneous types of transportation 1.04.A.6

a Ride-sharing services 1.04.A.6.A

b Trolley ride 1.04.A.6.B

c Horse-drawn carriage 1.04.A.6.C

d Pedicab/rickshaw 1.04.A.6.D

e Gondola 1.04.A.6.E

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- B Categorize travel administration and documentation. 1.04.B
  - 1 Airport regulatory agencies 1.04.B.1
    - a Transportation Security Administration (TSA) 1.04.B.1.A
    - b Federal Aviation Administration (FAA) 1.04.B.1.B
    - c International Airport Transportation Association (IATA) 1.04.B.1.C
  - 2 Travel Documentation 1.04.B.2
    - a REAL ID 1.04.B.2.A
    - b Passport Book 1.04.B.2.B
    - c Passport card 1.04.B.2.C
    - d Visa 1.04.B.2.D
- C Describe the different methods for booking travel. 1.04.C
  - 1 Online book websites 1.04.C.1
  - 2 Travel agencies 1.04.C.2
- D Summarize the different reasons why people travel. 1.04.D
  - 1 Business tourism 1.04.D.1
  - 2 Leisure tourism 1.04.D.2
- E Classify tourism based on where people travel. 1.04.E
  - 1 Domestic tourism 1.04.E.1
  - 2 International tourism 1.04.E.2
  - 3 Niche tourism 1.04.E.3
    - a Agritourism 1.04.E.3.A
    - b Heritage tourism 1.04.E.3.B
    - c Ecotourism 1.04.E.3.C
    - d Sustainable tourism 1.04.E.3.D
    - e Dark Tourism 1.04.E.3.E
  - 4 Destination marketing increasing travel to a destination 1.04.E.4
- F Explain how geography, seasonality, culture, and politics affect travel and tourism. 1.04.F
  - 1 Political considerations 1.04.F.1
  - 2 Environmental considerations 1.04.F.2
  - 3 Social/cultural considerations 1.04.F.3
  - 4 Technological considerations 1.04.F.4
  - 5 Economic considerations 1.04.F.5
  - 6 Legal considerations 1.04.F.6

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G Identify personal factors that might influence a traveler to select a travel destination. 1.04.G

1 Personal motivation 1.04.G.1

2 Logistical motivation 1.04.G.2

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5 Understand the facets of attractions and event management. 1.05

A Explain how the attractions sector intersects with the hospitality and tourism industry. 1.05.A

1 Impact on tourism. 1.05.A.1

a Increased need for hospitality sectors. 1.05.A.1.A

b Increases employment 1.05.A.1.B

c Increase taxes 1.05.A.1.C

d Destination marketing organizations (DMO) 1.05.A.1.D

2 Types of attractions 1.05.A.2

a Commercially-produced 1.05.A.2.A

1 Amusement parks 1.05.A.2.A.1

2 Theme parks 1.05.A.2.A.2

b Natural attractions 1.05.A.2.B

c Cultural attractions 1.05.A.2.C

d Events 1.05.A.2.D

3 Importance of infrastructure 1.05.A.3

B Distinguish between types of entertainment available to travelers. 1.05.B

1 Resorts 1.05.B.1

2 Clubs 1.05.B.2

a Country 1.05.B.2.A

b Dining 1.05.B.2.B

c Yacht 1.05.B.2.C

d City 1.05.B.2.D

3 Gaming 1.05.B.3

a Land-based 1.05.B.3.A

b Riverboat 1.05.B.3.B

c Specialty 1.05.B.3.C

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C Compare different types of meetings, conventions, and events. 1.05.C

1 General Events 1.05.C.1

a Conventions 1.05.C.1.A

b Concerts 1.05.C.1.B

c Festivals 1.05.C.1.C

d Sporting events 1.05.C.1.D

e Wellness events 1.05.C.1.E

f Regional events 1.05.C.1.F

g E-sport events 1.05.C.1.G

2 Specific events 1.05.C.2

a Trade shows 1.05.C.2.A

b Consumer shows 1.05.C.2.B

c Conferences 1.05.C.2.C

d Incentive meetings 1.05.C.2.D

e Social/sports, Military, Educational, Religious, and Fraternal (SMERF) 1.05.C.2.E

Understand safety and security challenges and safe food handling practices. 2.00

1 **Understand safety and security processes for employees and guests.** 2.01

A Summarize the legal rights and responsibilities of guests and the lodging property. 2.01.A

1 Innkeeper laws 2.01.A.1

2 Legal considerations 2.01.A.2

a Reasonable care 2.01.A.2.A

b Negligence 2.01.A.2.B

c Liability 2.01.A.2.C

d Protecting guest's privacy 2.01.A.2.D

B Outline the organization of a security department. 2.01.B

1 Director of Security/Security manager 2.01.B.1

2 Security supervisor 2.01.B.2

3 Security officer 2.01.B.3

4 Role of all employees in security 2.01.B.4

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C Identify safety and security challenges. 2.01.C

1 Human trafficking 2.01.C.1

2 Common Hazards and threats 2.01.C.2

a Biological 2.01.C.2.A

1 Covid-19 2.01.C.2.A.1

2 Bloodborne pathogens 2.01.C.2.A.2

b Chemical 2.01.C.2.B

1 Chemical spill 2.01.C.2.B.1

2 Gas leak 2.01.C.2.B.2

c Physical 2.01.C.2.C

1 Power outages 2.01.C.2.C.1

2 Noise pollution 2.01.C.2.C.2

d Natural 2.01.C.2.D

1 Weather 2.01.C.2.D.1

2 Wildfires 2.01.C.2.D.2

e Human 2.01.C.2.E

1 Theft 2.01.C.2.E.1

2 Disputes/violence 2.01.C.2.E.2

3 Capacity limits 2.01.C.3

4 Regulations and security issues 2.01.C.4

5 Loss prevention 2.01.C.5

6 Access control 2.01.C.6

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2 Understand solutions for safety and security challenges. 2.02

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A Describe solutions for safety and security challenges. 2.02.A

1 Risk management 2.02.A.1

a Preventing slips, trips, and falls 2.02.A.1.A

b Fire hazards 2.02.A.1.B

1 Fires and fire extinguishers 2.02.A.1.B.1

2 Avoiding burns 2.02.A.1.B.2

c Lifting and carrying safely 2.02.A.1.C

d Safety Audit 2.02.A.1.D

2 Loss prevention 2.02.A.2

a Key control 2.02.A.2.A

b Surveillance 2.02.A.2.B

3 Infrastructure needs 2.02.A.3

4 Emergency preparedness 2.02.A.4

a Emergency preparedness cycle 2.02.A.4.A

b Emergency response plan 2.02.A.4.B

B Interpret different methods hospitality and tourism industries use to protect employees and guests. 2.02.B

1 Workplace safety 2.02.B.1

a Occupational Safety and Health Administration (OSHA) regulations 2.02.B.1.A

b Hazard Communication Standard (HCS) 2.02.B.1.B

c Safety data sheets 2.02.B.1.C

d Personal protective equipment 2.02.B.1.D

2 Guest safety 2.02.B.2

a Key control 2.02.B.2.A

b Technology 2.02.B.2.B

c Emergency preparedness plans 2.02.B.2.C

C Summarize the functions of national and local government safety and security organizations. 2.02.C

1 Fire department 2.02.C.1

2 Police department 2.02.C.2

3 Department of Health and Human Services (DHHS) 2.02.C.3

4 Department of Transportation (DOT) 2.02.C.4

5 Department of Homeland Security (DHS) 2.02.C.5

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Recognize practices to promote safe food handling. 2.03

A Describe the impacts of foodborne illness. 2.03.A

1 Criteria for a foodborne illness outbreak 2.03.A.1

2 Vulnerable populations 2.03.A.2

a Elderly people 2.03.A.2.A

b Preschool-aged children 2.03.A.2.B

c People with compromised immune systems 2.03.A.2.C

3 Costs of foodborne illness 2.03.A.3

4 Food and Drug Administration (FDA) Food Code implementation. 2.03.A.4

B Identify the most common sources of foodborne illness. 2.03.B

1 Risk factors for food becoming unsafe 2.03.B.1

2 Hazards 2.03.B.2

a Biological contamination 2.03.B.2.A

1 Factors needed for bacteria to grow- Food, Acidity, Temperature, Time, Oxygen, Moisture (FATTOM) 2.03.B.2.A.1

2 Temperature danger zone (TDZ) 2.03.B.2.A.2

b Chemical contamination 2.03.B.2.B

c Physical contamination 2.03.B.2.C

C Identify how to prevent food handlers from contaminating food. 2.03.C

Food handlers' responsibilities 2.03.C.A

a Food handlers' responsibilities 2.03.C.A

Personal cleanliness and work attire 2.03.C.A.1

1 Personal cleanliness and work attire 2.03.C.A.1

Steps of proper handwashing 2.03.C.A.2

2 Steps of proper handwashing 2.03.C.A.2

Glove use 2.03.C.A.3

3 Glove use 2.03.C.A.3

Time and temperature control 2.03.C.B

b Time and temperature control 2.03.C.B

Methods for safe food thawing 2.03.C.C

c Methods for safe food thawing 2.03.C.C

Cooking temperatures an

d Cooking temperatures and times for different food products 2.03.C.D

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Cooling methods 2.03.C.E	**e Cooling methods** 2.03.C.E
Hot and cold holding methods to prepare food for holding. 2.03.C.F	**f Hot and cold holding methods to prepare food for holding.** 2.03.C.F
Guidelines for foodservice workers to properly serve food. 2.03.C.G	**g Guidelines for foodservice workers to properly serve food.** 2.03.C.G
Cleaning vs. sanitizing 2.03.C.H	**h Cleaning vs. sanitizing** 2.03.C.H
Understand careers, CTSOs, employability, and technical skills in the hospitality and Tourism Management industry. 3.00	**1 Understand career and CTSO opportunities in the Hospitality and Tourism Management pathway.** 3.01 A Understand career opportunities Hospitality and Tourism Management pathway. 3.01.A 1 Career research 3.01.A.1 2 High-wage, high-demand careers in pathway 3.01.A.2 a Local 3.01.A.2.A b State 3.01.A.2.B c National 3.01.A.2.C B Understand opportunities in DECA. 3.01.B 1 Skill development 3.01.B.1 2 Leadership 3.01.B.2 3 Service Learning 3.01.B.3 4 Competitive and professional development experiences 3.01.B.4 C Understand opportunities in Family Career and Community Leaders of America (FCCLA) 3.01.C 1 Skill development 3.01.C.1 2 Leadership 3.01.C.2 3 Service Learning 3.01.C.3 4 Competitive and professional development experiences 3.01.C.4

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D Understand opportunities in Future Business Leaders of America (FBLA) 3.01.D

1 Skill development 3.01.D.1

2 Leadership 3.01.D.2

3 Service Learning 3.01.D.3

4 Competitive and professional development experiences 3.01.D.4

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2 **Apply durable employability skills needed in the hospitality and tourism industry.** 3.02

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A Explain the durable employability skills needed to be a successful hospitality and tourism employee. 3.02.A

1 Adaptability 3.02.A.1

2 Collaboration 3.02.A.2

a Leadership 3.02.A.2.A

b Teamwork 3.02.A.2.B

3 Communication 3.02.A.3

a Verbal and nonverbal 3.02.A.3.A

b Communication methods 3.02.A.3.B

c Active listening 3.02.A.3.C

d Feedback 3.02.A.3.D

4 Critical thinking 3.02.A.4

a Problem-solving skills 3.02.A.4.A

1 Identify the problem. 3.02.A.4.A.1

2 Generate potential solutions. 3.02.A.4.A.2

3 Weigh the pros and cons of each solution. 3.02.A.4.A.3

4 Implement the best solution. 3.02.A.4.A.4

5 Evaluate the outcome. 3.02.A.4.A.5

b Conflict resolution 3.02.A.4.B

c Feedback 3.02.A.4.C

5 Empathy 3.02.A.5

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b Customer satisfaction 3.02.A.5.B

c Employee morale 3.02.A.5.C

d Diversity and inclusion 3.02.A.5.D

1 Avoiding stereotypes and biases 3.02.A.5.D.1

2 Developing cultural competence 3.02.A.5.D.2

3 Welcoming guests with disabilities 3.02.A.5.D.3

4 Preventing harassment 3.02.A.5.D.4

5 Working with people from different generations 3.02.A.5.D.5

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a Keeping up with changes in the industry 3.02.A.6.A

b Life-long learner 3.02.A.6.B

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7 Personal responsibility 3.02.A.7

a Decision-making 3.02.A.7.A

b Health and wellness 3.02.A.7.B

c Accountability 3.02.A.7.C

B Explain the professional expectations of employees in the hospitality and tourism environment. 3.02.B

1 Workplace etiquette 3.02.B.1

a Meeting behaviors 3.02.B.1.A

b Phone behaviors 3.02.B.1.B

c Email behaviors 3.02.B.1.C

2 Stress management 3.02.B.2

3 Time management 3.02.B.3

a Planning 3.02.B.3.A

b Goal setting 3.02.B.3.B

c Setting priorities 3.02.B.3.C

d Delegating 3.02.B.3.D

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3 Understand technical skills needed in the hospitality and tourism industry. 3.03

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A Show technical skills needed for employees in the hospitality and tourism industry. 3.03.A

1 Academic skills 3.03.A.1

a Math 3.03.A.1.A

b Language 3.03.A.1.B

c Analytics 3.03.A.1.C

2 Computer skills 3.03.A.2

a Using computer basics 3.03.A.2.A

1 Information systems 3.03.A.2.A.1

2 Communication devices 3.03.A.2.A.2

b Using software 3.03.A.2.B

1 Word processing 3.03.A.2.B.1

2 Spreadsheets 3.03.A.2.B.2

3 Presentation 3.03.A.2.B.3

4 Database 3.03.A.2.B.4

5 Electronic file storage 3.03.A.2.B.5

c Using internet and email 3.03.A.2.C

1 Calendar management 3.03.A.2.C.1

2 Contact management 3.03.A.2.C.2

3 Social media 3.03.A.2.C.3

d Providing security 3.03.A.2.D

1 Privacy solutions 3.03.A.2.D.1

2 Security guidelines 3.03.A.2.D.2

3 Abuses of information 3.03.A.2.D.3

4 Suspicious threats 3.03.A.2.D.4

5 Passwords 3.03.A.2.D.5

6 Secure websites 3.03.A.2.D.6

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B Explain certificates and degrees for hospitality and tourism management. 3.03.B

1 Training 3.03.B.1

a Hotel management 3.03.B.1.A

b Meeting and event management 3.03.B.1.B

c Hospitality administration and management 3.03.B.1.C

d Business administration and management 3.03.B.1.D

2 Industry certifications 3.03.B.2

a American Hotel and Lodging Education Institute (AHLEI) Certified Guest Service Professional 3.03.B.2.A

b American Hotel and Lodging Education Institute (AHLEI) Certified hotel Administrator 3.03.B.2.B

Understand concepts of exceptional guest services. 4.00

1 Understand how customer service impacts the guest experience. 4.01

A Summarize guests' needs and wants to meet and exceed their expectations. 4.01.A

1 Maslow's hierarchy of needs 4.01.A.1

a Physiological 4.01.A.1.A

b Safety 4.01.A.1.B

c Love and belonging 4.01.A.1.C

d Esteem 4.01.A.1.D

e Self-actualization 4.01.A.1.E

2 Identifying guests needs 4.01.A.2

a Primary research 4.01.A.2.A

b Secondary research 4.01.A.2.B

3 Emotional intelligence 4.01.A.3

a Self-awareness 4.01.A.3.A

b Self-regulation 4.01.A.3.B

c Social skills 4.01.A.3.C

d Empathy 4.01.A.3.D

e Motivation 4.01.A.3.E

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B Interpret the needs and wants of guests throughout the guest experience cycle and the importance of satisfying and exceeding their expectations. 4.01.B

1 The guest experience cycle 4.01.B.1

a Pre-arrival 4.01.B.1.A

b Arrival 4.01.B.1.B

c Occupancy 4.01.B.1.C

d Departure 4.01.B.1.D

e Post-departure 4.01.B.1.E

f Recovery 4.01.B.1.F

2 Satisfying guests needs 4.01.B.2

a Moments of truth 4.01.B.2.A

b Quality guest service 4.01.B.2.B

c Cost of error 4.01.B.2.C

d Delivering exceptional service 4.01.B.2.D

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2 Understand the employee role and impact on reputation management. 4.02

A Explain how employee empowerment contribute to the guest experience. 4.02.A

1 Empowerment is the ability for a front of the house employee to make decisions on behalf of the guest, with support from management. 4.02.A.1

2 Service recovery is the process of correcting errors in a guest service experience. 4.02.A.2

3 Service recovery models for resolving guest issues. 4.02.A.3

a Hear, Empathize, Apologize, Resolve, Diagnose (HEARD) 4.02.A.3.A

b Listen, Empathize, Acknowledge, React, Notify (LEARN) 4.02.A.3.B

c Greet, Understand, Empathize, Suggest solve, Track (GUEST) 4.02.A.3.C

B Discuss reputation management and the tools used to measure guest satisfaction. 4.02.B

1 Measuring guest satisfaction 4.02.B.1

2 Online reviews 4.02.B.2

a Influencers 4.02.B.2.A

b Guest feedback 4.02.B.2.B

C Explain the importance of housekeeping employees in the guest experience. 4.02.C

1 Guest relations 4.02.C.1

2 Safety and security 4.02.C.2

3 Green practices 4.02.C.3

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D Demonstrate Certified Guest Service Professional competencies. 4.02.D

1 Recovery 4.02.D.1

2 Personalization 4.02.D.2

3 Knowledge 4.02.D.3

4 Passion 4.02.D.4

5 Commitment 4.02.D.5

6 Inclusion 4.02.D.6

7 Personality 4.02.D.7

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3 Understand the use of technology used in customer service. 4.03

A Identify the benefits of technology for hospitality and tourism operations to deliver exceptional guest experience. 4.03.A

1 Efficiency 4.03.A.1

2 Automation 4.03.A.2

3 Customization 4.03.A.3

4 Cost reduction 4.03.A.4

5 Reservations 4.03.A.5

B Describe types of technology used for customer satisfaction. 4.03.B

1 Kiosk check in/out 4.03.B.1

2 Key cards or smart devices 4.03.B.2

3 Online reservation 4.03.B.3

4 Travel updates 4.03.B.4

5 Mobile apps/smart technology 4.03.B.5

6 Customizable interactive maps 4.03.B.6

7 Robots 4.03.B.7

8 Chatbots 4.03.B.8

9 Quick Response (QR) 4.03.B.9

10 Virtual tours 4.03.B.10

11 Virtual queues 4.03.B.11

12 Contactless payments 4.03.B.12

13 Internet of things (IoT) 4.03.B.13

Understand trends in the hospitality and tourism industry and the en social impacts. 5.00

1 Understand the economic impact of hospitality and tourism. 5.01

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A Understand factors of production as the resources people use to produce goods and services to build the economy. 5.01.A

1 Land is any natural resource used to produce goods and services. 5.01.A.1

2 Labor is the effort that people contribute to the production of goods and services. 5.01.A.2

3 Capital is the machinery, tools, and buildings humans use to produce goods and services. 5.01.A.3

4 Entrepreneurship is innovators who use land, labor, and capital to develop new goods and serves. 5.01.A.4

B Understand factors that affect an economy to plan for the future of the hospitality and tourism industry. 5.01.B

1 Supply and demand 5.01.B.1

2 Weather/natural disasters 5.01.B.2

3 Health crises 5.01.B.3

4 Politics 5.01.B.4

5 Current trends 5.01.B.5

6 Exchange rates 5.01.B.6

C Summarize the economic impact of the business cycle on the hospitality and tourism industry on the local, state, national, and global scale. 5.01.C

1 Expansion 5.01.C.1

2 Peak 5.01.C.2

3 Recovery 5.01.C.3

4 Recession 5.01.C.4

5 Depression 5.01.C.5

6 Trough 5.01.C.6

7 Measurements of an economy to identify business cycles. 5.01.C.7

a Real Gross Domestic Product (GDP) 5.01.C.7.A

b Productivity 5.01.C.7.B

c Inflation rate 5.01.C.7.C

d Unemployment rate 5.01.C.7.D

e Standard of living 5.01.C.7.E

f Discretionary income 5.01.C.7.F

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D Exemplify the impact of hospitality and tourism on the economy. 5.01.D

1 Large scale economic impact is when destinations grow to keep up with the number of new visitors. 5.01.D.1

2 Small scale economic is when smaller destinations see an increase in businesses during peak seasons providing employment for local residents and increase local tax base. 5.01.D.2

3 Limiting the impact of Overtourism or Undertourism to destinations. 5.01.D.3

E Understand the tourism multiplier effect and the impact on an economy. 5.01.E

1 Direct impact 5.01.E.1

a Employment-availability of jobs. 5.01.E.1.A

b Tourism spending of discretionary income 5.01.E.1.B

c Taxes 5.01.E.1.C

2 Indirect impact 5.01.E.2

a Supply chain effects 5.01.E.2.A

b Industries impacted because of tourism dollars- agriculture, public safety. 5.01.E.2.B

3 Induced impact is employee spending locally. 5.01.E.3

4 Seasonality of tourism as a challenge to the multiplier effect. 5.01.E.4

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2 Understand environmental impacts of the hospitality and tourism industry. 5.02

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A Describe the environmental impacts of the hospitality and tourism industry. 5.02.A

1 Pollution 5.02.A.1

a Air emissions 5.02.A.1.A

b Noise 5.02.A.1.B

c Water 5.02.A.1.C

d Land 5.02.A.1.D

2 Loss of green space 5.02.A.2

3 Damage to natural or historical sites 5.02.A.3

4 Natural disasters 5.02.A.4

5 Climate 5.02.A.5

a Warm winter 5.02.A.5.A

b Cold winter 5.02.A.5.B

c Spring 5.02.A.5.C

d Summer 5.02.A.5.D

e All season 5.02.A.5.E

f Rainy season 5.02.A.5.F

g Dry season 5.02.A.5.G

6 Seasonality 5.02.A.6

a Peak 5.02.A.6.A

b Off peak 5.02.A.6.B

B Explain how the hospitality and tourism industry diminishes negative impacts on the environment. 5.02.B

1 Sustainability 5.02.B.1

2 Corporate social responsibility 5.02.B.2

3 Green initiatives 5.02.B.3

4 Regulations 5.02.B.4

a Environmental Protection Agency (EPA) 5.02.B.4.A

b Smoking ordinances 5.02.B.4.B

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3 Understand social impacts of the hospitality and tourism industry. 5.03

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A Explain the positive and negative social impacts of hospitality and tourism. 5.03.A

1 Crime rates 5.03.A.1

2 Social changes 5.03.A.2

3 Heritage 5.03.A.3

4 Preserving culture 5.03.A.4

5 Standardization 5.03.A.5

6 Commercialization 5.03.A.6

7 Discrimination/diversity 5.03.A.7

8 Revitalization 5.03.A.8

9 Infrastructure 5.03.A.9

B Classify the positive and negative social impacts of hospitality and tourism at each level. 5.03.B

1 Local 5.03.B.1

2 State 5.03.B.2

3 National 5.03.B.3

4 Global 5.03.B.4

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4 Understand trends in the hospitality and tourism industry. 5.04

A Summarize trends in the hospitality and tourism industry. 5.04.A

1 Safety 5.04.A.1

2 Hygiene 5.04.A.2

3 Sustainability 5.04.A.3

4 Smart technology 5.04.A.4

5 Artificial intelligence 5.04.A.5

6 Virtual reality 5.04.A.6

7 Augmented reality 5.04.A.7

8 Local experiences 5.04.A.8

9 Unique brand experiences 5.04.A.9

10 Mobile check-in services 5.04.A.10

11 Customer recognition 5.04.A.11

12 Going touchless 5.04.A.12

13 Cloud migration 5.04.A.13

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B Foresee thought processes in the hospitality and tourism industry. 5.04.B

1 Globalization 5.04.B.1

2 Competition 5.04.B.2

3 Increased demand 5.04.B.3

4 Adaptability 5.04.B.4

5 Change 5.04.B.5