SECOND EDITION

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

Florida

Introduction to Hospitality and Tourism (8850110)
Technology for Hospitality & Tourism (8703110)
Hospitality & Tourism Marketing Management (8703120)
Lodging Operations (Certificate Course M607010)

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Hospitality & Tourism Management, Second Edition
Correlations

Standard	Performance Indicators *(for internal use only in correlations identification)*	*Hospitality & Tourism Management,* Second Edition Section Number
Florida **Introduction to Hospitality and Tourism (8850110)**		
* An "EOC" after the chapter number indicates that the standard is covered in the End-of-Chapter questions or activities.		
01.0 Identify careers in the hospitality and tourism industry.	The student will be able to: • List career positions in a variety of hospitality and tourism-related industry components (i.e., ground transportation, cruise, air travel, accommodations, food service, share economy marketing, retail, corporate travel, leisure and recreation travel, conventions and special events, destination marketing organizations, emerging fields and sports venues, etc.). • Explain duties and responsibilities for the identified hospitality and tourism positions. • Identify skills and knowledge needed by hospitality and tourism professionals. • Identify requirements for entry and career advancement by industry component in the hospitality and tourism industry. • Identify advantages and disadvantages by industry components working in the hospitality and tourism industry. • Complete a self-assessment and analysis of lifestyle goals and aspirations to evaluate for employment suitability in the hospitality and tourism industry. • Develop an individualized education and career plan related to the hospitality and tourism industry. • Develop an understanding of terminology and acronyms used the Hospitality & Tourism industry. • Understand the differences between international, domestic and local hospitality and tourism. • Identify business, professional, student industry associations and available industry certifications. • Represent a career in the hospitality & tourism industry by performance or art • Using media techniques, tools and process communicate trends and aspects in hospitality & tourism industry.	SE: 2.1, 2.2, 2.3, 4.1, 4.2, 4.3, 6.1, 6.3, 6.4, 6.5, 7.1, 7.2, 7.5, 8.1, 8.2, 9.2, 10.3, 14.2, 18.3, 20.5, 21.3
02.0 Research the various aspects of the hospitality and tourism industry.	The student will be able to: • Summarize the history and development of the hospitality and tourism industry (i.e., airline deregulation, highway system, and globalization) as well as the changes and growth the tourism industry has experienced. • Identify the travel documents and security mandates required by travelers for both international/domestic travel and recognize the impact of improper documentation (ie: TSA compliance). • Identify factors that influence a traveler to select a travel destination (e.g., weather, culture, climate,	SE: 1.2, 1.3, 1.4, 1.5, 5.1, 5.3, 6.5, 6.6, 10.1, 10.2, 14.1, 14.3, 14.5, 16.1, 16.2, 16.3, 16.4, 17.3, 20.2, 20.3

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	cost, natural resources, travel alerts, and medical factors). • Distinguish features of different travel and social media websites. • Identify current and emerging trends in the hospitality and tourism industry (e.g. staycations, daycations, ecotourism, share economy vendors, medical tourism). • Identify modes and uses of transportation and discuss advantages/disadvantages of each (i.e., ground, air and sea transportation, Uber/Rideshare.). • Identify types of lodging properties and ownership structures (e.g. Air BnB, VRBO, etc.). • Explain factors that affect room rates and package plans (such as seasonality, property management, revenue management, booking engines, events, occupancy percentage, etc.). • Discuss and identify aspects of the cruise industry and types of cruise ships (luxury, mega, adventure, and river). • Identify types of food service operations, emerging trends (ie: home delivery services, Uber Eats, etc.), segments, franchises and ownership structures. • Identify components of leisure and business travel in the hospitality and tourism industry, including the role of conventions, sporting events and special events. • Explain economic factors that affect the hospitality and tourism industry (i.e., fuel costs, airline industry consolidations, politics, exchange rates, availability of consumer's discretionary money, state tax). • Research the official Florida tourism website and local visitor websites; compare them to other state and local visitor sites. • Use technology applications, tools and artistic skills to promote social and cultural awareness related to industry concerns. • Identify and utilize resources used in a job search for a hospitality and tourism related career (e.g., networking with professional organizations, social media, Internet).	
03.0 Demonstrate employability skills necessary for success in hospitality and tourism occupations.	The student will be able to: • Participate in a discussion on ways social media may negatively impact job search and career. • Identify steps in the application process and documents required when applying for employment (e.g., application, references, W-4, I-9). • Create a customized resume, cover letter, follow-up, and thank you letters. • Use technology to create and organize a digital professional portfolio (i.e. personal statement, student work and presentations). • Identify and demonstrate appropriate dress and grooming for employment. • Identify and demonstrate effective interviewing skills to include appropriate responses to common interview questions.	SE: 1.3, 2.1, CH2 EOC, 3.1, CH3 EOC, 4.1, 4.2, 4.3, 4.4, CH4 EOC, 5.4, CH5 EOC, 6.3, CH6 EOC, 7.2, 8.2, 9.4, CH9 EOC, 10.3, 11.1, 12.5, 13.1, CH13 EOC, 14.2, CH14 EOC, 15.5, CH15 EOC, 16.1, CH16 EOC, 17.5, 18.2, 19.3, 21.1, CH21 EOC, 22.1, 23.1, CH23, 24.2, CH24 EOC

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	• Identify strategies for handling inappropriate interview and application questions. • Discuss importance of drug tests and criminal background checks in the application process and how they impact employment. • Demonstrate the use of software products as they pertain to the industry (i.e. templates, spreadsheets, customer and vendor databases and industry-related products). • Demonstrate time management skills with on-task behavior and self-pacing in accomplishing work assignments. • Identify qualities typically required for career advancement (e.g., productivity, dependability, responsibility). • Identify qualities necessary to be an effective team player. • Demonstrate ability to work cooperatively with team members, supervisors, and guests from diverse cultural and socio-economic backgrounds. • Identify sensitive workplace issues and laws that regulate them (e.g., gender equity, cultural diversity, professional ethics, sexual harassment, disability, age discrimination). • Identify, define, and demonstrate professional interpersonal skills and personality traits. • Demonstrate ability to use creative problem-solving, decision-making, and critical-thinking strategies and accept feedback/constructive criticism. • Compare & contrast appropriate/inappropriate workplace social behavior and work ethics. • Explain importance of maintaining confidentiality of business matters • Express importance of supporting and following company policies and procedures (e.g., attendance, tardiness, email policy, social media, dress code) and how their actions effect clients.	
04.0 Examine communication and technology skills in the hospitality and tourism industry.	The student will be able to: • Describe effective staff communication and its uses (i.e., interpersonal, departmental, interdepartmental, company). • Use technology to compose a business letter, memorandums, e-mail, and company social media communications (i.e. press release). • Research social and professional networking websites (Twitter, Facebook, LinkedIn, etc.), and explain how these sites affect the hospitality industry and its employees. • Describe positive guest/client relations and identify circumstances that lead to negative customer experiences. • Use novel/original approach in creating problem-solving techniques to resolve customer-service conflicts (i.e., complaints, disputes, negotiations, etc.). • Identify techniques of appropriate phone etiquette (i.e. answering, placing on hold, recording messages, transferring and complaint telephone calls).	SE: 2.2, 4.1, 4.2, 4.3, CH4 EOC, CH6 EOC, 14.3, 21.2, 22.5

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	• Demonstrate effective etiquette/netiquette in a business situation. • Discuss importance of developing networking skills to expand contacts within the industry. • Discuss importance of providing clear directions, interpretations, descriptions, and explanations and active listening skills. • Use digital equipment to create artistic images and deliver an oral presentation. • Locate and explain information found in trade journals, manuals, graphs, schedules, charts, diagrams, maps, and Internet to prepare an itinerary.	
05.0 Examine the guest cycle process.	The student will be able to: • Identify the stages of the guest experience cycle and the activities associated with each stage. • Recognize the impact social media has on the guest cycle process. • Discuss the value of customer feedback and follow-up surveys on the guest cycle process. • Explain the importance and impact of sensitivity to diversities (i.e.: cultural, religious, socio-economic, etc.) in relation to the guest cycle process. • Recognize the effect communication (body language, foreign phrases, acronyms/jargon, etc.) has on the guest cycle process. • Explain the objective of providing seamless guest experiences. • Identify the role of guest recovery during the handling of guest complaints, issues, or problems. • Explain how and why guest satisfaction measurements help a business run smoothly and profitably. • Create an artistic presentation to innovatively address a guest problem.	SE: 3.1, 3.2, 3.3, 3.4, CH3 EOC, 4.3, 4.4, CH4 EOC
06.0 Examine economic principles relative to the hospitality and tourism industry.	The student will be able to: • Identify economic opportunities in the industry from both entrepreneurship and employment perspectives. • Explain the impact of tourism on local, state, national, and international economies. • Identify advantages and disadvantages of primary forms of business ownership. • Discuss role of employee productivity in contributing to profit margin (bottom line).	SE: 1.3, CH1 EOC, 4.2, 6.3, 7.3, CH7 EOC, 8.4, 11.1, 11.3, 14.1, 17.2, 17.4, 20.3, 21.3, 22.1, 22.2, 22.3, 24.2
07.0 Examine marketing and business fundamentals as they relate to the hospitality and tourism industry.	The student will be able to: • Explain marketing and its role in the industry and the free enterprise system. • Identify elements in the marketing mix (price, product, promotion, place, and people). • Identify functions of the business and marketing plan. • Distinguish between concepts of service vs. product marketing strategies. • Recognize concept of target markets and market identification (e.g., market segmentation).	SE: 3.1, 3.2, 3.3, 3.4, CH3 EOC, 23.1, 23.2, 23.3, 23.4, 23.5, 23.6, CH23 EOC

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	• Recognize various marketing channels used to promote destinations and products. • Identify niche markets (customer segmentation) and specialty markets (product segmentation, sports, shopping, religion, etc.). • Recognize cultural customs and taboos. • Discuss the role of federal, state and local regulatory agencies related to the hospitality and tourism industry. • Identify methods of gathering customer feedback. • Recognize purpose, principles, and importance of selling. • Discuss the importance of meeting specialized sales needs (e.g., business travel, conventions and meetings, conferences). • Identify effective sales techniques (e.g., steps in sales process, cross-selling, upselling and alternative options). • Explain motivation, needs, and expectations of the hospitality and tourism consumer and how it affects their lodging selection.	
08.0 Recognize mathematical operations related to hospitality and tourism occupations.	The student will be able to: • Identify universal terminology used in hospitality and tourism sales-related transactions (e.g., cash, emerging technology, digital payment alternatives, checks, debit cards, credit cards, discounts, etc.). • Identify different payment options (e.g., cash, checks, credit/debit cards, emerging technology, alternative digital payment options, and incentive program points). • Understand the value and impact of calculation of hotel occupancy, average daily rate (ADR) and revenue available room (RevPAR).	SE: 4.2, 6.2, 6.4, 6.6, CH6 EOC
09.0 Identify and describe the organizational structures and operations within various industry properties.	The student will be able to: • Identify the organizational structure of various departments including: facilities and engineering, food and beverage, human resources, controller/finance, sales and marketing, security and rooms/housekeeping. • Describe the importance of a safety plans for various emergency situations (e.g. hurricane, evacuation, tornado, homeland security threat, and fire) relative to all types of tourism (hotel, cruise, attractions, etc.). • Describe front desk functions of various industry properties distinguishing between property types (i.e.: cruise ship vs. resort vs. hotel vs. restaurant). • Create a safety plan.	SE: 1.4, 5.1, 5.3, 6.1, 6.2, 6.3, 6.4, 7.1, 8.5, 9.2, 9.3, 9.4, 9.5, 10.2, 12.4, 12.5, 13.5
10.0 Research conservation and sustainable initiatives in the hospitality industry.	The student will be able to: • Identify common sustainable practices of various departments within hospitality & tourism industry. • Identify common sustainable practices used to reduce a property's carbon footprint and reduce operating costs. • Explore the State of Florida "palm tree" initiative for hotels and their level of sustainability.	SE: 1.3, 8.4, 13.1, 13.2, CH13 EOC, 17.1, 22.1

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Florida **Technology for Hospitality & Tourism (8703110)**		
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11.0 Identify functions of computer reservation systems utilized in the hospitality & tourism industry.	The student will be able to: • Identify major travel computerized reservation systems. • Demonstrate an awareness of emerging technologies and how they relate to the hospitality and tourism industry (online booking engines, VRBO, etc.). • Identify ethical issues resulting from technological advances (e.g., computer snooping, hacking), cybersecurity, room-block piracy) and how they relate to the hospitality and tourism industry. • Identify and perform routine tasks of computer reservations agents (e.g., creating Passenger Name Records [PNRs], retrieving/maintaining/modifying PNRs, airspace, quoting airfares, pricing itineraries, rental cars, hotel accommodations). • Use technological tools to create aesthetic itineraries (e.g. brochures, promotional material, etc.). • Identify and demonstrate personal responsibility, ethics and integrity when citing sources of required travel documents. • Describe components of each of the different industry areas within the H&T industry: ground transportation, cruise, shared economy, emerging fields, air, lodging, food & beverage, retail and corporate travel, leisure and recreation, conventions, special events, sports venues. • Identify the tasks performed by computer reservations agents. • Explain the ticketing process.	SE: 1.4, 1.5, 3.2, 4.2, 4.3, 5.1, 6.2, 10.2, 14.1, 16.1, 16.3, 16.4, 17.1, 20.1, 20.2
12.0 Assess the impact of technology and automation on the travel reservation industry.	The student will be able to: • Research current trends in the use of technological devices in the hospitality & tourism industry. • Analyze major uses and effects of the technological devices related to the hospitality & tourism industry. • Contrast the value-added services offered by a travel consultant vs. online/cloud services.	SE: 1.5, 2.4, CH2 EOC, 4.2, 6.2, 6.4
13.0 Investigate current technology security methods in the hospitality & tourism industry.	The student will be able to: • Identify technology resources to deal with security issues (cameras, fingerprinting, facial recognition, etc.)	SE: 6.4, 9.2, 9.3, 9.4

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	• Define the role of artificial intelligence in the Hospitality & Tourism industry. • Identify technological solutions to minimize security issues in the Hospitality & Tourism industry (i.e. cyber security, hacking, room access, etc.). • Identify security procedures that protect consumers (room security, seat selection, table reservations, etc.).	
14.0 Operate computer systems and the internet.	The student will be able to: • Use information technology tools specific to hospitality service careers to access, manage and create information (indeed, Monster, etc.). • Understand the role of the "cloud" as it relates to the Hospitality & Tourism industry. • Describe types of technology used to manage hospitality service operations. • Explain how availability, room status, and other standard operating guidelines are used to manage inventory. • Explain how methods of payment are established with arriving guests to clarify payment procedures. • Explain how personal information management systems are used manage guest data. • Utilize Internet/"cloud" fundamentals (i.e. email, portals/search engines, etc.). • Identify and describe the function of office technology equipment (i.e. scan, fax, etc.). • Utilize software to generate promotional materials (i.e. webpage, infographics, etc.) for the Hospitality & Tourism industry. • Compare the uses of various customer relation managements used to communicate quickly. • Utilize technology as a research tool to answer client questions. • Analyze the evolution of technology on the hospitality & tourism industry (i.e., liquor portion control system, hospitality information systems, food and beverage information systems, club management software). • Use personal technological devices appropriately (e.g. cell phones, mobile devices, and computers). • Demonstrate telephone etiquette for placing, answering, placing on hold, transferring telephone calls and recording and relaying accurate messages. • Utilize common office production software to create presentations (such as spreadsheet, database, presentation and word-processing).	SE: 1.5, 2.4, CH2 EOC, 4.1, 4.2, 6.2, 6.4, 6.5, CH6 EOC, 7.3
15.0 Demonstrate an understanding of the guest cycle as it relates to technology.	The student will be able to: • Explain how social media and electronic feedback/reviews impact guest relations. • Explain procedures to meet guest wants and needs. • Evaluate current and emerging technologies to improve guest services. • Summarize the importance of check-out procedures to ensure guest satisfaction. • Describe the necessary information collected during the reservation process.	SE: 3.1, 3.2, 3.3, CH3 EOC, 6.2, 23.4, CH23 EOC

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16.0 Apply employability skills necessary for success in the hospitality & tourism industry.	The student will be able to: • Use technology to investigate key career skills necessary to be successful in the hospitality & tourism industry (e.g., geography, sales, customer service, telephone, computer, foreign language, and math, written and oral communication). • Research currently available job opportunities and/or post-secondary programs. • Understand required elements of and create/update a resume and cover letter. • Evaluate and update career portfolio. • Assess skills needed for a successful interview. • Participate in community leadership and teamwork opportunities to enhance professional skills. • Demonstrate a proactive understanding of self-responsibility and self-management. • Identify and demonstrate appropriate attire for interviews and workplace. • Understand the importance of personal hygiene. • Identify and demonstrate positive work behaviors and personal qualities for employability. • Identify the rules of written and electronic communication (i.e.: positive first impressions, recording accurate message, etc.).	SE: 2.4, CH2 EOC, 4.1, 4.2, 4.3, 4.4, CH4 EOC

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Florida **Hospitality & Tourism Marketing Management (8703120)**		
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17.0 Identify sales techniques and procedures appropriate for use in the hospitality and tourism industry.	The student will be able to: • Explain purpose, principles, and the components of Supply and Demand, the importance of selling and how it relates to the hospitality and tourism industry. • Describe the differences between a product-based business and a service-based business and how it relates to the hospitality and tourism industry. • Identify effective sales techniques (e.g., steps in sales process, cross-selling, upselling and alternative options). • Explain motivation, needs, and expectations of the hospitality and tourism and how it affects consumer choice. • Discuss importance of the five (5) P's of the marketing mix: product, place, price, promotion, and people and how it impacts the hospitality and tourism industry. • Outline an effective sales presentation (e.g., feature-benefit analysis) including the importance of promoting products and services (e.g., publicity, public relations, press release, community events, advertising, Internet). • Discuss the importance of meeting specialized sales needs (e.g., business travel, conventions and meetings, conferences, special needs populations). • Explain the pros and cons of using the Internet as a sales tool.	SE: 23.1, 23.2, 23.4, 23.5, 23.6, CH23 EOC
18.0 Demonstrate sales and customer service skills and techniques in the selling of hospitality & tourism products.	The student will be able to: • Discuss profit motive and its impact on business. • Define different types of guest communication (e.g. surveys, Yelp, email, social media, apps, etc.). • Develop a customer survey. • Identify the different techniques for dealing with competition and explain its impact on business (e.g., direct, indirect, price, non-price, competitive position) within the hospitality and tourism industry. • Describe how managers can lead employees to meet the needs of global guest audiences. • Analyze the challenges and opportunities in welcoming diverse cultures. • Describe how employee empowerment contributes to effective guest recovery. • Demonstrate proper workplace etiquette for listening, speaking, and writing. • Develop a marketing plan in response to customer survey results.	SE: 3.2, 3.3, 4.3, 4.4, 23.2, 23.3, 24.1, 24.2

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	• Recognize importance of sequence and language in developing customer survey questions without leading or influencing customer responses (e.g. code-switching).	
19.0 Identify and demonstrate personal and business ethics related to management and marketing.	The student will be able to: • Explain the need for respect and value for diversity in the hospitality and tourism industry. • List characteristics related to personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting). • Model inclusive behavior is an important skill for hospitality and tourism managers. • Explain the concept of corporate social responsibility, and describe examples of how hospitality and tourism companies are including CSR initiatives in their organization.	SE: 1.3, 1.4, 2.3, 3.2, 4.1, 4.2, 4.4, 5.2, 5.4, 6.4, 7.5, 8.2, 9.5, 10.6, 11.1, 12.1, 13.2, 14.5, 15.2, 15.3, 16.1, 17.2, 18.2, 19.1, 20.6, 21.2, 21.6, 22.4, 23.4, 24.2
20.0 Apply higher level mathematical skills unique to hospitality & tourism marketing and management plans.	The student will be able to: • Create a business plan based on survey results that identify limitations/challenges in current plan or standard operating procedures. • Analyze/evaluate survey results, produce a plan and provide both an executive summary and detailed report. • Research industry sales trends and benchmarks and predict future growth/decline based on sales momentum and trend. • Determine year over year change in revenue/profit/Earnings before interest taxes depreciation and amortization (EBITDA). • Determine statistical significance of data results. • Gather and present data from overall business segments and determine percentage of business from specific segment; use infographics to enhance data analytics. • Apply problem-solving techniques to hospitality and tourism sales-related transactions (i.e., cash, checks, debit cards, credit cards, discounts, digital payment trends (PayPal, SamsungPay, etc.). • Explain quantitative information from tables, charts, and graphs relating to the hospitality & tourism related workplace. • Using standard industry formulas relative to discount date and due date, compute amount of payment on an invoice. • Calculate commissions, gratuities, taxes, and miscellaneous charges. • Calculate refunds and exchange transactions for hospitality and tourism related services.	SE: 4.2, 22.1, 22.2, 23.2, 23.3, 23.4, 23.5, 23.6, CH23 EOC, 24.1, 24.2
21.0 Summarize the value and uses of the internet for hospitality & tourism marketing, including communication and evolving technology.	The student will be able to: • Identify viable, credible and applicable Internet sources that offer solutions to specific business questions. • Describe cloud-based data storage, the threats and how to protect data.	SE: 3.1, 3.4, CH3 EOC, 4.2, 5.2, CH14 EOC, 17.2, CH17 EOC, 22.4, 23.1, 23.2, 23.3

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	• Identify laws pertaining to data collection, email marketing and personal information usage. • Be able to identify productive uses of Customer relationship management (CRM) systems; understand the basic framework of use; and make connections between CRM and the sales process. • Compare and contrast marketing activities that engage customers (e.g. blogs and giveaways). • Define the use of current social media channels, comparing and contrasting each venue, as to culture, purpose, and target audience. • Write posts for current social media channels (i.e.: Twitter, Facebook, Instagram, Snapchat). • Summarize effective use of live streaming on current social media (i.e.: Snapchat, Periscope and Facebook Mentions).	
22.0 Compare and contrast the needs of a business vs. leisure traveler.	The student will be able to: • Define business travelers and identify their needs. • Define leisure travelers and identify the recreational wants. • Identify features vs. benefits of hotel and airline offerings for each market. • Develop a ROI analysis for travel on a business trip; including all travel expenses and potential business opportunity gains. • Understand and explain the different planning processes and timeframes that lead up to travel for business vs leisure.	SE: 3.1, 3.2, 17.1, 17.2, 17.3, CH17 EOC, 23.2
23.0 Demonstrate knowledge and organizational skills related to meetings, conventions, conference travel and event planning.	The student will be able to: • Explain positions available to event planners. • Describe the benefits of meetings and conventions and explain how they are planned and booked. • Identify challenges that managers and staff members face during meetings and conventions and create example list of protocol issues. • Create a budget including all elements of event (e.g. catering, décor, supplies, entertainment, and admission).	SE: 14.2, 14.3, 14.4, CH14 EOC
24.0 Identify and analyze marketing and business fundamentals related to the different industries within hospitality & tourism (i.e.: cruise/air travel/ ground travel/lodging industry/leisure travel/tour packages).	The student will be able to: • Explain the benefits of packaging for travelers, venders, hotels, travel planners, tour operators and airlines. • Communicate related financial benefits to travelers of selling packages from a travel planner salesperson perspective. • Analyze the savings and profit increases related to packaging for travelers, planners and destinations. • Compare and contrast the experience and finances of separate vendors in various locations as a component of a package (hotel in one area, activities on a different property, and restaurants at a different location) vs. an all-inclusive resort. • Effectively communicate the benefits of packaging a travel experience to consumers.	SE: 5.2, 16.4, 20.2, 23.4

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25.0 Explain strategies for selling hospitality & tourism products.	The student will be able to: • Describe training techniques managers can use to build an effective sales team. • Identify methods used to motivate an effective sales team. • List tools and processes used to sell to global audiences. • Outline the needs of special market segments and the sales strategies used to reach those segments. • Summarize strategies for selling to the digital traveler.	SE: 21.2, 21.4, 23.4, 23.5, 23.6, CH23 EOC
26.0 Develop a marketing plan and sales promotion tool for hospitality & tourism.	The student will be able to: • Describe the organization of the marketing department, and explain management's role in marketing. • Summarize the marketing mix: the five P's (Price, Promotion, Product, Place, People); and the four C's (Client, Cost, Communication, Convenience). • Identify the steps of a marketing plan. • Describe the channels of distribution within the hospitality and tourism industry. • Explain how to prepare a marketing budget. • Maintain brand consistency throughout your marketing plan.	SE: 22.4, 23.2, 23.3, CH23 EOC
27.0 Identify and demonstrate management skills needed to succeed in hospitality & tourism.	The student will be able to: • Identify the types of leadership positions available in the hospitality and tourism industry. • Identify career pathways to leadership positions in the hospitality and tourism industry. • Compare and contrast styles of leadership and management. • Identify why leaders must create leadership development goals and a path for meeting those goals. • Define power and empowerment and summarize how these concepts transpire in centralized and decentralized organizations. • Identify the leadership skills and processes that lead to a seamless guest cycle. • Create an IDP (Individual Development Plan) based on your strengths and opportunities for improvement. • Honestly and objectively conduct a self-evaluation of strengths and weaknesses. • Define traditional management styles. • Explain the importance of varying your leadership style in response to organization and employee styles and needs. • Identify and apply appropriate st century leadership style. • Explain how problem solving contributes to leadership processes in hospitality and tourism.	SE: 2.2, 2.3, 3.3, 21.1, 21.2, 21.3, 21.4, 21.5, CH21 EOC

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28.0 Demonstrate effective Guest Services Management (GSM) skills.	The student will be able to: • Identify how managers apply property standards to the guest experience. • Identify the role of Guest Service Measurement (GSM) in managing the guest experience. • Develop a process for resolving guest service issues.	SE: 3.1, 3.2, 3.3, CH3 EOC, 4.2, 6.2, 6.3, CH6 EOC
29.0 Identify the financial goal of a hotel or lodging property.	The student will be able to: • Discuss how revenue centers and cost centers are managed to ensure a property's profitability. • Identify the components of income statements and balance sheets. • Explain the purpose and evolving role of revenue management in the hospitality and tourism industry. • Identify the tax responsibilities a hospitality and tourism leader must manage.	SE: 6.2, 6.5, 11.1, 11.3, 11.4, 22.3, 24.1, 24.2
30.0 Examine facts and principles related to the branding process.	The student will be able to: • Tell the story of their product/destination in a way that effectively speaks to the target market. • Summarize the effect colors, sounds, music and visual cues have on developing a brand. • Explain and cite examples of consistency in communication to market; both visually and in language. • Develop a brand (i.e.: logo, tag line, blog, email marketing templates, sample images, videos, music, etc.). • Communicate a brand promise to the target market through the proper communication channels of the target market. • Define the importance of generating brand awareness and brand loyalty.	SE: 22.3, 22.4, 23.2, 23.3, CH23 EOC
31.0 Explain the value and importance of marketing research.	The student will be able to: • Identify trends that affect marketing in the hospitality and tourism industry. • Cite marketing challenges (shifts or changes in travel trends) and respond to their potential occurrence. • Determine the difference between a credible source and non-credible source of data or information. • Set a knowledge-based goal; present research applicable to that goal.	SE: 2.4, 23.2, 23.3, CH23 EOC
32.0 Compare and contrast franchise vs. corporate owned vs. private market segments.	The student will be able to: • Recognize the obligations of a franchise to the corporation. • Communicate the financial (ROI or annual profits) differences among the organization types and to whom the rewards go (individual, corporation, franchise owner, etc.).	SE: 1.4, CH1 EOC, 5.1, CH5 EOC, 23.2
33.0 Compare and contrast marketing concepts, advertising and public relations.	The student will be able to: • Author a press release in the proper format including all applicable elements. • Differentiate between editorial and advertorial content and writing techniques.	SE: 4.2, 22.4, 23.1

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34.0 Discuss the value, importance and trends related to internet marketing and social media.	The student will be able to: • Identify like-minded groups that fit in the target audience and/or market of their brand or business. • Demonstrate ethical behavior in personal and work-related social media communications. • Differentiate between business and personal postings which comprise your digital footprint.	SE: 8.1, 18.2, 23.3, 23.6
35.0 Illustrate effects of climate and geographic locations that affect the marketplace.	The student will be able to: • Explain how season change affects peak times and consistency in business and planning for related business shifts. • Summarize effects of population migration as it relates to business location selection and general business operations.	SE: 1.3, 1.4, 1.5, 17.1, 17.2, 17.3, 17.4, CH17 EOC
36.0 Demonstrate communication and human relations skills necessary for success in hospitality and tourism occupations.	The student will be able to: • Demonstrate the ability to use problem-solving, decision-making and critical thinking strategies. • Demonstrate the ability to offer and accept constructive feedback. • Explain importance of maintaining confidentiality relating to business matters. • Demonstrate legal and ethical behavior within the scope of job responsibilities. • Demonstrate effective etiquette/netiquette in business and interpersonal situations (i.e. phone and internet use, general courtesy, manners, etc.). • Demonstrate appropriate and effective oral presentation skills. • Identify and demonstrate conflict resolution strategies related to customer service, co-workers and vendors (i.e., resolving complaints, disputes, and negotiations). • Plan and participate in a meeting/conference. • Apply leadership skills through involvement in community and/or school activities. • Demonstrate techniques for making and maintaining a positive first impression. • Explain business policies to customers and vendors. • Demonstrate an understanding of conflict resolution skills and how to resolve complaints while maintaining a focus on achievement of goals. • Apply networking skills. • Assess team performance. • Differentiate between appropriate and inappropriate business attire and grooming. • Debate current issues impacting the industry. • Explain verbal and nonverbal communication. • Recognize and respond to guest needs.	SE: 1.5, 3.1, 3.3, 4.1, 4.2, 4.3, 4.4, CH4 EOC
37.0 Identify federal laws, legislation and regulations related to the hospitality & tourism industry.	The student will be able to: • Identify the employment laws that impact the hospitality and tourism industry and the role of human resources managers in applying these laws. • Identify the laws, legislation, and regulations that affect the hospitality & tourism industry.	SE: 7.2, 8.2, 9.1, 12.4, 13.4, 20.6

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	• Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, Sexual Harassment, EEOC, ADA, FMLA, and OSHA). • Discuss the role of federal, state and local regulatory agencies as it relates to hospitality and tourism. • Identify ways to follow OSHA requirements.	
38.0 Demonstrate an understanding of current conservation and sustainable practices in the hospitality industry.	The student will be able to: • Describe the benefits of sustainable practices and the role hospitality and tourism managers play implementing them. • Discuss housekeeping management's role in promoting sustainable practices. • Explain the benefits of using sustainable building materials. • Identify green practices that can be initiated and implemented by the front office. • Identify ways the facilities management team can reduce a property's carbon footprint. • Explain how food and beverage operations address guest requests (i.e. healthier food options, sustainable foods, and food allergy issues).	SE: 7.5, CH7 EOC, 8.4, CH8 EOC, 13.1, 13.2, CH13 EOC, 17.1
39.0 Exhibit the ability to follow state mandated guidelines for food service.	The student will be able to: • Demonstrate and utilize proper techniques for transporting, cooking and holding food (proper ways to cool/reheat food; holding temperatures). • Demonstrate and utilize proper cleaning, sanitizing, and disinfecting techniques (cleaning vs. sanitizing; storing cleaning supplies; proper procedures for cleaning equipment). • Describe symptoms of food borne illness and prevention of. • Describe cross contamination and incorporate strategies to prevent this from occurring. • Demonstrate and utilize proper pest control procedures. • Demonstrate the knowledge necessary to obtain certification for a food handler or food safety protection manager. • Demonstrate proper knowledge and technique to sanitarily set and clear a table in a dining room.	SE: 11.2, 12.1, 12.2, 12.3
40.0 Apply safety and sanitation procedures in the handling, processing and storing of food products.	The student will be able to: • Explain techniques and procedures for the safe handling of food products. • Evaluate food product handling procedures. • Demonstrate approved food product handling techniques. • Describe the importance of performing quality-assurance tests on food products. • Perform quality-assurance tests on food products. • Describe the effects food-borne pathogens have on food products and humans. • Explain the importance of microbiological tests in food product preparation, listing common spoilage and pathogenic microorganisms.	SE: 11.2, 12.1, 12.2, 12.3, CH12 EOC

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	• Conduct and interpret microbiological tests for food-borne pathogens and implement corrective procedures. • Explain the importance of record keeping in a food products and processing system. • Discuss documentation procedures in a food products and processing system. • Demonstrate proper record keeping in a food products and processing system.	
41.0 Demonstrate worker safety procedures with food product and processing equipment and facilities.	The student will be able to: • Explain safety standards that must be observed in facility design and equipment use. • Outline guidelines for personnel safety in the food products and processing industry. • Evaluate a facility to determine the implementation of safety procedures.	SE: 11.2, 12.4, 12.5
42.0 Summarize the procedures for food service operations.	The student will be able to: • Facilitate proper use of current general inspection guidelines. • Explain general storage guidelines. • Compare storage guidelines for specific types of food. • Explain proper procedures for cook food. (See current Food Code for temperature information). • Recommend proper cooling and reheating procedures for various food items. (See current Food Code for temperatures). • Explain procedures for holding food for service. • Demonstrate proper techniques in serving food. • Develop a plan for offsite service handling of food.	SE: 11.2
43.0 Explain the daily sanitation operations of a food service facility.	The student will be able to: • Develop a cleaning program that includes proper procedures for cleaning, sanitizing, dish washing and facility. • Explain the importance of (IPM) Integrated Pest Management programs.	SE: 11.2, 12.2, 12.3

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Florida **Lodging Operations (Certificate Course M607010)**		
* An "EOC" after the chapter number indicates that the standard is covered in the End-of-Chapter questions or activities.		
01.0 Identify careers in the hospitality and tourism industry.	The student will be able to: • List career positions in a variety of hospitality and tourism related industry components (i.e.., ground transportation, cruise, air travel, lodging, food service, retail and corporate travel, leisure and recreation, conventions and special events). • Explain duties and responsibilities for the identified hospitality and tourism positions using current sources of information. • Identify skills and knowledge needed by hospitality and tourism professionals. • Identify opportunities and challenges working in the hospitality and tourism industry, including work environment, work schedule, compensation packages, etc. • Identify advantages and disadvantages of working in the hospitality and tourism industry. • Complete self-assessment and analysis of life style goals and aspirations to evaluate for suitability in the hospitality and tourism industry. • Develop an individualized education and career plan related to the hospitality and tourism industry.	SE: 2.1, 2.2, 2.3, 2.4, CH2 EOC, 4.1, 4.2, 4.3, CH4 EOC, 6.2, 6.4, 7.2, 8.2, 9.3, 10.3, 18.3, 21.3
02.0 Research the various aspects of the hospitality and tourism industry.	The student will be able to: • Display an understanding of history and development of the hospitality and tourism industry (i.e.., airline deregulation, technology, and globalization). • Define commonly used terms in the hospitality and tourism industry. • Identify major segments of the hospitality and tourism industry. • Identify and describe organizational structures and divisions within the hospitality and tourism industry. • Identify technological innovations within the hospitality and tourism industry. • Describe importance of quality customer service and its continuous improvement. • Understand concept of perishability and seasonality of hospitality and tourism products. • Recognize the need for quality assurance in the hospitality and tourism industry. • Identify business and professional associations and certifications. • Compare and contrast international, domestic, and local hospitality and tourism.	SE: 1.2, 1.3, 1.5, CH1 EOC, 2.4, 3.1, 3.2, 3.3, CH3 EOC, 5.1, 6.3, 6.4, 6.5, 6.6, 7.3, 10.1, 10.2, 11.1, 11.2, 14.1, 14.3, 15.3, 16.1, 16.2, 16.3, 16.4, CH16 EOC, 17.1, 17.2, 17.3, 17.4, 17.5, CH17 EOC, 20.2, 24.2

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	• Identify and cite sources of major travel documents needed by travelers. • Recognize the challenges created as a result of improper documentation. • Describe the necessary requirements/documentation for travelers due to increased security. • Identify current trends in the hospitality and tourism industry (ecotourism, destination travel locations, cultural influences, rental homes, vacation ownership, etc.). • Research a major Florida city and its attractions, target markets, and cost. • Demonstrate a functional understanding of domestic and international procedures throughout the hospitality and tourism industry. • Identify factors influencing travelers' choice in destinations (i.e., climate, culture, landmarks, sports, convention facilities, natural resources, medical, etc.). • Describe components of an itinerary and a tour package. • Identify modes and uses of ground transportation and discuss advantages and disadvantages of each. • Demonstrate a functional understanding of flight schedules. • Plan a trip for a family of four with a given budget using the Internet for flight schedules, rental cars, and hotel rates using presentation software showing daily itineraries including local attractions and expenses. • Identify, compare and contrast types of lodging facilities, ownership, lifestyle brands and their tiers of service. • Understand how revenue management strategies affect room rates and package plans.	
03.0 Demonstrate employability skills necessary for success in hospitality and tourism occupations.	The student will be able to: • Identify and utilize resources used in a job search for a hospitality and tourism related career (i.e. networking, professional networking sites such as LinkedIn, newspaper, etc.) • Pre-employment practices such as drug tests and background checks, and the potential role they play in hiring. • Identify steps in the application process and documents required when applying for employment (i.e.., application, references, W-4, I-9). • Prepare a pre-employment portfolio to include a cover letter, a customized resume, follow up letter, letter of recommendation and letter of resignation. • Identify and demonstrate appropriate dress and grooming for employment. • Conduct a company research before going to the interview, being prepared to demonstrate knowledge of latest company news, property amenities, trends, openings and company leadership. • Identify and demonstrate effective verbal and non-verbal interview skills (i.e. body language,	SE: 2.1, 2.2, 2.3, 2.4, CH2 EOC, 4.1, 4.2, 4.3, 4.4, CH4 EOC, 9.1, 13.4, 20.5, 20.6

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	handshakes, effective responses to common interview questions, as well as developing appropriate questions to ask at conclusion of interview). • Describe methods for handling illegal interview and application questions. • Discuss state and federal labor laws regulating the workplace (i.e.., Child Labor Law, sexual harassment, EEOC, ADA, FMLA, and OSHA). • Identify ways to assist diverse populations (people with different abilities, ethnicities, demographics and different generations). • Understand the performance management cycle and how quality work and meeting performance standards impacts opportunities for promotion. • Identify personal and business ethics (i.e., preventing theft, pilfering, and unauthorized discounting). • Develop organizational and time management skills by creating and maintaining an electronic calendar. • Demonstrate time management skills with on-task behavior and self-pacing in accomplishing work assignments. • Identify qualities typically required for promotion (i.e., productivity, dependability, responsibility). • Identify how to prepare for job separation and re-employment. • Generate and organize a professional portfolio of student work and projects. • Identify and practice stress management and relaxation techniques. • Develop quality guest service skills that apply to both solving guest issues as well as anticipating guest needs. • Practice positive customer service skills.	
04.0 Demonstrate human relations skills necessary for success in hospitality and tourism occupations.	The student will be able to: • Develop a list of qualities necessary to be an effective team player (i.e. respect, judgement, collaboration). • Design and participate in a team building activity for the workplace. • Demonstrate ability to work cooperatively with team members, supervisors and guests from diverse cultural and generational backgrounds. • Identify sensitive workplace issues and the laws that impact them (i.e., gender equity, cultural diversity, professional ethics, sexual harassment, disability, age). • Identify, define, and demonstrate professional interpersonal skills and personality traits. • Maintain hygiene, professional appearance, and a positive attitude. • Demonstrate ability to use creative problem-solving, decision-making, and critical-thinking strategies. • Demonstrate self-management, initiative, and multi-tasking. • Devise a rubric to evaluate appropriate workplace social behavior and work ethics.	SE: 2.4, 3.3, 4.1, 4.2, 4.3, 4.4, CH4 EOC, 7.3, 12.2

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	• Set personal and career goals and develop a plan of action to achieve those goals. • Demonstrate ability to offer and accept feedback. • Identify and practice stress management and relaxation techniques. • Explain importance of maintaining confidentiality of business matters. • Express importance of supporting and following company policies and procedures (i.e., attendance, tardiness). • Identify customer service skills needed for successful entry and progress in the hospitality and tourism industry.	
05.0 Demonstrate proficiency in applying communication and technology skills in the hospitality and tourism industry.	The student will be able to: • Describe effective staff communication and its uses (i.e., interpersonal, departmental, interdepartmental, company). • Identify, read, and comprehend a variety of forms of written communications utilized in the workplace. • Prepare a business letter, memo, fax, email and professional text message. • Describe positive guest/client relations. • Demonstrate ability to speak effectively to guests, co-workers, supervisors, and vendors using grammar and terminology appropriate to the industry. • Identify techniques of placing, answering, placing on hold, recording messages, and referring telephone calls. • Identify techniques of dealing with inappropriate telephone calls (i.e., bomb threats, obscene, abusive). • Demonstrate effective etiquette/netiquette in a business situation such as meals and general courtesy. • Discuss importance of developing networking skills to expand contacts within the industry. • Research social and professional networking websites (Twitter, Facebook, LinkedIn, etc.) and explain how these sites affect the hospitality industry and its employees. • Discuss importance of providing clear directions, interpretations, descriptions, and explanations. • Create and deliver an oral presentation. • Use presentation software to create a professional presentation that can be used for employee training. • Identify and demonstrate conflict resolution techniques related to customer service (i.e., resolving complaints, disputes, and negotiations). • Identify components of and prepare an itinerary. • Demonstrate ability to locate and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, maps, and Internet resources. • Identify types of technology/equipment used in a hospitality/tourism-related workplace (i.e., cash register, computer, scanner, time clock, and fax).	SE: 1.5, CH1 EOC, 2.4, 3.2, 3.3, 4.3, 5.3, CH5 EOC, 6.2, 6.4, CH12 EOC, CH16 EOC

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Standard	Performance Indicators *(for internal use only in correlations identification)*	*Hospitality & Tourism Management,* Second Edition Section Number
06.0 Explain economic principles as related to the hospitality and tourism industry.	The student will be able to: • Explain concept of supply and demand (i.e.., overbooking, yield management). • Explain role of employee productivity in contributing to profit margin (bottom line). • Identify economic opportunities in the industry. • Explain impact of tourism on local, state, national, and international economies. • Identify advantages and disadvantages of the primary forms of business ownership.	SE: 1.3, 11.1, 11.3, 24.1, 24.2
07.0 Identify marketing and business fundamentals related to the hospitality and tourism industry.	The student will be able to: • Explain marketing and its role in the industry and the free enterprise system. • Explain elements in the marketing mix (price, product, promotion, place, and people). • Explain functions of the business and marketing plan. • Explain concept of service vs. product marketing strategies. • Explain concept of target markets and market identification (i.e.., market segmentation). • Display an understanding of the different marketing channels used to promote destinations and products. • Identify niche markets (customer segmentation). • Identify specialty markets (product segmentation, i.e., sports, shopping, religion, etc.). • Recognize cultural customs and taboos. • Discuss the role of federal, state and local regulatory agencies as it relates to hospitality and tourism. • Identify methods of gathering customer feedback.	SE: 3.1, 3.4, 4.4, 7.2, 12.4, 16.2, 17.5, 23.1, 23.2, 23.3, CH23 EOC, 24.1
08.0 Identify sales techniques and procedures appropriate for use in the hospitality and tourism industry.	The student will be able to: • Explain purpose, principles, and importance of selling. • Identify effective sales techniques (i.e., steps in sales process, cross-selling, upselling and alternative options). • Explain motivation, needs, and expectations of the hospitality and tourism consumer and how it affects their lodging selection. • Identify an effective sales presentation (i.e.., feature-benefit analysis). • Discuss the importance of meeting specialized sales needs (i.e.., business travel, conventions and meetings, conferences, physically and/or mentally challenged). • Identify pros and cons of using the Internet as a sales tool. • Identify an effective sales presentation (i.e.., feature-benefit analysis). • Discuss the importance of meeting specialized sales needs (i.e.., business travel, conventions and meetings, conferences, physically and/or mentally challenged).	SE: 23.4, 23.5, 23.6, CH23 EOC

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09.0 Perform mathematical operations related to hospitality and tourism occupations.	The student will be able to: • Perform addition, subtraction, multiplication, division, ratios, and percentages as they relate to hospitality and tourism (i.e.., air travel, lodging, food service, car rentals, tours, cruises). • Apply problem-solving techniques to hospitality and tourism sales-related transactions (i.e., cash, checks, debit cards, credit cards, discounts, etc.). • Interpret quantitative information from tables, charts, and graphs as related to the hospitality/tourism related workplace. • Using standard industry formulas relative to discount date and due date, compute amount of payment on an invoice. • Calculate commissions, gratuities, taxes, and miscellaneous charges. • Calculate actual flying time and time zone differences. • Identify sources of currency exchange rates. • Research a foreign hotel and convert the cost of one room night from a foreign currency to dollars using an online calculator and/or math conversions. • Classify different payment options (i.e., cash, personal checks, traveler's checks, credit cards, debit cards, incentive program points). • Calculate refunds and exchange transactions for hospitality and tourism related services. • Explain the function of a night audit in the lodging and cruise industry.	SE: 4.2, 6.3, 6.5, 6.6, CH6 EOC, CH7 EOC, 11.2, CH12 EOC, CH13 EOC, 15.5, CH19 EOC, CH22 EOC, 23.2, 24.1, 24.2
10.0 Describe the organizational structure of lodging organizations.	The student will be able to: • Identify the different departments within a lodging organization (i.e., housekeeping, room service, catering). • Describe and analyze various organizational structures within the lodging industry. • Create an organization chart of a lodging organization.	SE: 5.3, 6.1, 7.1, 8.1, 9.2
11.0 Identify the roles of management and administrative personnel.	The student will be able to: • Identify the roles and responsibilities of the general manager, assistant managers, and the executive committee. • Identify the various divisions of lodging organizations (i.e., rooms, front office, engineering, administration, etc.). • Identify relationship between hotel manager and hotel owners, community, local government, CVB, etc. • Identify support personnel found in the administrative office of a lodging organization and their duties. • Identify management functions as they relate to different types of ownership (i.e., franchise, independent, chain, etc.).	SE: 5.1, 5.3, 5.4, CH5 EOC, 6.1, 6.3, 7.1, 8.1, 9.2

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12.0 Identify housekeeping operations and management functions.	The student will be able to: • List the jobs and duties in the housekeeping department. • Describe importance of the housekeeping team and relationship to overall functions of lodging establishment. • Discuss relevance of quality control to housekeeping operation. • Discuss the financial impact of inventory control. • Identify state and federal laws and guidelines relating to job performance and housekeeping operations (i.e., hospitality laws). • Identify sanitation regulations and standards (i.e., OSHA). • Identify safety regulations and standards (i.e., SDS, OSHA) as they apply to housekeeping. • Identify documents that flow through the housekeeping department (i.e., inspection sheets). • Identify vocabulary and acronyms unique to the housekeeping department. • Identify supplies necessary to equip a supply cart. • Explain and demonstrate proper techniques for maintaining room cleanliness. • Explain need for communication between housekeeping department and front desk (i.e., room availability, customer complaints).	SE: 7.1, 7.2, 7.3, 7.4, 7.5, CH7 EOC
13.0 Research conservation and Green initiatives in the hospitality industry.	The student will be able to: • Explain the Florida Green Lodging program. • List the requirements that must be met for a property to receive the Green certification. • List the requirements for maintaining the Green certification. • Research legislation regarding the Florida Green Lodging program and explain how state agencies are affected by this legislation. • Explain LEED and how it affects the hospitality and the future of construction/remodeling.	SE: 7.5
14.0 Identify sales/marketing and reservations function.	The student will be able to: • List jobs and duties in the sales and marketing department (sales manager, account manager, admin assistant, marketing manager, social media manager, etc.). • Describe importance of the sales and marketing team and relationship to overall functions of lodging establishment. • Analyze domestic and international lodging market segments and target markets. • Identify documents that flow through the sales and marketing department (pick-up report, VIP report, group resumes, revenue management reports, credit report, cashier report, arrival/departure report, etc.). • Describe various media and marketing tools utilized to promote lodging establishments, such as Web 2.0 and social media (TripAdvisor, YELP, Facebook, etc.). • Interpret parts of a marketing plan to be used in the sales department of a lodging establishment.	SE: 2.1, 5.3, 23.1, 23.2, 23.3, 23.4, 23.5, 23.6, CH23 EOC

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	• Identify vocabulary and acronyms unique to the sales and marketing department. • Identify references and resources used in the lodging industry (Official Hotel Guide, Hotel and Travel Index, OAG, Internet, CRS display, CVB, DMO, etc. • Compare a sample listing for a lodging establishment in each of the references identified above. • Recognize and identify hotel property and room codes. • Compare the information found on a hotel's website vs. a CRS availability display. • Determine information needed to book a hotel reservation. • Describe relationship between reservations and the sales and marketing department. • Explain need for communication between sales and marketing and front desk (group resume, function book, function sheet, group arrival, VIP's, ADR, etc.).	
15.0 Identify food and beverage functions.	The student will be able to: • List jobs and duties in the food and beverage department. • Describe importance of the food and beverage team and relationship to overall functions of lodging establishment. • Analyze food and beverage segments and target markets. • Identify the documents that flow through the food and beverage department. • Describe various media utilized to promote food and beverage services. • Identify vocabulary and acronyms unique to the food and beverage department. • Discuss how safety and sanitation apply to food and beverage services. • Describe importance of being familiar with a lodging establishments meeting space availability, capacity, and capability. • Explain need for communication between food and beverage department and front desk.	SE: 4.3, 10.1, 10.2, 10.4, 10.5, CH10 EOC, 23.3
16.0 Identify human resources functions.	The student will be able to: • List jobs and duties in the human resources department. • Describe importance of the human resources team and relationship to overall functions of lodging establishment. • Identify the documents that flow through the human resources department. • Identify vocabulary and acronyms unique to the human resources department. • Identify application procedures. • Explain the orientation process. • Explain the company policies/guidelines concerning applications.	SE: 2.1, 4.3, 5.3, 5.4, 9.1, 9.3, 14.1, 14.3, 21.3, 21.5

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	• Summarize incentive programs and benefits offered by lodging establishments, including but not limited to PTO, LOA, discounts, etc. • Interpret labor laws governing the lodging industry. • Explain need for communication between human resources department and front desk.	
17.0 Identify controller/finance functions.	The student will be able to: • List jobs and duties in the controller/finance department. • Describe importance of the controller/finance team and relationship to overall functions of lodging establishment. • Identify the documents that flow through the controller/finance department. • Identify vocabulary and acronyms unique to the controller/finance department. • Examine the role of employee productivity in contributing to profit margin (bottom line). • Interpret and evaluate a budget of a lodging establishment. • Identify differences between revenue centers and cost centers. • Explain need for communication between controller/finance department and front desk.	SE: 4.3, 5.3, 6.1, 6.2, 6.5, 6.6, CH6 EOC, 7.3
18.0 Identify safety/security functions.	The student will be able to: • List jobs and duties in the safety/security department. • Describe importance of the safety/security team and relationship to overall functions of lodging establishment. • Identify the documents that flow through the safety/security department. • Identify vocabulary and acronyms unique to the safety/security department. • Discuss importance of key control and safety deposit boxes. • Recognize guest safety and security issues (i.e., peepholes, smoke alarms, fire extinguishers). • Investigate laws pertaining to safety and security (i.e., ADA and OSHA). • Identify safety issues pertaining to lodging organizations' public areas (i.e., pool, stairwells, parking lots/garage, and exercise facilities). • Develop a severe weather/hurricane preparedness plan. • Diagram evacuation plan to include location of fire exit routes, emergency alarm locations, and stairwells. • Explain functions of the public broadcasting system, emergency contact telephone numbers, and chain of command. • Demonstrate lost and found procedures. • Simulate the use of two-way radios and other communication devices. • Explain need for communication between safety/security and front desk.	SE: 6.4, 9.2, 9.3, 9.4, 9.5, CH9 EOC

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	• Increase awareness in current security concerns, such as human trafficking, opioid use, active shooter, armed robbery, etc.	
19.0 Identify engineering/maintenance functions.	The student will be able to: • List jobs and duties in the engineering department. • Describe importance of the engineering team and relationship to overall functions of lodging establishment. • Identify documents that flow through the engineering department. • Identify vocabulary and acronyms unique to the engineering department. • Communicate importance of follow-up actions and procedures between engineering and the front desk department. • Identify different types of maintenance (i.e., routine, emergency, scheduled). • Identify regulations and standards as they apply to the engineering department (i.e., innkeepers law (0), OSHA, ADA, etc.). • Illustrate and label facility layout. • Explain need for communication between engineering/maintenance and front desk.	SE: 4.3, 8.1, 8.2, 8.3, 8.4, 8.5, CH8 EOC
20.0 Identify front desk functions.	The student will be able to: • Create a table on the computer summarizing the activities in the four stages of the guest cycle. • Describe importance of the front desk team and relationship to overall functions of lodging establishment. • Identify documents that flow through the front desk department. • Identify vocabulary and acronyms unique to the front desk department. • Demonstrate ability to generate and distribute front desk reports. • Identify laws, regulations, and standards as they pertain to front desk operations. • Explain need for interdepartmental communication.	SE: 4.3, 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, CH6 EOC
21.0 Examine the guest cycle process.	The student will be able to: • Explain and demonstrate pre-arrival procedures. • Demonstrate process of greeting guest (body language, facial expression, guest acknowledgment). • Simulate guest registration process. • Prepare and complete the guest departure process including zeroing out the account, processing payment, and updating system room status codes. • Simulate the four stages of the guest cycle by writing scripts, acting out, and making a video of each stage.	SE: 6.2

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22.0 Practice responding to guest needs, requests, and concerns.	The student will be able to: • Identify and classify guest requests. Examine appropriate follow-up procedures. • Recognize, compare, and contrast cultural differences. • Research and practice common phrases in various foreign languages that would be useful in the hospitality environment. • Distinguish among types of guest complaints (i.e., attitudinal, mechanical, service related, unusual). • Predict outcomes and practice mediation techniques. • Demonstrate ability to convey hotel features, services, amenities, and special events to guests.	SE: 3.1, 3.2, 3.3, CH3 EOC, 4.4, 6.2, 6.3, CH6 EOC
23.0 Operate front desk computer/office technology.	The student will be able to: • Demonstrate computer knowledge (i.e.., hardware, software, operating systems, and terminology). • Demonstrate proper keyboarding techniques. • Utilize word processing software to create career and industry related documents. • Utilize spreadsheet software to enhance decision-making skills. • Utilize database software to create a basic database. Utilize presentation software to create a multimedia presentation. • Explain and utilize Internet fundamentals (i.e.., e-mail, portals/search engines). • Identify and describe the function of technology based office equipment.	SE: 2.4, CH2 EOC, 4.2
24.0 Perform designated job skills.	The student will be able to: • Perform tasks as outlined in the job performance skills plan. • Display an acceptable level of productivity and quality control. • Maintain appropriate records. • Demonstrate appropriate dress and grooming habits for the workplace environment. • Research a company's products and services.	SE: 2.4, 4.1, 4.2, CH4 EOC
25.0 Demonstrate work ethics.	The student will be able to: • Demonstrate effective written and oral communication and listening skills. • Demonstrate the ability to resolve customer, employee, and employee/employer problems and concerns using critical thinking and problem-solving techniques. • Demonstrate acceptable work habits and conduct in the workplace as defined by company policy. • Demonstrate legal and ethical behavior within the scope of job responsibilities. • Follow policies and procedures affecting safety, health, and well-being. • Exhibit behavior supporting and promoting cultural and ethnic diversity. • Demonstrate interpersonal skills that enhance team productivity and foster positive work ethics.	SE: 4.2, 4.3, 4.4, CH4 EOC, 6.3, 7.2, 8.1, 11.1, 14.2, 14.4, 15.5, 16.1, 19.3, 20.4, 21.1, 21.2, 23.1, 24.2

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26.0 Define and apply various management styles and leadership techniques.	The student will be able to: • Compare and contrast autocratic, bureaucratic, democratic, and laissez-faire management styles. • Apply the different management styles to a variety of front desk situations (i.e., financial transactions, personnel issues, guest relations). • Define empowerment; centralization and decentralization; Theory X, Theory Y, and Theory Z; transactional; and transformational as they apply to leadership. • Distinguish between management and leadership.	SE: 21.1, 21.2
27.0 Define and evaluate role of effective team building.	The student will be able to: • Assess characteristics of successful teams (i.e., mission statement, code of conduct, effective leadership). • Identify and discuss stages of team development (i.e., forming, storming, norming, performing, transforming). • Discuss, apply, and evaluate brainstorming techniques. • Compare and contrast positive and negative roles individuals play in a team situation. • Explain how to work with individuals and specific behaviors to encourage team building. • Apply different team building techniques to front desk operations.	SE: 4.1, 4.2, 7.2, 20.4
28.0 Analyze the laws, legislation, and regulations that affect the lodging industry.	The student will be able to: • Identify, interpret, and apply applicable wage and hour laws. • Identify, interpret, and apply laws affecting hiring practices. • Identify, interpret, and apply labor relations laws. • Identify, interpret, and apply public health and safety laws. • Identify, interpret, and apply workers' compensation laws. • Identify, interpret, and apply the Innkeeper's Act. • Identify, interpret, and apply the Civil Rights Act. • Identify, interpret, and apply company and/or franchise regulations. • Identify licenses and permits required to operate a lodging establishment. • Discuss insurance requirements of a lodging establishment. • Investigate taxes affecting the lodging industry. • Interpret laws affecting contractual agreements (i.e., sales receipt, voucher, vendors). • Research conservation and Green Initiatives in the hospitality industry (such as LEED, Leadership in Energy and Environmental Design).	SE: 4.4, 7.2, 7.5, 8.4, 9.1, 13.1, 13.4, 19.5, 20.6
29.0 Describe and demonstrate personnel supervision techniques.	The student will be able to: • Prepare a job description and task analysis for front desk agent position. • Conduct a job application interview. • Establish recruiting and selection procedures to match applicants with job descriptions.	SE: 2.3, 6.1, 6.2, 21.2, 21.3, 21.4, 21.6, CH21 EOC

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	• Prepare and maintain an employee work schedule. • Apply dispute resolution skills to the handling of staff grievances, conflicts, disputes, and/or complaints. • Recognize the need for and types of employee incentive programs. • Design ways to appreciate/recognize outstanding employee behavior. • Demonstrate techniques for delegating responsibility and authority. • Assess effectiveness of delegation techniques. • Conduct management-employee group discussions.	
30.0 Manage guest services.	The student will be able to: • Prepare responses to typical guest requests, including verbal, face-to-face as well as using appropriate technology. • Create appropriate follow-up procedures, including verbal (face-to-face) or written (using technology, apps, text messages, email, etc.). • Research and assemble information concerning the surrounding community. • Design a guest service policy. • Design a comment card to evaluate guest service policies. • Forecast guest needs based on future trends and unusual events (i.e., Super Bowl, Olympics, natural disasters). • Compare and contrast the specific needs for various travelers and market segments (business, leisure, international, convention, meeting, etc.).	SE: 3.1, 3.2, 3.3, 3.4, CH3 EOC, 4.1, 4.2, 4.3, CH4 EOC, 23.3
31.0 Maintain accounting and information system.	The student will be able to: • Define revenue, gross income, overhead, and profit. • Examine the main accounting tools used by the business office of a lodging establishment, such as income statements, ledgers, etc. • Explain procedures for handling Airline Reporting Corporation (ARC) traffic documents (i.e., tour orders, Miscellaneous Charge Orders [MCOs]). • Define a credit transaction and credit terms. • Prepare and interpret an invoice, a monthly statement, and a purchase order. • Post accounting information to an accounts receivable journal, a cash receipts journal, an accounts payable journal, and a disbursements journal. • Identify data, ratios, and formulas that can be used to forecast room availability, occupancy, and revenue. • Interpret room availability, occupancy, and revenue reports. • Identify elements of budget reports and how they can be used to analyze operations.	SE: 4.2, 6.5, 6.6, 11.1, 11.2, 11.3, 11.4, CH11 EOC, 24.2, 24.3
32.0 Describe the aspects of entrepreneurship.	The student will be able to: • Define "entrepreneurship."	SE: 4.1, 4.2, 5.1, 22.1, 22.2, 22.3, 22.3, CH22 EOC, 23.2, 24.1

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	• Describe importance of entrepreneurship as it relates to the lodging industry and the American economy. • Discuss entrepreneurship as a career choice (i.e.., characteristics, aptitudes, and skills necessary to be a successful entrepreneur). • List advantages and disadvantages of business and franchise ownership. • Analyze risks and benefits involved in ownership of a lodging business. • Practice business skills needed to operate a lodging business efficiently and effectively. • Develop a business plan for opening a lodging property. • Create an advertising campaign to promote your lodging property. • Research and create a "Dream Design" such as a hotel, club, or Bed & Breakfast, describing the target market, design and amenities, food and beverage, staff needed to operate, and marketing ideas.	
33.0 Demonstrate the use of information technology within a lodging property.	The student will be able to: • Explain importance and uses of information technology in the management of a lodging property. • Demonstrate proficiency with information technology as used in the lodging industry. • Utilize integrated software programs to facilitate staff training. • Demonstrate proficiency with front office computer systems applications.	SE: 4.2, 5.3, 6.2, 9.4

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