Oregon CTE

Hospitality, Tourism, and Recreation: Career Cluster Knowledge and Skill Statements with Suggested Performance Indicators

Describe the individuals and organizations that collaborate to provide services in the hospitality, tourism, and recreation industries CC-HTR01

- **A** Identify the key sectors of hospitality, tourism, and recreation and differentiate the goods and services produced in each CC-HTR01.A
- **B** Identify the roles and responsibilities of employees in the hospitality, tourism, and recreation industries (e.g., travel agents, hotel workers, restaurant staff, amusement, and stadium staff) CC-HTR01.B
- **C** Describe how individuals from different disciplines collaborate to deliver services CC-HTR01.C
- **D** Identify the types of organizations that support clients in planning and booking activities and meeting customer needs CC-HTR01.D

Describe career options and the means to attain these options CC-HTR02

- **A** Research career opportunities in the hospitality, tourism, and recreation cluster, statewide and tailored to regional contexts, and identify those aligned with personal interests, aptitudes, financial, and career goals CC-HTR02.A
- **B** Describe a career pathway for transitioning from entry-level to skilled and supervisory positions within the cluster CC-HTR02.B
- **C** Identify educational training and credentialing requirements for entry-level careers in the cluster, including those aligned with students' personal interests CC-HTR02.C
- **D** Describe the types of work experience opportunities that exist in the field (e.g., internships, apprenticeships, on-the-job training) and how one might access these opportunities CC-HTR02.D
- **E** Exhibit the behaviors of early employment that will lead to career opportunities such as appearance, attendance, listening skills, communication, teamwork, enthusiasm, guest experience, and quality of product/work CC-HTR02.E

Skip to main content

	F	Summarize the educational skills, certifications, and/or degrees needed to advance within a given career CC-HTR02.F
Describe employee rights and responsibilities and employers' obligations concerning occupational health and safety CC-HTR03	A	Describe and demonstrate adherence to health, safety, and sanitation regulations; practices and procedures applicable to the workplace; and the ramifications of not following them (e.g., low health scores, loss of guest amenities for failed inspections) CC-HTR03.A
	B	Identify and demonstrate adherence to ethical issues and concerns applicable to the workplace and the ramification of not following them (e.g., low employee morale, loss of guests) CC-HTR03.B
	C	Describe and demonstrate adherence to legal policies relating to hiring, harassment, and safety in the workplace CC-HTR03.C
	D	State the rationale for rules and laws designed to promote safety and health in the workplace CC-HTR03.D
	E	Identify key rights of employees related to occupational safety and health and employers and responsibilities in meeting these needs CC-HTR03.E
	F	Explain the role of federal and state governmental agencies (e.g., OSHA regulations) in ensuring employees a safe workplace CC-HTR03.F
Identify potential real and perceived hazards and emergency situations and determine the appropriate safety and management measures CC-HTR04	A	Identify the steps that should be taken and resources commonly available to address accidents or emergency health situations for self, co-workers, and guests/customers CC-HTR04.A
	B	Identify and list resources (e.g., company work protocols) that are available to prevent, evaluate, and address environmental concerns, crime, human trafficking, and terrorist situations CC-HTR04.B
	C	Describe common safety and security issues for individuals and groups, explain how to manage guests/customers facing a threat, and identify solutions to minimize these risks CC-HTR04.C
	D	Create communication and response plans to cope with hazards and emergency situations applicable to the hospitality and tourism industries (e.g., fires, health crises, missing child alerts, active shooters) CC-HTR04.D
Determine the maintenance needs for differing hospitality, tourism, and recreation venues CC-HTR05	A	Describe the types of maintenance issues that apply to differing venues and how to determine if special training of personnel is required CC-HTR05.A
	B	List maintenance issues unique to tourist and recreational facilities CC-HTR05.B
	C	Create a plan to address the maintenance needs of a given facility CC-HTR05.C
		:valuate methods for equipment maintenance and repair to minimize down time and guest displacement (e.g., creating work orders for fixing equipment, rooms,

Skip to main content

	etc.) CC-HTR05.D
Explain space utilization procedures used to manage and control people, equipment, and vehicles in diverse industry settings CC-HTR06	**A** Describe the dangers that may arise when people or vehicles (e.g., cars, cyclists, e-bikes/e-scooters, boats, skis/snowboards, snowmobiles etc.) congregate and steps that can be taken to mitigate disasters CC-HTR06.A
	B Understand guidelines for access control to determine guest and group admission procedures, and the use of tickets and membership for selective entry CC-HTR06.B
	C Describe how traffic control procedures can be used to facilitate movement of people and vehicles (e.g., bollards, lines, parking attendants) CC-HTR06.C
	D Identify a situation where the number of guests would need to be controlled, and list how this would be accomplished CC-HTR06.D
	E Compare different ticket sales options, including methods for selling tickets, the types and structure of admission ticket distribution channels, and factors to consider when setting ticket prices CC-HTR06.E
	F Create a plan to monitor traffic (e.g., vehicular, pedestrian, crowd) control issues to manage congestion and describe how the plan might be tested to ensure its functionality and improved to be more effective CC-HTR06.F
Demonstrate hospitality and tourism customer service skills that meet customers' needs CC-HTR07	**A** Define the qualities and characteristics of an effective service professional (e.g., ability to stay calm, listen, communicate effectively), and explain how customer service affects a company's bottom line CC-HTR07.A
	B Define customer service and demonstrate terminology, concepts, and principles associated with exceptional guest service CC-HTR07.B
	C Discuss ways to evaluate customer satisfaction and use feedback to manage and enhance the guest experience, including procedures to resolve guest complaints CC-HTR07.C
	D Identify retention and service strategies and proactive versus reactive techniques in relation to guest experiences CC-HTR07.D
	E Recognize the personal needs of all guests, including those needing special accommodations (e.g., language, health, Americans with Disabilities Act requirements) and create a plan of action to meet the needs of these individuals CC-HTR07.E
	F Describe what Customer Relationship Management (CRM) applications are designed to do and demonstrate how they can be used CC-HTR07.F

Skip to main content

Describe the key components of marketing and promoting hospitality and tourism products and services CC-HTR08	**A** Demonstrate knowledge of marketing techniques commonly used in the hospitality and tourism industry to sell a product or service (e.g., conducting market research, developing products and pricing strategies, advertising and distribution strategies, public relations, sales, and customer relations) CC-HTR08.A
	B Identify how the economy affects customer decisions and how products and services can be tailored to address differing conditions of supply and demand CC-HTR08.B
	C Describe destination marketing and how seasonality and loyalty programs influence customer choices CC-HTR08.C
	D Describe the types of environmental and sustainability issues that apply in the Hospitality & Tourism Career Cluster and strategies for addressing them CC-HTR08.D
	E Compare/contrast different marketing approaches (e.g., packets, e-commerce) and strategies for making a sale CC-HTR08.E
	F Identify the elements of marketing (i.e., the four P's: product, price, place, and promotion) and how resources can be targeted toward different audiences (e.g., addressing issues of diversity) CC-HTR08.F
	G Describe market segmentation and the variables that affect service costs CC-HTR08.G
Analyze the merchandising, program and product potential for different hospitality, tourism, and recreation venues CC-HTR09	**A** Describe how a point-of-sale system is used to manage market sales and inventory for ordering CC-HTR09.A
	B Research ideas needed to develop programs and/or products unique to each venue CC-HTR09.B
	C Summarize merchandising and retail outlet opportunities (e.g., trade shows, networking events, guest rooms, theme parks) and describe retail opportunities and branding strategies possible at each venue CC-HTR09.C
	D Explain the role history might play in developing programs/exhibits/events CC-HTR09.D
	E Explain how a theme might determine the types of products/services/ events available CC-HTR09.E
Demonstrate an understanding of basic economic systems and financial management practices and pr	**A** Define industry management terms including yield, yield management, no-show, discount, inventory control, overbooking, and spoilage CC-HTR10.A
	B Describe what key performance indicators (KPIs) are, how they are used in different industries, and how they are tracked (e.g., daily, weekly, monthly, annually) CC-HTR10.B

Skip to main content

	C Describe purchasing activities to obtain business supplies, equipment, and services (e.g., sourcing and procurement) CC-HTR10.C
	D Explain the concept of cost-profit relationships (e.g., Cost of Goods Sold [COGS]), competition, and economic indicators CC-HTR10.D
	E Explain the purpose of a budget, and differentiate between revenues, expenses, profit, and loss CC-HTR10.E
	F Describe basic economic principles, including supply and demand, goods and services, state/city/county taxes, international business, and economic resources CC-HTR10.F
Describe the hospitality and tourism industry in Oregon CC-HTR11	**A** Describe the key hospitality and tourism draws in Oregon (e.g., outdoor/urban recreation, food and beverage, college/amateur/professional athletic events) CC-HTR11.A
	B Discuss seasonality in Oregon at the local, regional, and statewide levels, and how different factors affect consumer motivation to travel to the state CC-HTR11.B
	C Identify transportation options and their implications for travelers CC-HTR11.C
	D Identify national and state parks, regional convention centers, popular zoos, museums, professional and collegiate sporting facilities, and theaters and other cultural landmarks CC-HTR11.D
	E List the different special events offered throughout the state (e.g., ski resorts, wine tasking, Pendleton rodeo, Shakespeare festival, etc.) and their implications for the sector CC-HTR11.E
	F Identify key destination marketing organizations in Oregon that support the hospitality and tourism industry (e.g., Travel Oregon, Oregon Restaurant and Lodging Association, Oregon Destination Association, Oregon Coast Visitors Association) CC-HTR11.F
Evaluate the nature and scope of the Hospitality & Tourism Career Cluster and the role of hospitality and tourism in society and the economy CC-HTR12	**A** Describe the economic, social, cultural, and environmental contributions and impacts of the hospitality, tourism, and recreation industries CC-HTR12.A
	B Discuss the current trends in society (e.g., sustainability and eco-friendly tourism) and how they affect hospitality and tourism in Oregon CC-HTR12.B
	C Compare/contrast management of different organizational structures including independently owned, chain-affiliated, and corporations in the industry CC-HTR12.C
	D Describe the strategies, policies, and regulations that the state government has mplemented (e.g., tax incentives, tourism promotion) to promote the hospitality ınd tourism industry in Oregon CC-HTR12.D

Skip to main content

E **Trace the development of the hospitality and tourism industry in Oregon to understand the overall structure** CC-HTR12.E