

**A Correlation of *Hospitality & Tourism Management*, Second Edition
to the**

**Common Career Technical Core (CCTC) Standards
Career Ready Practices
Career Cluster™: Hospitality and Tourism (HT)
Career Pathway: Lodging (HT-LOD)
Career Pathway: Recreation, Amusements & Attractions Career Pathway (HT-REC)
Career Pathway: Restaurants and Food/Beverage Services Career Pathway (HT-RFB)
Career Pathway: Travel & Tourism Career Pathway (HT-TT)**

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**Hospitality & Tourism Management, Second Edition
Correlations**

Standard	Hospitality & Tourism Management, Second Edition Section Number
Common Career Technical Core The Career Ready Practices	
* An "EOC" after the chapter number indicates that the standard is covered in the End-of-Chapter questions or activities.	
1. Act as a responsible and contributing citizen and employee.	SE: 1.3, CH12 EOC, 16.1, 19.3, 20.4
2. Apply appropriate academic and technical skills.	SE: 8.1, 10.7, CH10 EOC, 18.2
3. Attend to personal health and financial well-being.	SE: 4.2, 21.3
4. Communicate clearly and effectively and with reason.	SE: 2.4, CH2 EOC, 3.1, CH3 EOC, 5.4, 6.2, CH6 EOC, 14.4, CH17 EOC, 18.2, 19.3, CH19 EOC, 21.1, 23.1
5. Consider the environmental, social and economic impacts of decisions.	SE: 1.3, CH1 EOC, CH12 EOC, 13.1, 17.5
6. Demonstrate creativity and innovation.	SE: 4.2, 10.3, 10.7, CH10 EOC, 14.2
7. Employ valid and reliable research strategies.	SE: 2.4, 11.1, CH11 EOC, CH13 EOC, CH18 EOC, CH20 EOC, 21.1, CH22 EOC, CH23 EOC, 24.2
8. Utilize critical thinking to make sense of problems and persevere in solving them.	SE: CH4 EOC, 6.3, 7.2, 8.1, CH8 EOC, 10.7, CH10 EOC, 11.1, CH11 EOC, CH12 EOC, 14.2, 14.4, 15.5, 16.1, CH17 EOC, 19.3, 20.4, 21.1, 23.1, 24.2
9. Model integrity, ethical leadership and effective management.	SE: 2.4, 6.3, 12.5, CH12 EOC, CH17 EOC, 19.3, 20.4, CH21 EOC

Standard	<i>Hospitality & Tourism Management,</i> Second Edition Section Number
10. Plan education and career paths aligned to personal goals.	SE: 2.4, CH2 EOC, 5.4, CH5 EOC, 7.1, 7.5, CH7 EOC, CH9 EOC, CH13 EOC, 14.2, CH14 EOC, CH15 EOC, CH16 EOC, CH18 EOC, CH20 EOC, 21.4, CH21 EOC, CH22 EOC, CH23 EOC, CH24 EOC
11. Use technology to enhance productivity.	SE: 9.4
12. Work productively in teams while using cultural global competence.	SE: 1.3, 4.2, 7.2, CH11 EOC, 20.4, CH24 EOC

**Hospitality & Tourism Management, Second Edition
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Standard	Performance Indicators (for internal use only in correlations identification)	Hospitality & Tourism Management, Second Edition Section Number
Common Career Technical Core Hospitality and Tourism Career Cluster (HT)		
* An "EOC" after the chapter number indicates that the standard is covered in the End-of-Chapter questions or activities.		
HT- 1. Describe the key components of marketing and promoting hospitality and tourism products and services.	HT- 1.1: Demonstrate knowledge of marketing techniques commonly used in the hospitality and tourism industry to sell a product or service. <ul style="list-style-type: none"> • Identify the elements of marketing. • Compare/contrast different marketing packets. • Develop strategies for making a sale. 	SE: 22.4, 23.1, 23.2, 23.3, 23.6, CH23 EOC
	HT- 1.2: Identify effects of the economy on the hospitality and tourism industry to effectively plan products and services. <ul style="list-style-type: none"> • Describe how economics applies to the hospitality and tourism industry. • Discuss the importance of the hospitality and tourism industry to the U.S. economy. • Explain the effects that supply and demand have on the hospitality and tourism industry. 	SE: 22.2, 24.1, CH24 EOC
HT- 2. Evaluate the nature and scope of the Hospitality & Tourism Career Cluster and the role of hospitality and tourism in society and the economy.	HT- 2.1: Identify management styles within a variety of organizational structures. <ul style="list-style-type: none"> • Define industry management terms including yield, yield management, no-show, discount inventory control, overbooking and spoilage. • Compare/contrast management of different organizational structures including independently owned, chain-affiliated and corporations in the industry. 	SE: 1.4, CH1 EOC, 6.3, 11.2, 24.2, CH24 EOC
	HT- 2.2: Trace the development of the hospitality and tourism industry to understand the overall structure.	SE: 1.3, 1.4, 10.7, 11.3, CH11 EOC, 13.1, 17.2, CH17 EOC, 18.2, CH19 EOC, 20.2, CH20 EOC, 22.2, 23.1

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	<ul style="list-style-type: none"> Discuss the current trends in society and how they affect hospitality and tourism. 	
HT- 3. Demonstrate hospitality and tourism customer service skills that meet customers' needs.	<p>HT- 3.1: Use customer comments to guide customer satisfaction policies.</p> <ul style="list-style-type: none"> Assess the importance of customer satisfaction. Devise strategies for maximizing customer satisfaction. Role-play customer dissatisfaction scenarios. 	SE: 3.4, CH3 EOC, 4.3, 4.4, CH4 EOC, 23.3
	<p>HT- 3.2: Integrate the principles of customer service to positively impact organizational performance.</p> <ul style="list-style-type: none"> Describe how customer service affects a company's bottom line. 	SE: 3.2, 3.3, 3.4
	<p>HT- 3.3: Identify and compare services and products from related industries to understand how they affect hospitality and tourism products and services.</p>	SE: 1.1, 1.4, CH1 EOC
HT- 4. Describe employee rights and responsibilities and employers' obligations concerning occupational health and safety in the hospitality and tourism workplace.	<p>HT- 4.1: State the rationale for rules and laws designed to promote safety and health in the workplace.</p> <ul style="list-style-type: none"> Identify key rights of employees related to occupational safety and health. Identify the responsibilities of employers related to occupational safety and health. Explain the role of government agencies in providing a safe workplace. Illustrate compliance with OSHA safety regulations and practices. 	SE: 4.4, 7.2, 8.2, 8.5, CH8 EOC, 9.1, 9.3, 9.4, 9.5, CH9 EOC, 12.4, 12.5, CH12 EOC, 13.5, CH13 EOC, 15.2, 21.6
	<p>HT- 4.2: Assess workplace conditions with regard to safety and health.</p> <ul style="list-style-type: none"> Follow industry standards to comply with safety regulations and practices. 	SE: 9.1, 9.2, 9.3, 9.4, 9.5, CH9 EOC, 10.5, 11.2, 12.1, 12.2, 12.3, 12.4, 12.5, CH12 EOC, 13.3, CH13 EOC, 17.2, 18.2, 21.6

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	<ul style="list-style-type: none"> Review safety and sanitation procedures applicable to the workplace. 	
	HT- 4.3: Demonstrate application of legal policies to comply with laws regarding hiring, harassment and safety issues.	SE: 4.4, CH4 EOC, 5.3, 6.3, 7.2, 8.2, 9.2, 10.2, 12.5, 18.2, 20.5, 21.3, 21.6
HT- 5. Identify potential, real and perceived hazards and emergency situations and determine the appropriate safety and security measures in the hospitality and tourism workplace.	HT- 5.1: Outline safety and security issues for individuals and groups to minimize risks. <ul style="list-style-type: none"> Create a solution to guest/customer exposure to a health hazard. Identify ways to manage guests/customers facing a threat. Identify ways to prevent common safety hazards. Develop and role play mock emergency situations. Create a plan of action to manage guests with special needs (disabilities, handicap accessibility, etc.). 	SE: 7.2, CH7 EOC, 9.3, 9.5, CH9 EOC, 12.1, 12.2, 12.5, CH12 EOC, 18.2
	HT- 5.2: Identify resources to utilize in various emergency situations for self, co-workers and guests/customers. <ul style="list-style-type: none"> Detail steps to use in medical emergencies. List resources for assistance with environmental issues. Name the resources for assistance in crimes or accidents. Detail how to access help in a terrorist situation. 	SE: 7.2, CH7 EOC, 9.2, 9.3, 9.4, 9.5, CH9 EOC, 12.4, CH12 EOC
	HT- 5.3: Create response plans to cope with hazards and emergency situations applicable to the hospitality and tourism industries.	SE: 9.3, 9.5, CH9 EOC
HT- 6. Describe career opportunities and means to attain those opportunities in each of the Hospitality & Tourism Career Pathways.	HT- 6.1: Research career opportunities based upon their fit with personal career goals in the hospitality and tourism industries.	SE: 2.4, CH2 EOC, 5.4, CH5 EOC, 7.1, 7.5, CH7 EOC, CH9 EOC, CH13 EOC, 14.2, CH14 EOC, CH15 EOC, CH16 EOC, CH18 EOC, CH20 EOC, CH21 EOC, CH22 EOC, CH23 EOC, CH24 EOC

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	<ul style="list-style-type: none"> Locate and interpret career information for at least one career cluster. Identify job requirements for career pathways. Identify educational and credentialing requirements for career cluster and pathways. 	
	<p>HT- 6.2: Match personal interests and aptitudes to careers in the hospitality and tourism industry when researching opportunities within the pathways.</p> <ul style="list-style-type: none"> Identify personal interests and aptitudes. Identify job requirements and characteristics of selected careers. Compare personal interests and aptitudes with job requirements and characteristics of career selected. Modify career goals based on results of personal interests and aptitudes with career requirements and characteristics. 	<p>SE: 2.4, CH2 EOC, 5.4, CH5 EOC, 7.1, 7.5, CH7 EOC, CH9 EOC, CH13 EOC, 14.2, CH14 EOC, CH15 EOC, CH16 EOC, CH18 EOC, CH20 EOC, 21.4 CH21 EOC, CH22 EOC, CH23 EOC, CH24 EOC</p>
	<p>HT- 6.3: Examine entry-level, skilled level and supervisory positions and the qualifications and skills needed for different levels of hospitality and tourism employment.</p>	<p>SE: 2.4, CH2 EOC, 5.4, CH5 EOC, 7.1, 7.5, CH7 EOC, CH9 EOC, CH13 EOC, 14.2, CH14 EOC, CH15 EOC, CH16 EOC, CH18 EOC, CH20 EOC, CH21 EOC, CH22 EOC, CH23 EOC, CH24 EOC</p>
	<p>HT- 6.4: Develop a career plan for advancement in hospitality and tourism careers.</p>	<p>SE: CH2 EOC, 21.4, CH21 EOC</p>
	<p>HT- 6.5: Identify ethical issues and concerns in the hospitality and tourism career field.</p> <ul style="list-style-type: none"> List ethical liability issues that are specific to hospitality and tourism. Discuss solutions to various ethical issues and concerns. 	<p>1.4, 3.2, 4.4, 5.2, 5.4, 6.4, 7.5, 8.2, 9.1, 9.5, 10.6, 11.1, 12.1, 12.5, CH12 EOC, 13.2, 14.5, 15.2, 15.3, 16.1, 17.2, 18.2, 19.1, 20.6, 21.6, 22.4, 23.4, 24.2</p>

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Standard	Performance Indicators (for internal use only in correlations identification)	Hospitality & Tourism Management, Second Edition Section Number
Common Career Technical Core Lodging Career Pathway (AC-LOD)		
* An "EOC" after the chapter number indicates that the standard is covered in the End-of-Chapter questions or activities.		
HT-LOD 1. Use various communication technologies to accomplish work tasks in lodging facilities.	HT-LOD 1.1: Demonstrate the proper use of telecommunications equipment to manage calls. <ul style="list-style-type: none"> • Describe the functions of a call accounting system. • Describe the functions of automatic call dispensing and automatic call detection features. 	SE: 6.2
	HT-LOD 1.2: Utilize telephone and facsimile resources to optimize guest service. <ul style="list-style-type: none"> • Detail the types of incoming calls • Outline procedures for processing messages for guests. • Outline how faxes for guests are handled by lodging staff. • Describe how wake-up calls are delivered through the telecommunication system. 	SE: 6.2
	HT-LOD 1.3: Evaluate current and emerging technological services to improve guest service. <ul style="list-style-type: none"> • Explain how voice mail systems meet guest needs. • Explain how internet services meet guest needs. • Explain how TDD systems meet the needs of disabled guests. • Explain how emerging technology for telecommunications services enhances the guest experience. 	SE: 6.2, 6.6
HT-LOD.2. Explain the role and importance of housekeeping operations to lodging facility.	HT-LOD 2.1: Describe how the housekeeping department in hotel operations is organized and divides responsibilities. <ul style="list-style-type: none"> • Discuss the responsibilities of room cleaning, public areas, laundry and 	SE: 7.1, 7.2, 7.5, CH7 EOC

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	<p>other areas of the housekeeping department.</p>	
	<p>HT-LOD 2.2: Create standards and procedures for effective housekeeping operations.</p> <ul style="list-style-type: none"> Summarize how housekeeping standards are to be used to guide the daily tasks of housekeeping personnel. Identify the standards to be followed for guestroom cleaning and the public areas of the lodging facility. 	SE: 7.1, 7.2, CH7 EOC
	<p>HT-LOD 2.3: Identify the cleaning responsibilities of housekeeping for guestrooms, public areas, back-of-house and other facilities.</p> <ul style="list-style-type: none"> Demonstrate the cleaning process in each area. 	SE: 7.1, 7.2, CH7 EOC
	<p>HT-LOD 2.4: Explain the use of productivity standards to guide cleaning personnel in time-based housekeeping tasks.</p> <ul style="list-style-type: none"> Estimate time for cleaning each area of the lodging facility. 	SE: 7.3, CH7 EOC
	<p>HT-LOD 2.5: Explain the use of frequency schedules to maintain cleaning standards.</p> <ul style="list-style-type: none"> Describe how frequency schedules are determined for guestroom cleaning and for cleaning all other areas of the lodging facility. 	SE: 7.2
	<p>HT-LOD 2.6: Describe the use of the room status report in the housekeeping department.</p> <ul style="list-style-type: none"> Describe the criteria used to assign guestrooms for cleaning. 	SE: 7.2
	<p>HT-LOD 2.7: Conduct a physical inventory.</p> <ul style="list-style-type: none"> Distinguish between recycled and non-recycled inventories. 	SE: 7.4, CH7 EOC

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	<ul style="list-style-type: none"> Calculate the number of linens needed for full occupancy. Establish order points for non-recycled inventory based on minimum and maximum quantities. 	
HT-LOD.3. Allocate staff positions to meet the needs of various lodging departments.	HT-LOD 3.1: Distinguish between fixed and variable staff positions. <ul style="list-style-type: none"> Define fixed labor as it applies to housekeeping. Define variable labor as it applies to housekeeping. 	SE: 7.3
	HT-LOD 3.2: Set staffing schedules for fixed and variable staff based on required labor hours and occupancy levels to balance labor costs and occupancy. <ul style="list-style-type: none"> Determine labor hours required for each level of occupancy. Determine number of employees to schedule at each level of occupancy. Calculate estimated labor expenses at each level of occupancy. Create work schedules for housekeeping staff. 	SE: 7.2, 7.3
HT-LOD.4. Describe the role and responsibilities of lodging managers.	HT-LOD 4.1: Research the major duties and qualifications for managerial positions common to lodging back-of-the-house operations to guide career choices. <ul style="list-style-type: none"> Examine the characteristics of chief engineers, food and beverage managers, controllers and information technology managers. Describe the characteristics of lodging supervisory positions and personnel. 	SE: 5.4, 6.3, 8.2, 10.2
	HT-LOD 4.2: Research the major duties and qualifications for lodging managerial positions common to lodging front-of-the-house operations to guide career choices. <ul style="list-style-type: none"> Examine the characteristics of general, catering, human resource, marketing, sales and resident managers to facilitate selection of career choices. 	SE: 5.3, 5.4, 6.3, 7.2, 8.2, 10.2, 23.1

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	<ul style="list-style-type: none"> Describe the major duties for each type of manager. 	
	HT-LOD 4.3: Contrast entry-level, skilled level and managerial positions in the lodging industry to distinguish qualifications and characteristics needed for each type of position.	SE: 5.3, 5.4, 6.3
HT-LOD 5. Compare the advantages and disadvantages of independently owned and chain-affiliated lodging facilities.	HT-LOD 5.1: Examine an independently owned lodging facility to distinguish it from other types of lodging. <ul style="list-style-type: none"> List three advantages of an independently owned facility. List three disadvantages to an independently owned lodging facility. Explain the use of referrals among independently owned facilities. 	SE: 5.1, CH5 EOC
	HT-LOD 5.2: Examine a chain-affiliated lodging facility to distinguish it from other types of lodging. <ul style="list-style-type: none"> List three advantages of a chain-affiliated facility. List three disadvantages of a chain-affiliated lodging facility. Explain the relationship of owners to management companies. 	SE: 5.1, CH5 EOC
HT-LOD 6. Analyze the departmental interrelationships of a lodging facility.	HT-LOD 6.1: Describe how the essential departments of a lodging operation work cooperatively to meet guest service standards. <ul style="list-style-type: none"> Identify the essential departments of the lodging business and describe the functions/responsibilities/activities of each. 	SE: 5.3, CH5 EOC
	HT-LOD 6.2: Analyze the organization and structure of different types of lodging. <ul style="list-style-type: none"> Identify the general classifications of the lodging businesses and describe their distinctive features (i.e., airport, resort, bed and breakfast, conference, casino, etc.) 	SE: 5.1, CH5 EOC

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	<ul style="list-style-type: none"> Describe the role of hotel management contracts. 	
	<p>HT-LOD 6.3: Explain the lodging product. Identify the components of the lodging product.</p> <ul style="list-style-type: none"> Identify the components of the lodging product. Describe the role services play in the lodging product. Explain the role physical facilities play in creating the lodging product. Describe the types of room accommodations. 	SE: 5.1, 5.2, 5.3
HT-LOD 7. Explain various check-in and check-out procedures used in the lodging industry.	<p>HT-LOD 7.1: Describe the necessary information during the registration process to correctly register guests.</p> <ul style="list-style-type: none"> Check for pre-registration information. Verify guest registration card is completed. Identify the length of stay. Identify the method of payment. 	SE: 6.2
	<p>HT-LOD 7.2: Explain how room rates are established and assigned. Specify a standard rate.</p> <ul style="list-style-type: none"> Specify a standard rate. List special room rates. Describe rates that include meal plans, such as the American Plan, the Modified American Plan and the European Plan. Demonstrate an "upsell" to arriving guests. 	SE: 6.2, 6.4
	<p>HT-LOD 7.3: Explain how availability, room status and other operating guidelines affect the assignment of guestrooms.</p> <ul style="list-style-type: none"> Determine when a room is available for sale. Issue keys or electronic keycards to registering guests using standard guidelines. 	SE: 6.2, 6.3, 6.4

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	<ul style="list-style-type: none"> Use property maps to direct guests to their room locations. 	
	<p>HT-LOD 7.4: Explain how methods of payment are established with arriving guests to clarify payment procedures.</p> <ul style="list-style-type: none"> Describe common payment methods for arriving guests. Demonstrate procedure for accepting payment by check. Demonstrate procedure for accepting payment by credit card. Describe special payment methods. 	SE: 6.2, 6.4
	<p>HT-LOD 7.5: Explain how a property's computer system is used to create guest accounts.</p> <ul style="list-style-type: none"> Identify different types of accounts. Identify types of charges that can be posted to accounts. Explain how account entries are made through front desk terminals and remote point-of-sale terminals. 	SE: 6.5
	<p>HT-LOD 7.6: Explain the importance of check-out procedures, including verifying settlement of accounts, to ensure guest satisfaction.</p> <ul style="list-style-type: none"> Inquire about recent charges. Post outstanding charges to guest accounts. Verify account information. Check for mail, messages and faxes. Check for safe deposit or in-room safe keys. Secure the room key or electronic keycard. 	SE: 6.2, 6.4, 6.5
	<p>HT-LOD 7.7: Explain account settlement procedures for different types of payment.</p> <ul style="list-style-type: none"> Verify the method of payment established at registration. Process account payments for guests using cash. Process account payments for guests using credit cards. 	SE: 5.2, 6.2, 6.3, 6.5

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	<ul style="list-style-type: none"> • Process account payments for guests using direct billing arrangements. • Present the account for payment to the guest. • Update the room's status through the property's computer system. • Inquire about guest satisfaction to create a guest history record file. 	
<p>HT-LOD 8. Understand reservation procedures used in the lodging industry.</p>	<p>HT-LOD 8.1: Identify the different types of reservations used to meet different guest needs</p> <ul style="list-style-type: none"> • Distinguish guaranteed from non-guaranteed reservations. • Contrast reservations guaranteed by credit card with reservations guaranteed by travel agents or corporations. • Contrast advanced deposits with prepaid reservations. 	SE: 16.4
	<p>HT-LOD 8.2: Identify common sources used to make lodging reservations.</p> <ul style="list-style-type: none"> • Distinguish a central reservation system from a global distribution system. • Identify ways guests place reservations directly with lodging properties. • Explain how guests make reservations online. 	SE: 6.2
	<p>HT-LOD 8.3: Explain how a computer system is used to process or change reservations.</p> <ul style="list-style-type: none"> • Determine availability. • Create a reservation record. • Modify or cancel a reservation. • Generate reports from reservation data. 	SE: 6.2, 6.5
	<p>HT-LOD 8.4: Explain how forecasting is used to maximize occupancy levels.</p> <ul style="list-style-type: none"> • Identify information needed to forecast availability. • Calculate a no-show percentage. • Calculate a walk-in percentage. • Calculate an overstay percentage. • Calculate an understay percentage. • Create a ten-day forecast. 	SE: 6.3, CH6 EOC

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HT-LOD 9. Explain how room access policies and procedures ensure guest safety and minimize risks to the lodging facility.	HT-LOD 9.1: Explain the types and functions of keys to control levels of access. <ul style="list-style-type: none"> • List three types or levels of keys used for entry. • Compare/contrast the use of each. 	SE: 6.4, 9.4
	HT-LOD 9.2: Explain how key control measures are used to protect guests. <ul style="list-style-type: none"> • Outline how access to all areas is controlled. • Outline how locking systems protect guests. • Outline procedures for issuing electronic keys. 	SE: 6.4, 9.4
HT-LOD 10. Explain how room access policies and procedures ensure guest safety and minimize risks to the lodging facility.	HT-LOD 10.1: Describe the role of a cashier in facilitating cash control. <ul style="list-style-type: none"> • Demonstrate use of cash sheets to record cash collected. • Demonstrate use of cash sheets to record cash paid out. • Explain how cash banks are issued to cashiers. • Describe how cashiers turn in cash banks and prepare cash deposits. • Explain how cash banks and cashier cash deposits are reconciled. 	SE: 6.2
HT-LOD 11. Explain how guests and property are protected to minimize losses or liabilities in the lodging facility.	HT-LOD 11.1: Explain procedures for controlling access of safe deposit boxes to minimize losses. <ul style="list-style-type: none"> • Describe how access is given to safe deposit box. • Describe how guest's identity is checked for access. • Maintain the safe deposit log. 	SE: 9.1
	HT-LOD 11.2: Describe procedures for controlling lost and found items. <ul style="list-style-type: none"> • Identify the department responsible for securing lost and found items. • Maintain a log of lost and found items. • Store and secure lost and found items for required length of time. • Follow property procedures for contacting guests about lost and found items. 	SE: 7.5

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	<p>HT-LOD 11.3: Identify access control procedures to enhance guest safety.</p> <ul style="list-style-type: none"> • Recognize and report suspicious situations. • Identify and report unauthorized and suspicious persons. • Monitor entrances, elevators and stairways. • Ensure limited late-night access to lobby areas. • Monitor perimeter and grounds. 	SE: 6.4, 9.2, 9.4
HT-LOD 12. Explain the basic legal issues in lodging management.	HT-LOD 12.1: Describe the rules regarding the rights and liabilities of innkeepers under the common law system.	SE: 9.1
	HT-LOD 12.2: Describe a property's duty to receive guests and the circumstances under which it can refuse to accommodate potential guests or evict guests.	SE: 9.1
	HT-LOD 12.3: Explain how the American with Disabilities Act (ADA), Title III affects lodging establishments.	SE: 4.4

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HT-REC.1. Describe career opportunities in the Recreation, Amusements & Attractions Career Pathway.	HT-REC 1.1: Research various operating units in the pathway to distinguish the particular characteristics of each venue. <ul style="list-style-type: none"> • List recreational venues. • List amusement venues. • List attraction venues. 	SE: 18.1, 19.1, 19.2, 19.4, 20.1
	HT-REC 1.2: Compare venues and the unique organizational structure of various operating units. <ul style="list-style-type: none"> • Describe characteristics unique to each venue. • Describe characteristics common to each venue. 	SE: 18.1, 19.1, 19.2, 19.4, 20.1
	HT-REC 1.3: Summarize unique career opportunities in recreation, amusements and attractions by gathering occupational information for each venue. <ul style="list-style-type: none"> • List recreation careers. • List amusement careers. • List attraction careers. 	SE: 2.1, 2.2, 2.3, 18.3
HT-REC 2. Explain admission and traffic control procedures used to manage and control individuals, groups and vehicles in recreation, amusement and attraction venues.	HT-REC 2.1: Utilize guidelines for access control to determine guest and group admission procedures <ul style="list-style-type: none"> • Identify venues that use ticket admission and how those tickets are collected. • Identify venues that use membership and how the member is identified. • Explain how groups are handled differently in each case. 	SE: 18.1, 18.3

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	HT-REC 2.2: Apply traffic control procedures to facilitate movement of people and vehicles. <ul style="list-style-type: none"> • Plan for effective directions and parking of vehicles. • Identify a situation where the number of guests would need to be controlled and list how this would be accomplished. 	SE: 18.2
	HT-REC 2.3: Monitor traffic control issues to manage congestion.	
HT-REC 3. Determine the maintenance and technology needs for various recreation, amusement and attraction venues.	HT-REC 3.1: Evaluate maintenance issues to determine if special training of personnel is required. <ul style="list-style-type: none"> • List maintenance issues unique to recreation. • List maintenance issues unique to amusements. • List maintenance issues unique to attractions. 	SE: 2.1
	HT-REC 3.2: Research ideas needed to develop programs and/or products unique to each venue. <ul style="list-style-type: none"> • Explain the role history might play in developing programs/exhibits/events. • Explain the role various animals have in exhibit development. • Explain how a theme might determine the types of products/services/events available. 	SE: 18.1, 18.2
HT-REC 4. Describe safety and security issues unique to the Recreation, Amusements & Attractions Career Pathway.	HT-REC 4.1: Research guest safety and security issues unique to each venue to create safety guidelines. <ul style="list-style-type: none"> • List guest safety/security issues at recreation venues. • List guest safety/security issues at amusement venues. • List guest safety/security issues at attraction venues. 	SE: 17.2,18.2, CH18 EOC, 19.5, 20.6

Standard	Performance Indicators (for internal use only in correlations identification)	Hospitality & Tourism Management, Second Edition Section Number
	<p>HT-REC 4.2: Research employee safety and security issues unique to each venue to create safety guidelines.</p> <ul style="list-style-type: none"> List employee safety/security issues at recreation venues. List employee safety/security issues at amusement venues. List employee safety/security issues at attraction venues. 	SE: 4.2, 9.4
	<p>HT-REC 4.3: Examine equipment safety, functionality and durability to protect guests and minimize replacement costs.</p>	SE: 9.5, 18.2, 20.6
	<p>HT-REC 4.4: Evaluate methods for equipment maintenance and repair to minimize down time.</p>	SE: 18.2
<p>HT-REC 5. Compile a resource base to manage emergency situations in recreation, amusement and attraction venues.</p>	<p>HT-REC 5.1: Formulate methods of resolution and/or alternatives to potential safety hazards.</p> <ul style="list-style-type: none"> Create a proactive solution to address common safety hazards including lighting, sound, surface areas, political and social climate. Create a reactive solution to guests' exposure to a health hazard. Suggest ways to manage guests and groups facing safety hazards. Develop and role-play mock emergency situations demonstrating caution and good judgment. 	SE: 9.2, 9.3, 9.5, CH9 EOC, 18.2
	<p>HT-REC 5.2: Identify sources of assistance to utilize in emergency situations for self, co-workers and customers/guests.</p> <ul style="list-style-type: none"> Detail three resources for assistance with communication. Name the most common source for criminal assistance. Name a resource for assistance with environmental issues. List a source for assistance with legal issues. List two sources for assistance with medical or social services. 	SE: 9.1, 9.2, 9.3, 9.5, CH9 EOC, 19.5

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Standard	Performance Indicators (for internal use only in correlations identification)	Hospitality & Tourism Management, Second Edition Section Number
HT-REC 6. Identify safety and security issues for recreation, amusement and attraction venues that might require customer education.	HT-REC 6.1: Disseminate information to customers addressing potential safety hazards and security issues. <ul style="list-style-type: none"> • Collect safety and security information relevant to the venue. • Display safety and security information and materials. • Distribute safety and security information appropriately to customer/guest. 	SE: 9.4, 9.5, 18.2
HT-REC 7. Compare different ticket sales options to maximize revenue for recreation, amusement and attraction venues.	HT-REC 7.1: Research various methods of ticket pricing and sales to maximize sales. <ul style="list-style-type: none"> • Identify the factors necessary to consider when setting ticket prices. • List various methods of selling tickets. 	SE: 18.3, 24.2
	HT-REC 7.2: Identify types and structure of admission ticket distribution channels. <ul style="list-style-type: none"> • List ways to allocate tickets for sale. • List ways to distribute tickets for delivery. 	SE: 18.3
HT-REC 8. Describe the types of information and directions a guest would need at a recreation, amusement and attraction entry point.	HT-REC 8.1: Prepare introductory information about a facility to distribute to guests. <ul style="list-style-type: none"> • List all locations a guest would need to know. • Describe the guest use of each area. • Identify the schedule opening and closing for each area of the facility (days/seasons). • Give a short history or background of the facility if relevant. 	SE: 18.2, 18.3
	HT-REC 8.2: Prepare maps and diagrams of a facility to distribute to the guests. <ul style="list-style-type: none"> • Describe how a guest would travel through the facility. • List critical locations such as restrooms, telephones, ATMs and first aid stations. 	SE: 18.2, 18.3

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	<p>HT-REC 8.3: Identify information from non-public sources and locations needed to serve guests.</p> <ul style="list-style-type: none"> List information a guest might need that they may not have accessed. List non-public locations a customer service person would need as a resource. 	SE: 9.4
	<p>HT-REC 8.4: Summarize the policies and procedures used to ensure guest safety.</p> <ul style="list-style-type: none"> Describe policies about items such as backpacks, strollers, wheelchairs, packages, high heels, etc., that would minimize damage and safety in an attraction or amusement setting. Identify emergency evacuation routes. 	SE: 9.5, CH9 EOC, 18.2
HT-REC 9. Develop marketing strategies for recreation, amusement and attractions venues.	<p>HT-REC 9.1: Describe the use of market segmentation to design marketing plans.</p> <ul style="list-style-type: none"> List the groups or demographics of the groups to be targeted. Describe how this factor affects the marketing strategies. 	SE: 23.3, CH23 EOC
	<p>HT-REC 9.2: Describe the impact of seasonality on the design of marketing plans.</p> <ul style="list-style-type: none"> List the seasons that are most popular for each venue. Give a scenario of a 'worst' season. 	SE: 23.2
	<p>HT-REC 9.3: Describe the ways to incorporate a loyalty program into the marketing plan.</p> <ul style="list-style-type: none"> List ways to entice the customer to return. Give methods to convince customers to refer others to the facility. 	SE: 16.1, 23.6
	<p>HT-REC 9.4: Describe collaboration with other entities to provide an inclusive product or service.</p>	SE: 18.1, 20.3

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Standard	Performance Indicators (for internal use only in correlations identification)	Hospitality & Tourism Management, Second Edition Section Number
	<ul style="list-style-type: none"> Detail ways to set up a marketing partnership. Describe the process to create a tourism experience package with other businesses. 	
	<p>HT-REC 9.5: Identify a process to expose the public to a new product or service.</p> <ul style="list-style-type: none"> List methods to announce a new product to the public. List ways to communicate a new product or service to current customers. 	SE: 23.2, CH23 EOC
HT-REC 10. Analyze the merchandising, program and product potential for different recreation, amusement and attraction venues.	<p>HT-REC 10.1: Summarize merchandising and retail outlet opportunities to predict types of available products.</p> <ul style="list-style-type: none"> Describe retail opportunities possible at each venue. List types of merchandise that may be available at each venue. 	SE: 23.2, 23.5
	<p>HT-REC 10.2: Research ideas needed to develop programs and/or products unique to each venue.</p> <ul style="list-style-type: none"> Explain the role history might play in developing programs/exhibits/events. Explain the role various animals have in exhibit development. Explain how a theme might determine the types of products/services/events available. 	SE: 18.1, 18.2
HT-REC 11. Compare and contrast various types of recreation, amusement and attraction venues.	<p>HT-REC 11.1: Compare various operating methods of a recreational facility to distinguish characteristics of recreation.</p> <ul style="list-style-type: none"> List three ways to organize a business to provide recreational options for guests. Describe the benefits and disadvantages of each method. Name various types of recreation facilities. 	SE: 18.1, 22.3

Standard	Performance Indicators (for internal use only in correlations identification)	Hospitality & Tourism Management, Second Edition Section Number
	<p>HT-REC 11.2: Describe operational methods used at a recreational venue.</p> <ul style="list-style-type: none"> • List three ways to organize a museum. • Detail the benefits and disadvantages of each method. • Name various types of museums. 	SE: 18.1
	<p>HT-REC 11.3: Describe operational methods used at an attraction venue.</p> <ul style="list-style-type: none"> • Name two business methods for operating historic attractions. • List three methods for operating an amusement attraction. • List three business methods for operating an educational attraction. • Describe the benefits and disadvantages of each method. 	SE: 18.1
	<p>HT-REC 11.4: Describe operational methods used at an amusement venue.</p> <ul style="list-style-type: none"> • Detail characteristics unique to the gaming venue. • Describe the organizational requirements for operating a casino. • List the benefits and disadvantages such management would encounter. 	SE: 19.4, 19.5, CH19 EOC
	<p>HT-REC 11.5: Evaluate the 'Design Day Specifications' to best utilize a facility.</p> <ul style="list-style-type: none"> • List the factors that influence the capacity of the facility. • Name the factors that influence the attendance of your customers. • Cite the methods of adjusting the design of a facility to accommodate the normal day, a slow day and a super busy day. 	SE: 18.2

**Hospitality & Tourism Management, Second Edition
Correlations**

Standard	Performance Indicators (for internal use only in correlations identification)	Hospitality & Tourism Management, Second Edition Section Number
Common Career Technical Core Restaurants and Food/Beverage Services Career Pathway (HT-RFB)		
* An "EOC" after the chapter number indicates that the standard is covered in the End-of-Chapter questions or activities.		
HT-RFB 1. Describe ethical and legal responsibilities in food and beverage service facilities.	HT-RFB 1.1: Utilize comments and suggestions from the customer service area to formulate improvements and ensure guest satisfaction. <ul style="list-style-type: none"> • Detail ways to achieve a high rate of positive comments. • Get regular feedback from guests and staff. 	SE: 4.1, 4.2, CH4 EOC, 23.1, 23.2, 23.3
	HT-RFB 1.2: Comply with laws regarding hiring, harassment and safety issues. <ul style="list-style-type: none"> • Demonstrate understanding of legal interviewing processes. • Outline how harassment and stereotyping can create an unhealthy work environment. • Define legal and ethical responsibilities for safety procedures. • Interpret worker's compensation requirements and forms. 	SE: 4.1, 4.4, CH4 EOC, 10.5, 11.1, 11.2, 12.1, 12.3, 12.4, 12.5, 21.6
	HT-RFB 1.3: Apply ethical and legal guidelines as they relate to restaurants and food and beverage services job performance. <ul style="list-style-type: none"> • Identify ethical and legal situations that occur in the workplace. • Relate appropriate response to legal/ethical infractions in the workplace. 	SE: 4.1, 4.4, CH4 EOC, 10.5, 11.1, 11.2, 12.1, 12.3, 12.4, 12.5
	HT-RFB 1.4: Identify ethical issues and model ethical behavior in the workplace. <ul style="list-style-type: none"> • Integrate guideline for ethical treatment in the workplace. 	SE: 4.4, CH4 EOC, 12.5

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Standard	Performance Indicators (for internal use only in correlations identification)	Hospitality & Tourism Management, Second Edition Section Number
	<ul style="list-style-type: none"> Discuss how ethical issues and concerns affect a career field. 	
<p>HT-RFB 2. Demonstrate safety and sanitation procedures in food and beverage service facilities.</p>	<p>HT-RFB 2.1: Identify sanitation procedures to ensure facility is in compliance with health codes.</p> <ul style="list-style-type: none"> Outline compliance requirements of sanitation and health inspections. Show exemplary appearance and hygiene. Illustrate correct use of knives and kitchen equipment. Use protective gloves and clothing. Demonstrate correct food handling and production techniques. 	<p>SE: 12.1, 12.2, 12.3, 12.4, 12.5, CH12 EOC, 13.3</p>
	<p>HT-RFB 2.2: Identify overall safety procedures necessary to maintain a safe work area.</p> <ul style="list-style-type: none"> Practice appropriate safety and health procedures. Apply hazardous material practices and procedures for the handling and disposing of chemicals. 	<p>SE: 4.1, 12.1, 12.2, 12.3, 12.4, 12.5, CH12 EOC</p>
	<p>HT-RFB 2.3: Demonstrate emergency and first-aid knowledge and procedures applicable to the workplace.</p>	<p>SE: 12.4, CH12 EOC</p>
<p>HT-RFB 3. Use information from cultural and geographical studies to guide customer service decisions in food and beverage service facilities.</p>	<p>HT-RFB 3.1: Utilize facts and statistics retrieved from ethnic and geographical studies in a service environment.</p> <ul style="list-style-type: none"> Identify ethnicities and their dining habits and rules. Identify countries and their native food resources. 	<p>SE: 13.2</p>
<p>HT-RFB 4. Demonstrate leadership qualities and collaboration with others.</p>	<p>HT-RFB 4.1: Model leadership and teamwork qualities to aid in employee retention.</p>	<p>SE: 10.3, CH10 EOC, 21.6</p>

Standard	Performance Indicators (for internal use only in correlations identification)	Hospitality & Tourism Management, Second Edition Section Number
	<ul style="list-style-type: none"> Detail ways to minimize staff turnover. 	
	<p>HT-RFB 4.2: Formulate staff development plans to create an effective working team.</p> <ul style="list-style-type: none"> Conduct thorough orientation for new staff. Detail elements involved in new orientation. Conduct regular training and coaching of staff. Explain human relations policies and procedures. 	SE: 10.3, 21.2, 21.3, 21.4, 21.5, 21.6
	<p>HT-RFB 4.3: Make staffing decisions based on proven managerial skills to improve staff performance.</p> <ul style="list-style-type: none"> Conduct regular reviews of staff. Utilize leadership skills to create motivation for change. 	SE: 10.3, 21.2, 21.4, 21.5, 21.6
	<p>HT-RFB 4.4: Establish and maintain effective working relationships with all levels of personnel and other departments to provide effective services to guests.</p> <ul style="list-style-type: none"> Use people skills to build effective working relationships. Learn conflict management skills to facilitate solutions. 	SE: 4.2, 21.2, 21.4, 21.5, 21.6
HT-RFB 5. Research costs, pricing, market demands and marketing strategies to manage profitability in food and beverage service facilities.	<p>HT-RFB 5.1: Interpret calculations of food, labor and pricing to ensure profitability.</p> <ul style="list-style-type: none"> Calculate food cost and determine ways to meet goals. Calculate labor cost and determine ways to meet goals. Determine the values of inventory or stock. Determine menu pricing. 	SE: 10.7, CH10 EOC, 11.1, 11.2, 11.3, 11.2, CH11 EOC, 24.1

Standard	Performance Indicators (for internal use only in correlations identification)	Hospitality & Tourism Management, Second Edition Section Number
	<ul style="list-style-type: none"> Define portion control. 	
	<p>HT-RFB 5.2: Compare alternative ways of marketing to develop a promotional package.</p> <ul style="list-style-type: none"> Develop promotional materials. Create methods to market materials. 	SE: 23.1, 23.2, CH23 EOC
	<p>HT-RFB 5.3: Anticipate future needs using information about current trends that contribute to effectively price and market food and beverage offerings.</p> <ul style="list-style-type: none"> Demonstrate awareness of operational needs. Demonstrate awareness of capabilities and limitations of the operation. 	SE: 11.1, 11.2, CH11 EOC, 13.2, 23.1
	<p>HT-RFB 5.4: Discuss sustainable practices and how it impacts profitability and customer demands (i.e. locally grown products, organics, recycled or recyclable products).</p>	SE: 13.1, CH13 EOC
<p>HT-RFB 6. Explain the benefits of the use of computerized systems to manage food service operations and guest service.</p>	<p>HT-RFB 6.1: Identify potential uses of computers and software to provide guest and food services.</p> <ul style="list-style-type: none"> Demonstrate use of point of sale (POS) systems. Demonstrate basic computer applications. Demonstrate use of computer programs used for food production. 	SE: 4.2, 11.1, CH11 EOC, 12.2
<p>HT-RFB 7. Utilize technical resources for food services and beverage operations to update or enhance present practice.</p>	<p>HT-RFB 7.1: Use software applications to manage food service operations.</p> <ul style="list-style-type: none"> Demonstrate the use of software programs for human resource management. 	SE: 4.2, 10.3, 11.1, 11.2

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	<ul style="list-style-type: none"> Demonstrate the use of software programs for inventory control, point of sale, profit loss, etc. 	
	<p>HT-RFB 7.2: Retrieve website information to use in menu planning, recipes and for product information.</p> <ul style="list-style-type: none"> Access relevant websites. Download recipes. Bookmark websites. 	SE: 11.1, 11.2, CH11 EOC, CH13 EOC
HT-RFB 8. Implement standard operating procedures related to food and beverage production and guest service.	<p>HT-RFB 8.1: Implement operating procedures to comply with company requirements.</p> <ul style="list-style-type: none"> Detail operating procedures for food quality. Detail operating procedures for food presentation. Describe customer service table standards. 	SE: 10.2, 10.6, 12.2
	<p>HT-RFB 8.2: Evaluate prepared foods for quality and presentation to meet quality standards.</p> <ul style="list-style-type: none"> Show consistent appearance in prepared foods. Detail ways to monitor quality of prepared food. 	SE: 10.2, 12.2
	<p>HT-RFB 8.3: Prepare nutritional, quality foods utilizing basic food knowledge.</p> <ul style="list-style-type: none"> Explain the use of a variety of sauces. Choose appropriate cooking procedures (sauté, broil, bake, etc.). Employ knowledge of nutritional values. Exhibit high quality food presentation. 	SE: 10.2, 10.4, 10.6, 13.2
	<p>HT-RFB 8.4: Determine the appropriate type of food service to provide quality customer service.</p>	SE: 10.6, 10.7, 23.4

Standard	Performance Indicators (for internal use only in correlations identification)	Hospitality & Tourism Management, Second Edition Section Number
	<ul style="list-style-type: none"> Detail characteristics of French, Russian, Bistro style and other forms of service. Identify types of dining utensils and proper uses. Show proper set up procedures for dining room/counter. Explain menu items. Detail the process of upselling and other forms of marketing at tableside. 	
	<p>HT-RFB 8.5: Evaluate types of kitchen equipment to match the correct cooking methodology.</p> <ul style="list-style-type: none"> Use pots and pans for different food preparations. Explain how to store and retrieve foods in a variety of settings (cold, hot, dry, etc.). 	SE: 11.2, CH12 EOC
	<p>HT-RFB 8.6: Describe the role of the menu as a marketing and planning tool.</p> <ul style="list-style-type: none"> Explain the importance of the menu. Detail the menu's role in communicating an image. 	SE: 10.7
HT-RFB 9. Describe career opportunities and qualifications in the restaurant and food service industry.	<p>HT-RFB 9.1: Identify steps needed to obtain a job in the restaurant and food service industry.</p> <ul style="list-style-type: none"> Outline a plan for an effective job search. Write a resume that lists skills and competencies. Role play a job interview. Explain follow-up steps for a job interview. 	SE: 2.4, CH2 EOC
	<p>HT-RFB 9.2: Identify behaviors and personal habits needed to retain a job in the restaurant and food service industry.</p> <ul style="list-style-type: none"> Develop a list of workplace rules and regulations. Identify and give examples of positive work attitudes. 	SE: 4.2, 4.4, CH4 EOC

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	<ul style="list-style-type: none"> Make a list of qualities of successful food service employees. 	
	<p>HT-RFB 9.3: Examine career opportunities available in restaurants and food service operations.</p> <ul style="list-style-type: none"> List the qualifications for various careers in the food service industry. Describe major duties/tasks for each job option. Identify careers related to family and consumer sciences in the field of culinary arts. 	SE: 4.2, CH4 EOC, 10.2
	<p>HT-RFB 9.4: Differentiate career opportunities in restaurant and food service operations in the various industry sectors (e.g., independent vs. chain operations).</p> <ul style="list-style-type: none"> List various types of food service operations. List advantages/disadvantages of different sectors. 	SE: 10.1
HT-RFB 10. Apply listening, reading, writing and speaking skills to enhance operations and customer service in food and beverage service facilities.	HT-RFB 10.1: Interpret and use tables, charts and figures.	SE: CH4 EOC
	<p>HT-RFB 10.2: Understand verbal and nonverbal communications to provide a positive experience for guest.</p> <ul style="list-style-type: none"> Recognize and respond to guests' needs and nonverbal cues Interpret verbal and nonverbal behaviors to enhance communications with coworkers and customers/guests. Understand verbal and nonverbal communications to provide a positive experience for guest. Listen and understand others. 	SE: 4.2, 4.3, CH4 EOC

Standard	Performance Indicators (for internal use only in correlations identification)	<i>Hospitality & Tourism Management, Second Edition</i> Section Number
	<p>HT-RFB 10.3: Manage unexpected situations to ensure continuity of quality services.</p> <ul style="list-style-type: none"> • Identify the problem and possible solutions and decide on a course of action to resolve unexpected situations. • Provide feedback to management in order to enhance operations. 	SE: 4.2, CH4 EOC
	<p>HT-RFB 10.4: Use basic academic skills to perform effectively in the workplace.</p> <ul style="list-style-type: none"> • Read and comprehend recipes, operational manuals, inventory control sheets, menus, correspondence, training manuals, etc. • Create inventory control sheets, recipes, menus, correspondence, employee evaluations, etc. • Calculate menu and recipe costs. 	SE: 4.2, 11.2, CH11 EOC

**Hospitality & Tourism Management, Second Edition
Correlations**

Standard	Performance Indicators (for internal use only in correlations identification)	Hospitality & Tourism Management, Second Edition Section Number
Common Career Technical Core Travel & Tourism Career Pathway (HT-TT)		
* An "EOC" after the chapter number indicates that the standard is covered in the End-of-Chapter questions or activities.		
HT-TT 1. Apply information about time zones, seasons and domestic and international maps to create or enhance travel.	HT-TT 1.1: Disseminate travel related information from a variety of domestic and international sources.	SE: 1.3, 16.1, 16.2, 16.3, CH16 EOC, 17.1
	HT-TT 1.2: Show competence in incorporating or applying multiple time zones, climate and seasons to create travel products. <ul style="list-style-type: none"> • Identify and explain the differences in time zones. • Identify and explain site variables that affect the tourism product such as climate, time zones, wind, etc. • Explain the International Date Line and interpret the differences in the zones. • Detail the weather contrast for Sydney, Australia, versus that of London, England, in the month of June. 	SE: 8.2, 8.3, 16.1, 16.2, CH16 EOC, 17.2, CH17 EOC, 18.1, 18.2, CH18 EOC, 19.1, 23.3, 24.2
	HT-TT 1.3: Gather information from a variety of domestic and international sources using tools such as the Internet and maps. <ul style="list-style-type: none"> • Write detailed directions for travel in a variety of domestic locations. • Write detailed directions for travel in a variety of international locations. • Explain or identify road and travel destinations marked on a map. 	SE: 16.1, 16.2, 16.3, CH16 EOC, 17.1, 17.2
HT-TT 2. Apply unit and time conversion skills to develop travel schedules and compute cost, distance and time (including travel time) factors.	HT-TT 2.1: Utilize unit conversion skills to provide travel distance and economic information about other countries. <ul style="list-style-type: none"> • Compute and contrast metric versus American systems of measure. • Distinguish currency designations. • Compute currency conversions between dollars and other currencies. • Compute currency conversions between currencies of other nations. 	SE: 17.1

Standard	Performance Indicators (for internal use only in correlations identification)	Hospitality & Tourism Management, Second Edition Section Number
	<p>HT-TT 2.2: Interpret World Time Zones to provide travel information about other countries.</p> <ul style="list-style-type: none"> • Compare time in North America to time in Australia. • Compare time in South America to time in Europe. • Explain the 24-hour clock. 	SE: 16.1, CH16 EOC
HT-TT 3. Analyze cultural diversity factors to enhance travel planning.	<p>HT-TT 3.1: Compare idioms from various areas or regions to appreciate the nuances of language.</p> <ul style="list-style-type: none"> • Identify eight unique regional USA terms (slang) related to the travel and tourism product and experience. • Examine 20 travel-related words used by other English-speaking countries for difference in pronunciation, spelling and meaning. 	SE: 16.1, 17.1
	<p>HT-TT 3.2: Summarize the significance of body language and personal space in different cultures.</p> <ul style="list-style-type: none"> • Identify at least three common hand gestures and body language positions unacceptable in another culture. • Show the personal space preferred during conversations by cultures such as Asians, Middle Easterners, Latin Americans and North Americans. 	SE: 1.3, 4.3, 4.4, 17.2, 21.1, 23.3
	<p>HT-TT 3.3: Research behaviors and dress in other areas, regions and countries to appreciate lifestyle preferences.</p>	SE: 1.3, 4.4, 17.2, 21.1, 23.3
	<p>HT-TT 3.4: Research cultural expectations of other areas, regions and countries to help avoid social improprieties.</p> <ul style="list-style-type: none"> • Identify cultures where eye contact is not accepted. • Identify cultures where you should not pat on a child on the head. • Identify cultures where you cannot offer food with your left hand. • Identify cultures where you should not show the bottom of your feet. 	SE: 1.3, 4.4, 17.2, 21.1

Standard	Performance Indicators (for internal use only in correlations identification)	Hospitality & Tourism Management, Second Edition Section Number
<p>HT-TT 4. Assess the potential (real and perceived) hazards related to multiple environments and recommend appropriate safety, health and security measures for travelers.</p>	<p>HT-TT 4.1: Recognize potential, real and perceived natural, social, or terrorism emergency situations in order to respond appropriately.</p> <ul style="list-style-type: none"> Review a film, photo, or recording to identify and describe an emergency situation. Observe guests and surroundings to identify potentially dangerous situations. 	<p>SE: 7.5 CH7 EOC, 9.2, 9.4, 9.5, CH9 EOC</p>
	<p>HT-TT 4.2: List safety, health and security issues for individuals and groups traveling to multiple environments to minimize risks.</p> <ul style="list-style-type: none"> Check surface area for safety. Gauge political and social climate of a region. Check possible natural environment hazards. Check for possible health hazards. 	<p>SE: 9.2, 9.3, 9.4, CH9 EOC, 12.2, 12.4, 12.5, CH12 EOC, 17.2, 17.3, 17.4, 17.5, CH17 EOC, 18.2, CH18 EOC</p>
<p>HT-TT 5. Develop a safety and security plan containing proactive and reactive solutions to manage emergency situations for travelers and staff.</p>	<p>HT-TT 5.1: Formulate methods of resolution and/or alternatives to eliminate potential safety hazards.</p> <ul style="list-style-type: none"> Create a proactive solution to address common safety hazards including lighting, sound, surface areas and political and social climate. Create a reactive solution to guest exposure to a health hazard. Prepare alternate methods of reaching travel or experience objective(s). Suggest ways to manage guests and groups facing safety hazards. Develop and role-play mock emergency situations demonstrating caution and good judgment. 	<p>SE: 9.1,9.3, 9.4, 9.5, CH9 EOC, 12.2, 12.4, 12.5, CH12 EOC, 16.1, CH16 EOC 18.2, CH18 EOC</p>
	<p>HT-TT 5.2: Identify sources of assistance to utilize in emergency situations for self, co-workers and customers/guests.</p>	<p>SE: 9.1, 9.3, 9.5, CH9 EOC</p>
	<p>HT-TT 5.3: Develop procedures to educate customers about identified safety and security issues.</p> <ul style="list-style-type: none"> Distribute safety and security information to customers, guests and co-workers, relevant to their travel destination. 	<p>SE: 7.5, 8.2, 9.1, 9.2, 9.3, 9.4, 14.4, 16.2, 18.2, CH18 EOC</p>

Standard	Performance Indicators (for internal use only in correlations identification)	Hospitality & Tourism Management, Second Edition Section Number
<p>HT-TT 6. Use common travel and tourism terminology used to communicate within the industry.</p>	<p>HT-TT 6.1: Define acronyms and abbreviations used in travel and tourism activities to enhance guest/customer services.</p>	<p>SE: 16.2, 16.3, CH16 EOC, 17.5 CH17 EOC</p>
	<p>HT-TT 6.2: Utilize travel and tourism terms appropriately to guide customizing services for guests.</p> <ul style="list-style-type: none"> • Explain differences between meal plan options. • Distinguish differences between tour guides and escorts and group leaders. • Explain differences between FIT and group travel. • Summarize room night, inside cabin, berth, vacation, itinerary, day trip, etc. in different segments (cruises, tour planning, meeting planner and others). 	<p>SE: 1.4, 2.1, 16.1, 19.1, 19.2, 20.1, 20.2, 20.3, CH20 EOC</p>
	<p>HT-TT 6.3: Describe the resources used by travel agents.</p>	<p>SE: 6.2, 16.4, CH16 EOC</p>
<p>HT-TT 7. Customize travel with diverse transportation, lodging, cruise and food options.</p>	<p>HT-TT 7.1: Compare and contrast diverse transportation options to increase customer choices.</p> <ul style="list-style-type: none"> • Identify methods of travel. • Interpret the advantages of each type of facility. • Interpret the disadvantages of each type of facility. 	<p>SE: 16.1, CH16 EOC</p>
	<p>HT-TT 7.2: Compare and contrast diverse lodging options to increase customer choice.</p> <ul style="list-style-type: none"> • Identify five types of lodging facilities. • Detail the advantages of each type of facility. • Detail the disadvantages of each type of facility. 	<p>SE: 5.1, CH5 EOC</p>
	<p>HT-TT 7.3: Examine elements of a dining experience expected to satisfy guests at varied facilities such as a boardwalk vendor, cruise ship, chain restaurant and five-star dining facility.</p> <ul style="list-style-type: none"> • Detail characteristics of expected food service quality. 	<p>SE: 10.1, 10.6, CH10 EOC</p>

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	<ul style="list-style-type: none"> Detail characteristics of expected atmosphere. Detail characteristics of expected cuisine. Detail characteristics of expected speed of service. 	
	<p>HT-TT 7.4: Integrate various and diverse elements of the travel and tourism industry to create a personalized travel experience for a customer.</p> <ul style="list-style-type: none"> Create a suggested itinerary for a customer. Create a travel package including meals for a customer. Plan a group tour including research, itinerary planning, costing, operations, escorting and satisfaction survey. 	SE: 16.1, 16.4, CH16 EOC, 17.1, 17.2, 17.3, CH17 EOC
HT-TT 8. Compare and contrast services and products from related industries to understand and evaluate how they impact the delivery of travel and tourism products and services to customers.	<p>HT-TT 8.1: Describe the role of the service provider to ensure customer satisfaction.</p> <ul style="list-style-type: none"> Outline the responsibilities for the service provider. Outline the service provider's role in teaming with other vendors or suppliers. Outline methods of trouble-shooting issues for a dissatisfied customer. 	SE: 2.1, 2.2, 3.2, 3.4, CH3 EOC, 4.1, CH4 EOC, 6.3, CH6 EOC, 13.4, 16.4
	<p>HT-TT 8.2: Collaborate with related industries to provide an inclusive product to the customer.</p> <ul style="list-style-type: none"> Cite an example of seamless service in cooperation with another industry such as agriculture, religion, or transportation to create the guest experience. Identify and integrate the different vendors, suppliers and properties to create the guest experience. 	SE: 3.2, CH3 EOC, 6.2
HT-TT 9. Identify the community elements necessary to maintain cooperative tourism development efforts.	<p>HT-TT 9.1: Identify local and regional tourism activities that involve more than one business or organization to develop a resource base.</p> <ul style="list-style-type: none"> Name one historical site whose support and development is dependent on more than one business or organization. Name an area event that depends on tourism. 	SE: 16.1, 18.1, CH18 EOC

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	<p>HT-TT 9.2: Identify the primary resources or core competencies of tourism-related organizations or businesses to best utilize available resources.</p> <ul style="list-style-type: none"> Name an organization whose strength is in its manpower. Name an entity whose strongest resource is financial. Name a business whose key competence is knowledge or connections. 	SE: 19.1, 19.2, 19.3, 19.4, CH19 EOC
	<p>HT-TT 9.3: Identify local and regional tourism issues to determine the impact of each issue on related businesses/organizations.</p> <ul style="list-style-type: none"> Name one tourism development issue that currently or in the past has experienced political strife. Name a transportation or infrastructure issue related to tourism and list business or organizations that would be affected by it. Discuss the difference between tourism for economic benefit versus tourism for community sustainability. 	SE: 13.1, CH13 EOC, 17.1, 17.2, 17.4, CH17 EOC, 18.2, CH18 EOC
HT-TT 10. Develop a travel product that matches customer needs, wants and expectations.	<p>HT-TT 10.1: Research and summarize discretionary factors that influence travel decisions.</p> <ul style="list-style-type: none"> Identify economic factors influencing travel decisions. Identify social factors influencing travel decision. Identify health and safety factors influencing travel decisions. Identify physical and mental factors influencing travel decisions. 	SE: 16.2, CH16 EOC, 17.1, 17.2, 17.4, 17.5, CH17 EOC, 18.2, CH18 EOC
HT-TT 11. Develop a travel product that matches customer needs, wants and expectations.	<p>HT-TT 11.1: Create promotional messages that appeal to various market sub-sector members.</p> <ul style="list-style-type: none"> Name sub-sector determinants related to demographics and psychographics. Design an experience with one tourism asset for each of the sub-sectors. 	SE: 17.1, 23.3, CH23 EOC
	<p>HT-TT 11.2: Modify products for your audience using key information elements.</p> <ul style="list-style-type: none"> Create a short-guided tour of a tourism site for a set of visitors. 	SE: 17.1, 17.2, 17.5, CH17 EOC, 18.1, CH18 EOC

SE = Student Edition; EOC = End of Chapter

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	<ul style="list-style-type: none"> Plan a trip itinerary of at least two days. 	
<p>HT-TT 12. Select the most effective communication technique and media venue to convey travel marketing information to a target audience.</p>	<p>HT-TT 12.1: Communicate details and points of attraction with enthusiasm.</p> <ul style="list-style-type: none"> Lead an exciting tour. Make a motivating presentation. Host a tourism site to inspire a favorable reaction to the travel and tourism product(s) and service(s). Write a compelling paragraph promoting a tourism product. 	<p>SE: 17.1, CH17 EOC, 18.1, CH18 EOC</p>
	<p>HT-TT 12.2: Utilize alternate media venues to promote the product or service to the customer/guest. o current and prospective customers.</p> <ul style="list-style-type: none"> Identify the benefits of broadcast, print, electronic and outdoor media to communicate messages to current and prospective customers. Contrast the advantages of broadcast, print, electronic and outdoor media to communicate messages to current or prospective customers. 	<p>SE: 3.2, 22.4, CH22 EOC</p>
	<p>HT-TT 12.3: Utilize alternate communication services to assist customers with specialized needs. Identify a resource to help communicate with disabled travelers.</p> <ul style="list-style-type: none"> Identify a resource to help communicate with non-English speaking guests. 	<p>SE: 4.4, 8.2, 17.1, CH17 EOC, 18.2</p>
	<p>HT-TT 12.4: Utilize phrasing and other methods for communication that dispel misunderstandings and diffuse difficult situations.</p> <ul style="list-style-type: none"> Make a request of a guest without confrontation. Give directions to a frenzied, stressed, upset guest without insult or conflict. 	<p>SE: 3.2, 4.2, 4.3, CH4 EOC, 6.3, 17.1, CH17 EOC, 19.3, 21.2</p>