

Standards/Measurement Criteria

Hospitality Management

CIP No. 52.0900

These state standards are designed to be delivered in a sequence of courses. *Standards 1-16 are to be taught as an introduction within the Hospitality Management program .

***1.0 EXPLORE CAREERS IN THE HOSPITALITY INDUSTRY**

- 1.1 Research hospitality management career opportunity information
- 1.2 Investigate wages related to career choices in hospitality management
- 1.3 Recognize factors that influence career choices
- 1.4 Examine personal aptitudes and interests
- 1.5 Apply interests, skills, and attitudes to career exploration in hospitality management
- 1.6 Examine the role of education in hospitality management career preparation
- 1.7 Relate decision making skills to career choices
- 1.8 Construct a plan to transition from school to a career in the hospitality industry

***2.0 DEMONSTRATE JOB SEARCH AND INTERVIEWING SKILLS**

- 2.1 Research employment opportunities in hospitality management
- 2.2 Demonstrate the use of technology in a job search
- 2.3 Complete a job application on line and in hard copy
- 2.4 Identify techniques for follow-up communication
- 2.5 Identify factors in selecting a job offer
- 2.6 Identify appropriate professional dress
- 2.7 Practice interviewing skills

***3.0 DEVELOP EMPLOYABILITY SKILLS REQUIRED FOR THE HOSPITALITY MANAGEMENT INDUSTRY**

- 3.1 Identify factors contributing to job success in hospitality management
- 3.2 Demonstrate work ethics
- 3.3 Practice continuous improvement procedures for the workplace
- 3.4 Examine skills needed for changing workforce demands

***4.0 PRACTICE STRATEGIES FOR LIFE AND CAREER SUCCESS IN THE HOSPITALITY MANAGEMENT INDUSTRY**

- 4.1 Identify decision making and goal setting processes
- 4.2 Demonstrate problem solving skills
- 4.3 Practice appropriate etiquette and social skills
- 4.4 Demonstrate personal grooming and hygiene
- 4.5 Practice conflict resolution
- 4.6 Identify proactive rather than reactive problem solving behavior

***5.0 EXAMINE RESPONSIBILITY FOR PERSONAL WELLNESS IN HOSPITALITY MANAGEMENT POSITIONS**

- 5.1 Recognize sources of stress and stress management techniques
- 5.2 Describe the relationship of rest and nutrition to wellness
- 5.3 Develop skills for dealing with crisis
- 5.4 Evaluate factors contributing to a safe and healthy environment
- 5.5 Identify risk taking behaviors
- 5.6 Develop a plan for personal fitness

***6.0 DEVELOP RESOURCE MANAGEMENT SKILLS APPLICABLE TO HOSPITALITY MANAGEMENT**

- 6.1 Understand resource management as it applies to hospitality management
- 6.2 Examine changing financial needs of individuals and families
- 6.3 Examine consumer issues
- 6.4 Review a financial plan
- 6.5 Understand emotional reactions to the use of money
- 6.6 Learn strategies for time management
- 6.7 Analyze the influence of resource availability on human behavior, human learning and human health

***7.0 DEMONSTRATE TECHNOLOGICAL LITERACY TO SUPPORT THE HOSPITALITY MANAGEMENT INDUSTRY**

- 7.1 Explain the uses of technology in the hospitality management workplace
- 7.2 Communicate using telecommunication tools
- 7.3 Demonstrate basic usage of computers (input, storage, output)
- 7.4 Access and transmit information electronically (via Internet, CD-ROM, etc.)
- 7.5 Understand and identify the functions and purpose of email systems
- 7.6 Use hospitality industry standard software applications for word processing, database, spreadsheet and presentation
- 7.7 Apply appropriate file and disc management techniques

***8.0 APPLY PROBLEM SOLVING AND DECISION MAKING PROCESSES TO HOSPITALITY MANAGEMENT SITUATIONS**

- 8.1 Learn and practice problem-solving processes
- 8.2 Describe methods of establishing decision making priorities for the hospitality management workplace
- 8.3 Prepare a plan of work
- 8.4 Identify the need for evaluation of products/services
- 8.5 Explore the needs of internal and external customers

***9.0 PRACTICE EFFECTIVE COMMUNICATION SKILLS FOR THE HOSPITALITY MANAGEMENT WORKPLACE**

- 9.1 Interpret verbal and nonverbal communication
- 9.2 Identify barriers to effective communication
- 9.3 Practice skills used to communicate with clients in a workplace
- 9.4 Recognize and adapt to language barriers, ethnicity and gender in a workplace context
- 9.5 Practice telephone etiquette
- 9.6 Identify guidelines for effective written communication (letters, reports, emails)

***10.0 PARTICIPATE IN LEADERSHIP ACTIVITIES SUCH AS THOSE SUPPORTED BY CAREER AND TECHNICAL STUDENT ORGANIZATIONS SUCH AS FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA (FCCLA)**

- 10.1 Determine the roles and responsibilities that leaders and team members bring to a hospitality organization
- 10.2 Identify the differences between management and leadership
- 10.3 Describe characteristics of an effective team player
- 10.4 Discuss characteristics of effective teams
- 10.5 Practice techniques to involve each member of the team
- 10.6 Practice teamwork required for a hospitality environment
- 10.7 Practice effective meeting management
- 10.8 Examine the differences between consensus building and majority decision making
- 10.9 Participate in a hospitality management career development event
- 10.10 Practice the decision-making process

***11.0 APPLY MATHEMATICAL PROCESSES TO PROBLEMS IN HOSPITALITY MANAGEMENT**

- 11.1 Express problems using numeric, symbolic and/or graphic representations
- 11.2 Perform mathematical calculations in the context of hospitality management related problems
- 11.3 Practice using percentages
- 11.4 Use technology in the solution of math-related problems
- 11.5 Determine the degree of accuracy required for a specific task or situation

***12.0 PRACTICE CUSTOMER SERVICE SKILLS REQUIRED IN HOSPITALITY MANAGEMENT**

- 12.1 Define customer service terminology, concepts and principles
- 12.2 Describe the elements of an effective service professional
- 12.3 Identify the planning steps and actions required for improving a service system
- 12.4 Explain the strategies and tactics required for aligning customer expectations with service performance
- 12.5 Recognize how to judge the effectiveness of a service system
- 12.6 Apply techniques for effectively dealing with guest complaints

***13.0 REVIEW FINANCIAL RECORDS AND ACCOUNTS APPLICABLE TO HOSPITALITY MANAGEMENT OPERATIONS**

- 13.1 Review an annual business budget for a hospitality management organization
- 13.2 Explain checking account records
- 13.3 Explain accounts payable and accounts receivable functions
- 13.4 Review expense records
- 13.5 Review financial statements
- 13.6 Interpret payroll records/information

***14.0 EXPLORE THE LEGAL AND ETHICAL ENVIRONMENT OF THE HOSPITALITY MANAGEMENT INDUSTRY**

- 14.1 Explain the basic concepts involved in contract law, consumer law, and consumer credit and protection
- 14.2 Define ethics in a hospitality management environment
- 14.3 Examine the relationship between ethics and the law for the hospitality industry
- 14.4 Identify workers' rights and compliance issues concerning workplace matters including safety, drug testing, harassment, discrimination, privacy, etc.
- 14.5 Define ethical standards for the hospitality management industry

***15.0 EXPLORE ECONOMIC PRINCIPLES OF THE HOSPITALITY MANAGEMENT INDUSTRY**

- 15.1 Define the five management functions: planning, organizing, directing, staffing, and controlling
- 15.2 Describe methods an organization can use to effectively manage its economic resources
- 15.3 Describe the roles of support staff, supervisors, managers, and technology in achieving business goals
- 15.4 Explain the effects of productivity in an economy
- 15.5 Compare various forms of business ownership including sole proprietorship, partnership, corporation, and franchise
- 15.6 Describe how global competition affects the United States hospitality industry
- 15.7 Use organizational charts to analyze the workplace operations of hospitality management
- 15.8 Explain how Yield Management strategies can affect profit

***16.0 PRACTICE SAFE WORKING HABITS FOR THE HOSPITALITY MANAGEMENT ENVIRONMENT**

- 16.1 Identify responsibilities of hospitality management professionals to create and maintain a safe work environment
- 16.2 Explain appropriate safety precautions for a hospitality management workplace
- 16.3 Explain the importance of OSHA standards
- 16.4 Apply safety/environmental policies/procedures for a hospitality management environment
- 16.5 Identify methods to cope with emergency situations
- 16.6 Define ergonomics and repetitive strain injury
- 16.7 Identify sanitation procedures to ensure facility compliance with health codes

17.0 DEVELOP AN INDIVIDUAL CAREER PLAN

- 17.1 Investigate career options including entrepreneurship
- 17.2 Develop career goals based on interests, aptitudes, and research
- 17.3 Review/revise/plan goals on annual basis
- 17.4 Manage personal and career goals
- 17.5 Describe factors that contribute to job satisfaction and success in the hospitality management industry

18.0 PREPARE FOR EMPLOYMENT IN HOSPITALITY MANAGEMENT

- 18.1 Develop a resumé
- 18.2 Complete job application process
- 18.3 Demonstrate interviewing skills

19.0 PARTICIPATE IN HOSPITALITY MANAGEMENT WORK-BASED LEARNING EXPERIENCES

- 19.1 Use technology appropriate for a job in hospitality management
- 19.2 Demonstrate positive work behaviors
- 19.3 Demonstrate positive interpersonal behaviors
- 19.4 Demonstrate safe and healthy work behaviors for a hospitality environment
- 19.5 Adapt to changes in the workplace
- 19.6 Participate in a variety of work-based experiences, paid or non-paid

20.0 DEMONSTRATE ORAL COMMUNICATION SKILLS REQUIRED IN HOSPITALITY MANAGEMENT

- 20.1 Conduct formal/informal research to collect appropriate topical information
- 20.2 Use questioning techniques to obtain needed information from audience
- 20.3 Interpret oral and nonverbal communications of an audience
- 20.4 Demonstrate active listening during communications
- 20.5 Demonstrate appropriate technologies for a formal presentation on the hospitality industry
- 20.6 Prepare and deliver presentations incorporating typical jargon and acronyms used in the hospitality industry
- 20.7 Deliver presentation incorporating both appropriate verbal and nonverbal communication techniques
- 20.8 Communicate using equitable and culturally sensitive language for a diverse audience
- 20.9 Demonstrate effective telephone technique for a hospitality management position

21.0 DEMONSTRATE WRITTEN COMMUNICATION SKILLS REQUIRED IN THE HOSPITALITY INDUSTRY

- 21.1 Conduct formal/informal research to collect appropriate topical information
- 21.2 Organize research information and develop an outline
- 21.3 Write business communication using appropriate format for the situation
- 21.4 Using appropriate technology, prepare a draft document using established rules for grammar, spelling and sentence construction
- 21.5 Utilize multiple technologies for written and presentation communications

22.0 EVALUATE THE ROLE OF A HOSPITALITY SMALL BUSINESS IN THE ECONOMY

- 22.1 Evaluate the role of small business on the economy: local, state, national and international economics
- 22.2 List the factors including personal traits, which contribute to the success and failure of small business
- 22.3 Compare/contrast the advantages/disadvantages of sole proprietorships, partnerships and corporations
- 22.4 Develop a business plan
- 22.5 Conduct an employee needs analysis based upon a business plan
- 22.6 Research business locations and equipment needs for the organization based upon a business plan
- 22.7 Analyze the relationship of customer service and customer satisfaction on the success of hospitality related businesses

23.0 DEMONSTRATE BUSINESS AND FINANCIAL MANAGEMENT PRACTICES NEEDED FOR ENTREPRENEURS IN HOSPITALITY MANAGEMENT

- 23.1 Develop a budget based on an enterprise's business plan
- 23.2 Develop an income statement for an enterprise
- 23.3 Develop a balance sheet for an enterprise
- 23.4 Interpret financial information for decision making and planning
- 23.5 Monitor and adjust business operations based on financial performance
- 23.6 Analyze insurance and benefit needs
- 23.7 Analyze available banking services
- 23.8 Describe the impact of quality business communications on the success of a hospitality industry organization
- 23.9 Manage customer relations

24.0 EVALUATE LEADERSHIP STYLES APPROPRIATE FOR THE HOSPITALITY WORKPLACE

- 24.1 Determine personal characteristics of effective leaders
- 24.2 Compare/contrast leadership and management styles
- 24.3 Describe how cultural/ethnic differences affect leadership styles within a group
- 24.4 Describe how cultural/ethnic differences affect interpersonal interactions/communications within a group

- 25.0 PARTICIPATE IN LEADERSHIP ACTIVITIES SUCH AS THOSE SUPPORTED BY CAREER AND TECHNICAL STUDENT ORGANIZATIONS SUCH AS FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA (FCCLA)**
- 25.1 Determine the roles and responsibilities that leaders and members bring to a hospitality organization
 - 25.2 Evaluate characteristics of effective teams
 - 25.3 Evaluate characteristics of an effective team player
 - 25.4 Practice techniques to involve each member of the team
 - 25.5 Demonstrate teamwork
 - 25.6 Practice effective meeting management
 - 25.7 Demonstrate business etiquette
 - 25.8 Practice decision-making process
- 26.0 SUMMARIZE THE HOSPITALITY INDUSTRY**
- 26.1 Examine the scope of the hospitality industry
 - 26.2 Identify the segments/sectors of the hospitality industry
 - 26.3 Explore career paths within the hospitality industry
 - 26.4 Identify careers and salaries in the hospitality industry
 - 26.5 Diagram the organizational structure of a lodging property
 - 26.6 Explain the impact of technology on the hospitality industry
 - 26.7 Compare basic components, issues, challenges, and roles of Arizona Tourism
 - 26.8 Evaluate the impact of national and international economic factors on the hospitality industry
- 27.0 EXPLAIN BASIC HOTEL DEPARTMENTS AND FUNCTIONS**
- 27.1 Summarize front desk functions
 - 27.2 Explain reservations functions
 - 27.3 Describe the role of safety and security
 - 27.4 Identify skills and challenges of the accounting functions
 - 27.5 Examine marketing functions
 - 27.6 Analyze the roles of food and beverage and sales for groups, banquets and catered events
 - 27.7 Discuss housekeeping and laundry functions
 - 27.8 Describe the role of engineering and maintenance
 - 27.9 Explain the roles of the human resources department
- 28.0 DETERMINE APPROPRIATE GUEST SERVICE STRATEGIES WITHIN THE HOSPITALITY INDUSTRY**
- 28.1 Analyze stages of the guest cycle
 - 28.2 Explain customer relations and its impact on the industry
 - 28.3 Evaluate strategies for quality customer services
 - 28.4 Demonstrate methods for handling guest complaints
 - 28.5 Describe and compare guest amenities

29.0 PRACTICE CUSTOMER SERVICE FUNCTIONS

- 29.1 Demonstrate front desk skills
- 29.2 Demonstrate reservation skills
- 29.3 Practice selling and turning away
- 29.4 Demonstrate registration, check out and settlement skills
- 29.5 Explain procedures for confirming guest credit
- 29.6 Apply discovery and correction skills
- 29.7 Prepare meeting rooms for special events
- 29.8 Discuss housekeeping skills
- 29.9 Analyze room service skills

30.0 CHARACTERIZE SUPERVISORY AND MANAGEMENT FUNCTIONS

- 30.1 Compare roles and responsibilities of supervisors and managers
- 30.2 Evaluate leadership roles needed by managers
- 30.3 Identify leadership styles used by managers
- 30.4 Compare motivational techniques used by managers
- 30.5 Illustrate team-building methods used by managers
- 30.6 Create and interpret a staffing and scheduling plan
- 30.7 Evaluate strategies for performance evaluations
- 30.8 Devise methods for maintaining supplies and equipment
- 30.9 Explain procedures for keeping records and forms current
- 30.10 Practice general accounting skills
- 30.11 Evaluate safety and security management for properties

31.0 ASSESS THE ROLE OF HUMAN RESOURCES

- 31.1 Explore legal and ethical issues at work
- 31.2 Evaluate methods of promoting diversity in the work place
- 31.3 Examine employee relations and disciplinary action
- 31.4 Describe the functions of worker's compensation and unemployment insurance
- 31.5 Identify employee benefits

32.0 SUMMARIZE MANAGEMENT PRACTICES FOR THE FOOD INDUSTRY

- 32.1 Identify kitchen safety guidelines and equipment
- 32.2 Explain fire safety measures
- 32.3 Recognize biological, chemical, and physical hazards in food preparation
- 32.4 Apply first aid treatments for common food and beverage operations injuries
- 32.5 Relate personal hygiene habits to sanitation in the kitchen
- 32.6 Identify sanitation procedures for receiving, storing, preparing, and serving food
- 32.7 Explain the steps for cleaning and sanitizing food preparation and service areas
- 32.8 Identify proper pest control procedures
- 32.9 Explain the HACCP System (Hazard Analysis Critical Control Point)
- 32.10 Explain the importance of temperature control when holding food
- 32.11 Describe components of menu planning
- 32.12 Create a plan for banquet room set up
- 32.13 Analyze food costing
- 32.14 Identify procedures for inventory management and control

33.0 DEMONSTRATE APPROPRIATE ENVIRONMENTAL FUNCTIONS

- 33.1 Summarize hazardous conditions and appropriate safety procedures
- 33.2 Identify areas requiring sanitation procedures
- 33.3 Evaluate security procedures for properties
- 33.4 Explain waste management procedures
- 33.5 Manage the use and storage of chemicals
- 33.6 Explain OSHA's Hazard Communication Standard
- 33.7 Analyze resource consumption for conservation and waste management

34.0 DEMONSTRATE MARKETING SKILLS NEEDED IN THE HOSPITALITY INDUSTRY

- 34.1 Practice sales office skills
- 34.2 Demonstrate selling skills
- 34.3 Analyze banquet, meeting room and convention sales
- 34.4 Select and apply skills and techniques for preparing advertising and public relations materials