

Hospitality & Management Professional

Exam Objectives

Level 1

Hospitality & Tourism Foundations

Describe the changes hospitality and tourism have experienced in modern times.

Explain how hospitality and tourism depend on one another for success.

Describe the social impact of global travel and business on hospitality and tourism.

Describe the scope of industry services available for today's traveler.

Explain the need for respect and value for all guests by the hospitality and tourism industry.

Explain the purpose of quality guest service in the hospitality and tourism industry.

Identify the types of hotels available to hospitality and tourism guests.

Identify the career options available to a person seeking to build a career in hospitality and tourism.

Identify the type of person found working in the hospitality and tourism industry.

Identify the importance of expertise building through on-the-job experience.

Identify the type of potential careers and career paths available in the hospitality and tourism industry.

Explain the role of the hospitality professional.

Explain the skills and responsibilities of a guest service professional.

Identify the steps required during the job hunt and interview process.

Guest Experience Cycle

Identify how a seamless guest experience is managed by employees and the property.

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Identify how the emotional engagement of guests is influenced by each stage of the guest cycle.

Explain how to determine guests' wants and needs in order to meet and exceed expectations with the global traveling public.

Identify the reason for encouraging repeat guest business.

Identify the stages of the guest experience cycle and the activities associated with each stage.

Identify the purpose for providing seamless guest experiences.

Identify the components used in above-and-beyond guest service.

Explain the role of guest recovery during the handling of guest complaints, issues, or problems.

Explain how and why guest satisfaction measurements help a business to run smoothly and profitably.

Financial Processes and the Guest Cycle

Identify the need for protecting the guest's right to privacy the need to protect guests against identity theft and fraud.

Explain the financial transactions that occur during the guest cycle.

Identify the type of sensitive guest information at risk during a financial transaction.

Identify the financial processes used to protect guest privacy and explain the financial purpose of an employee code of conduct.

Identify the financial opportunities for employees to influence guest spending during the guest cycle.

Communication
Identify the purpose of implementing effective communication systems and explain the role of tact and diplomacy in effective communication.
Identify the various forms of communication.
Explain the reasons for communicating clearly and effectively with guests.
Explain the effect of verbal and nonverbal communication on guests and co-workers and explain the importance of office etiquette to the hospitality and tourism industry.
Identify the rules of written and electronic communication skills.
Identify the seven barriers to effective communication.
Identify the purpose of interdepartmental communication methods and the purpose of a Comm Center in hospitality and tourism operations.
Front Office Operations
Identify the responsibilities of the front office and the front desk along with the role each plays with guests.
Explain the structure of the rooms division and the two departments assigned to the division.
Identify the categories under which the front office manager's responsibilities fall.
Identify the job positions that report through the front office.
Identify the additional areas of responsibility typically performed by the front desk or front office employees.
Describe the key functions of the front desk operation and the nine steps of the registration cycle.
Identify the financial processes, and when each should occur, during the financial reporting cycle.
Explain the need for performance standards for front desk and front office employees.
Identify the types of room rate systems used by hotels.
Executive Housekeeping Operations
Identify the scope of responsibilities handled by the housekeeping department.
Identify the functions and responsibilities of the executive housekeeper along with how to apply productivity and performance standards to housekeeping positions.
Identify the correct process for guestroom cleaning, room inspections, and reporting of maintenance issues.
Identify job positions reporting to the executive housekeeper.
Describe how to calculate, track, order, and issue recycled and non-recyclable inventory items to maintain par numbers.
Identify the formulas used to manage housekeeping inventories and the purpose of each.
Identify par levels and the role of the laundry cycle in storing, issuing, and tracking for the linen inventory.
Identify common green practices used by the housekeeping department.
Facilities Management
Identify the role and responsibilities of the facilities management department at a hotel.
Identify the primary responsibilities of the chief engineer in overseeing the operation of the facilities management department.
Explain the importance of a well-maintained property for both the interior and exterior spaces.

Explain the purpose of facilities management regularly scheduling and performing preventive maintenance, routine inspections, and manufacturer-recommended maintenance on systems, equipment, and other high-cost items.
Identify the process for reporting, completing, and tracking repairs by the facilities management department.
Identify the role of year-round routine maintenance for grounds, landscaping, high-traffic guest areas, and snow clearing.
Discuss the four key planning areas for an emergency preparedness plan along with the role of maintaining emergency backup systems at a hotel.
Identify the three E's of green initiatives and most common green practices that fall under the facilities management department.
Food and Beverage Services
Identify the restaurant industry's position as a major source of jobs in the U.S.
Identify the purpose for type of service, menu options, and cost in each of the five main categories of food service outlets.
Explain the guest and employee segments of the food and beverage guest cycle.
Explain the need for implementing, and consistently using, financial controls for labor costs, food costs, menu pricing, and cash control in a food and beverage operation.
Identify the ADA requirements that typically affect a food and beverage operation.
Identify the purpose of safety and sanitation in food service operations and the need for a written Sanitation Risk Management (SRM) program such as HACCP.
Identify the four main styles of table service and the purpose of each.
Explain the goal of providing excellent food to food service operations.
Identify the need for responsible beverage operations, the role of a dram law, and liabilities, legalities, and responsibilities servers, bartenders, restaurants, bars, lounges, and other beverage service providers face when serving alcohol.
Explain the role of banquets, catering, and special events in food and beverage operations.
Identify the ten most common green practices used by food and beverage facilities.
Resort Operations
Identify the purpose of resorts, cruise lines, recreational vehicles, and tent camping in the hospitality and tourism industry.
Identify the types of resorts and the target guest markets attracted to each type.
Identify the role of cruise ships in the hospitality and tourism industry, the types of ships, and the target guest market for each type.
Identify the role of recreational vehicles (RVs) and tent camping in the hospitality and tourism industry, the type of RVs available, and the target guest market for both RVs and tent camping travel.
Explain the purpose of using internal resources for sources of guest experiences and the purpose of building strong partnerships with outside businesses, agencies, and other sources for guest activities.
Operational Finance
Identify the financial goal of a hotel or lodging property.

Identify the key difference between a revenue center and a cost center along with the areas belonging to each.
Identify the steps required to complete a night audit and the role of the night auditor in the process.
Identify the purpose of the occupancy percentage (OP), average daily rate (ADR), and revenue per available room (RevPAR) as key night audit calculations.
Explain the purpose of calculating the yield statistic each day and the reason for comparing it to the occupancy percentage.
Identify green practices which will reduce a hotel's carbon footprint and also reduce operating costs.
Marketing
Identify the marketing activities used in the hospitality and tourism industry; know the difference between marketing and advertising.
Identify the role of marketing in the hospitality and tourism industry and the purpose of measuring return on investment (ROI) for all marketing efforts.
Identify the four Ps of marketing and the role of each in the development of a marketing plan.
Identify the purpose of analyzing market segments when deciding which target market to focus on when build a marketing plan, strategy, and message.
Explain the use of demographics and psychographics in researching and positioning products for specific market segments or target markets.
Identify the purpose of communicating marketing messages to guests.
Explain the role of ethics and ethical practices in hospitality and tourism marketing.
Explain the purpose of implementing green practices as part of the marketing plan, strategy, or message.
Sales
Identify the role of sales in the hospitality and tourism industry.
Identify the key objectives and various tasks of a hospitality and tourism sales department.
Identify the structure and positions found in a hospitality and tourism sales department and explain the responsibilities of a hospitality and tourism sales professional.
Identify the purpose of prospecting and the role of the Internet, networking, relationship building, strategic alliances, and referrals in hospitality and tourism sales.
Identify the types of sales, the purpose of upgrading sales, and the role of specialty sales in hospitality and tourism.
Operational Safety & Security
Identify the purpose of maintaining a safe, healthy environment for guests and employees.
Identify the role of occupational safety and the purpose of a job safety analysis report in providing safe work conditions to employees.
Explain the risk management process and the use of the 14 elements of a health and safety program in the workplace.
Identify the role of the Occupational Safety and Health Administration (OSHA) in ensuring a safe and healthy work environment for all American workers by overseeing Hazardous Materials Communication (HazCom) Standards.
Identify the safety policies and procedures regarding operational safety for slips, trip, and falls along with fire safety and safe lifting.

Explain the role of security in protecting people and property during criminal, severe weather, and emergency situations.
Identify the security functions of providing reasonable care under the inn-keepers laws requiring hotels to provide travelers with a safe haven at night.
Identify the roles of a hotel's security officers and managers in protecting people and property.
Describe the role of security in maintaining control over both metal and electronic key systems for a property.
Identify the types of emergencies common during daily operations that are handled by the security team.
Identify the role of emergency preparedness to guarantee an emergency response plan is in place for a variety of potentially life-threatening emergency situations.