

North Carolina CTE

# **Hospitality and Tourism Management I (2024)**

**Understand the structure of the hospitality and tourism industry. 1.00**

**1 Understand the various hospitality and tourism industry sectors and segmentation of guests. 1.01**

**A** Describe the origins of the hospitality and tourism industry and explain how it has changed over time. 1.01.A

1 Development of lodging and transportation. 1.01.A.1

2 Technological advancements. 1.01.A.2

**B** Describe the size and scope of the hospitality and tourism industry as a major employer. 1.01.B

**C** Describe how market segmentation of guests is used for hospitality and tourism destinations. 1.01.C

1 Demographic 1.01.C.1

2 Psychographic 1.01.C.2

3 Geographic 1.01.C.3

4 Behavioral 1.01.C.4

5 Social, Military, Educational, Religious, and Fraternal (SMERF) 1.01.C.5

6 Meetings, Incentives, Conferences, and Exhibitions (MICE) 1.01.C.6

**D** Categorize the sectors of the hospitality and tourism industry and the types of businesses operating in each sector. 1.01.D

1 Accommodations. 1.01.D.1

a Bed and breakfasts 1.01.D.1.A

b Campsites 1.01.D.1.B

c Hostels 1.01.D.1.C

d Hotels 1.01.D.1.D

e Motels 1.01.D.1.E

2 Food and beverage. 1.01.D.2

a Cafeterias. 1.01.D.2.A

b Catering services 1.01.D.2.B

c Fast food 1.01.D.2.C

d Food trucks 1.01.D.2.D

e Restaurants 1.01.D.2.E

f Snack bars 1.01.D.2.F

3 Transportation 1.01.D.3

a Airplanes 1.01.D.3.A

b Buses 1.01.D.3.B

c Ferries 1.01.D.3.C

d Rental Cars 1.01.D.3.D

- e Rideshare 1.01.D.3.E
      - f Trains 1.01.D.3.F
    - 4 Attractions 1.01.D.4
      - a Museums 1.01.D.4.A
      - b Performing arts centers 1.01.D.4.B
      - c Recreational nature areas 1.01.D.4.C
      - d Sports arenas 1.01.D.4.D
      - e Theme parks 1.01.D.4.E
- E Identify different ownership types within the hospitality and tourism industry. 1.01.E
  - 1 Independent business 1.01.E.1
  - 2 Chain 1.01.E.2
  - 3 Franchise 1.01.E.3
  - 4 Managed business 1.01.E.4

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## 2 Understand the components of the lodging industry. 1.02

### A Summarize the classifications of lodging properties. 1.02.A

- 1 Type of service. 1.02.A.1
  - a Full service 1.02.A.1.A
  - b Select service 1.02.A.1.B
  - c Limited service 1.02.A.1.C
  - d Luxury 1.02.A.1.D
  - e Boutique 1.02.A.1.E
  - f Resort 1.02.A.1.F
  - g Extended stay/residential 1.02.A.1.G
  - h Convention 1.02.A.1.H
  - i Timeshare 1.02.A.1.I
- 2 Specialty accommodations. 1.02.A.2
  - a Cruise ship 1.02.A.2.A
  - b Sharing economy 1.02.A.2.B
  - c Campground 1.02.A.2.C
- 3 Location 1.02.A.3
  - a Urban 1.02.A.3.A
  - b Suburban 1.02.A.3.B
  - c Highway 1.02.A.3.C
  - d Airport 1.02.A.3.D
- 4 Market segments 1.02.A.4
  - a Business 1.02.A.4.A
  - b Leisure 1.02.A.4.B
  - c Group/convention 1.02.A.4.C
- 5 Ownership 1.02.A.5
  - a Owner 1.02.A.5.A
  - b Independent 1.02.A.5.B
  - c Franchise 1.02.A.5.C
  - d Management Company 1.02.A.5.D

### B Explain the rating systems used for lodging properties. 1.02.B

- 1 Industry ratings 1.02.B.1
  - a Diamond ratings from the American Automobile Association (AAA) 1.02.B.1.A
  - b Stay ratings 1.02.B.1.B

- c HotelStars union 1.02.B.1.C
  - 2 Guest experience ratings 1.02.B.2
    - a Guest survey 1.02.B.2.A
    - b User-generated content/online reviews 1.02.B.2.B
- C Outline the responsibilities of key departments in a lodging property. 1.02.C
  - 1 Rooms Division 1.02.C.1
    - a Front office 1.02.C.1.A
    - b Housekeeping 1.02.C.1.B
  - 2 Food and beverage 1.02.C.2
  - 3 Engineering/Security 1.02.C.3
  - 4 Sales and marketing 1.02.C.4
  - 5 Human resources 1.02.C.5
  - 6 Finance/accounting 1.02.C.6
  - 7 Other divisions 1.02.C.7
    - a IT 1.02.C.7.A
    - b Recreation 1.02.C.7.B
    - c Gaming/entertainment 1.02.C.7.C
    - d Spa 1.02.C.7.D
    - e Retail outlets 1.02.C.7.E
    - f Third-party vendors 1.02.C.7.F
  - 8 Support staff 1.02.C.8

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### 3 Understand the food and beverage industry. 1.03

#### A Distinguish between the different segments of foodservice. 1.03.A

##### 1 Commercial. 1.03.A.1

- a Full-service 1.03.A.1.A
- b Quick-service 1.03.A.1.B
- c Catering 1.03.A.1.C
- d Food delivery 1.03.A.1.D
- e Concession 1.03.A.1.E

##### 2 Non-commercial 1.03.A.2

- a Schools 1.03.A.2.A
- b Healthcare facilities 1.03.A.2.B
- c Private employers 1.03.A.2.C
- d Government 1.03.A.2.D

#### B Outline department organization in the food and beverage industry. 1.03.B

##### 1 Front of the house 1.03.B.1

- a Employees 1.03.B.1.A
- b Responsibilities 1.03.B.1.B

##### 2 Back of the house 1.03.B.2

- a Employees 1.03.B.2.A
- b Responsibilities 1.03.B.2.B

##### 3 Communication between departments 1.03.B.3

##### 4 Staff retention 1.03.B.4

#### C Identify the main styles of table service and how they are executed. 1.03.C

##### 1 Service styles 1.03.C.1

- a Plated service 1.03.C.1.A
- b American service 1.03.C.1.B
- c French service 1.03.C.1.C
- d English service 1.03.C.1.D
- e Russian service 1.03.C.1.E
- f Buffet service 1.03.C.1.F
- g Cafeteria service 1.03.C.1.G
- h Drive-through service 1.03.C.1.H
- i Over-the-counter service 1.03.C.1.I

##### 2 Ghost kitchens 1.03.C.2

**D** List the steps in menu planning and design. 1.03.D

**1** Menu types 1.03.D.1

**a** Fixed 1.03.D.1.A

**b** Cyclical 1.03.D.1.B

**c** À la carte 1.03.D.1.C

**d** Prix Fixe 1.03.D.1.D

**2** Parts of a menu 1.03.D.2

**3** Steps in menu planning 1.03.D.3

**4** Menu design 1.03.D.4

**5** Evaluation 1.03.D.5

**6** Standardized recipes 1.03.D.6

**E** Explain how food and beverage operations are incorporating healthier food options. 1.03.E

**1** Nutrition 1.03.E.1

**2** Healthy menu options 1.03.E.2

**3** Dietary restrictions 1.03.E.3

**4** Balance healthier options and cost 1.03.E.4

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#### **4 Understand the elements of travel and tourism. 1.04**

##### **A Compare different modes of travel. 1.04.A**

- 1 Air travel 1.04.A.1
- 2 Train travel 1.04.A.2
- 3 Bus travel 1.04.A.3
- 4 Car travel 1.04.A.4
- 5 Water travel/Cruises 1.04.A.5
  - a Ocean 1.04.A.5.A
  - b River 1.04.A.5.B
  - c Adventure 1.04.A.5.C
  - d Luxury 1.04.A.5.D
  - e Amenities 1.04.A.5.E
- 6 Miscellaneous types of transportation 1.04.A.6
  - a Ride-sharing services 1.04.A.6.A
  - b Trolley ride 1.04.A.6.B
  - c Horse-drawn carriage 1.04.A.6.C
  - d Pedicab/rickshaw 1.04.A.6.D
  - e Gondola 1.04.A.6.E

##### **B Categorize travel administration and documentation. 1.04.B**

- 1 Airport regulatory agencies 1.04.B.1
  - a Transportation Security Administration (TSA) 1.04.B.1.A
  - b Federal Aviation Administration (FAA) 1.04.B.1.B
  - c International Airport Transportation Association (IATA) 1.04.B.1.C
- 2 Travel Documentation 1.04.B.2
  - a REAL ID 1.04.B.2.A
  - b Passport Book 1.04.B.2.B
  - c Passport card 1.04.B.2.C
  - d Visa 1.04.B.2.D

##### **C Describe the different methods for booking travel. 1.04.C**

- 1 Online book websites 1.04.C.1
- 2 Travel agencies 1.04.C.2

##### **D Summarize the different reasons why people travel. 1.04.D**

- 1 Business tourism 1.04.D.1
- 2 Leisure tourism 1.04.D.2

- E Classify tourism based on where people travel. 1.04.E
  - 1 Domestic tourism 1.04.E.1
  - 2 International tourism 1.04.E.2
  - 3 Niche tourism 1.04.E.3
    - a Agritourism 1.04.E.3.A
    - b Heritage tourism 1.04.E.3.B
    - c Ecotourism 1.04.E.3.C
    - d Sustainable tourism 1.04.E.3.D
    - e Dark Tourism 1.04.E.3.E
  - 4 Destination marketing increasing travel to a destination 1.04.E.4
- F Explain how geography, seasonality, culture, and politics affect travel and tourism. 1.04.F
  - 1 Political considerations 1.04.F.1
  - 2 Environmental considerations 1.04.F.2
  - 3 Social/cultural considerations 1.04.F.3
  - 4 Technological considerations 1.04.F.4
  - 5 Economic considerations 1.04.F.5
  - 6 Legal considerations 1.04.F.6
- G Identify personal factors that might influence a traveler to select a travel destination. 1.04.G
  - 1 Personal motivation 1.04.G.1
  - 2 Logistical motivation 1.04.G.2

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## 5 Understand the facets of attractions and event management. 1.05

A Explain how the attractions sector intersects with the hospitality and tourism industry. 1.05.A

1 Impact on tourism. 1.05.A.1

- a Increased need for hospitality sectors. 1.05.A.1.A
- b Increases employment 1.05.A.1.B
- c Increase taxes 1.05.A.1.C
- d Destination marketing organizations (DMO) 1.05.A.1.D

2 Types of attractions 1.05.A.2

- a Commercially-produced 1.05.A.2.A
  - 1 Amusement parks 1.05.A.2.A.1
  - 2 Theme parks 1.05.A.2.A.2
- b Natural attractions 1.05.A.2.B
- c Cultural attractions 1.05.A.2.C
- d Events 1.05.A.2.D

3 Importance of infrastructure 1.05.A.3

B Distinguish between types of entertainment available to travelers. 1.05.B

1 Resorts 1.05.B.1

2 Clubs 1.05.B.2

- a Country 1.05.B.2.A
- b Dining 1.05.B.2.B
- c Yacht 1.05.B.2.C
- d City 1.05.B.2.D

3 Gaming 1.05.B.3

- a Land-based 1.05.B.3.A
- b Riverboat 1.05.B.3.B
- c Specialty 1.05.B.3.C

C Compare different types of meetings, conventions, and events. 1.05.C

1 General Events 1.05.C.1

- a Conventions 1.05.C.1.A
- b Concerts 1.05.C.1.B
- c Festivals 1.05.C.1.C
- d Sporting events 1.05.C.1.D
- e Wellness events 1.05.C.1.E
- f Regional events 1.05.C.1.F



**Understand safety and security challenges and safe food handling practices. 2.00**

**1 Understand safety and security processes for employees and guests. 2.01**

- A Summarize the legal rights and responsibilities of guests and the lodging property. 2.01.A
  - 1 Innkeeper laws 2.01.A.1
  - 2 Legal considerations 2.01.A.2
    - a Reasonable care 2.01.A.2.A
    - b Negligence 2.01.A.2.B
    - c Liability 2.01.A.2.C
    - d Protecting guest's privacy 2.01.A.2.D
- B Outline the organization of a security department. 2.01.B
  - 1 Director of Security/Security manager 2.01.B.1
  - 2 Security supervisor 2.01.B.2
  - 3 Security officer 2.01.B.3
  - 4 Role of all employees in security 2.01.B.4
- C Identify safety and security challenges. 2.01.C
  - 1 Human trafficking 2.01.C.1
  - 2 Common Hazards and threats 2.01.C.2
    - a Biological 2.01.C.2.A
      - 1 Covid-19 2.01.C.2.A.1
      - 2 Bloodborne pathogens 2.01.C.2.A.2
    - b Chemical 2.01.C.2.B
      - 1 Chemical spill 2.01.C.2.B.1
      - 2 Gas leak 2.01.C.2.B.2
    - c Physical 2.01.C.2.C
      - 1 Power outages 2.01.C.2.C.1
      - 2 Noise pollution 2.01.C.2.C.2
    - d Natural 2.01.C.2.D
      - 1 Weather 2.01.C.2.D.1
      - 2 Wildfires 2.01.C.2.D.2
    - e Human 2.01.C.2.E
      - 1 Theft 2.01.C.2.E.1
      - 2 Disputes/violence 2.01.C.2.E.2
  - 3 Capacity limits 2.01.C.3
  - 4 Regulations and security issues 2.01.C.4
  - 5 Loss prevention 2.01.C.5



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## 2 Understand solutions for safety and security challenges. 2.02

### A Describe solutions for safety and security challenges. 2.02.A

- 1 Risk management 2.02.A.1
  - a Preventing slips, trips, and falls 2.02.A.1.A
  - b Fire hazards 2.02.A.1.B
    - 1 Fires and fire extinguishers 2.02.A.1.B.1
    - 2 Avoiding burns 2.02.A.1.B.2
  - c Lifting and carrying safely 2.02.A.1.C
  - d Safety Audit 2.02.A.1.D
- 2 Loss prevention 2.02.A.2
  - a Key control 2.02.A.2.A
  - b Surveillance 2.02.A.2.B
- 3 Infrastructure needs 2.02.A.3
- 4 Emergency preparedness 2.02.A.4
  - a Emergency preparedness cycle 2.02.A.4.A
  - b Emergency response plan 2.02.A.4.B

### B Interpret different methods hospitality and tourism industries use to protect employees and guests. 2.02.B

- 1 Workplace safety 2.02.B.1
  - a Occupational Safety and Health Administration (OSHA) regulations 2.02.B.1.A
  - b Hazard Communication Standard (HCS) 2.02.B.1.B
  - c Safety data sheets 2.02.B.1.C
  - d Personal protective equipment 2.02.B.1.D
- 2 Guest safety 2.02.B.2
  - a Key control 2.02.B.2.A
  - b Technology 2.02.B.2.B
  - c Emergency preparedness plans 2.02.B.2.C

### C Summarize the functions of national and local government safety and security organizations. 2.02.C

- 1 Fire department 2.02.C.1
- 2 Police department 2.02.C.2
- 3 Department of Health and Human Services (DHHS) 2.02.C.3
- 4 Department of Transportation (DOT) 2.02.C.4
- 5 Department of Homeland Security (DHS) 2.02.C.5

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**3 Recognize practices to promote safe food handling.** 2.03

**A** Describe the impacts of foodborne illness. 2.03.A

**1** Criteria for a foodborne illness outbreak 2.03.A.1

**2** Vulnerable populations 2.03.A.2

**a** Elderly people 2.03.A.2.A

**b** Preschool-aged children 2.03.A.2.B

**c** People with compromised immune systems 2.03.A.2.C

**3** Costs of foodborne illness 2.03.A.3

**4** Food and Drug Administration (FDA) Food Code implementation. 2.03.A.4

**B** Identify the most common sources of foodborne illness. 2.03.B

**1** Risk factors for food becoming unsafe 2.03.B.1

**2** Hazards 2.03.B.2

**a** Biological contamination 2.03.B.2.A

**1** Factors needed for bacteria to grow- Food, Acidity, Temperature, Time, Oxygen, Moisture (FATTOM) 2.03.B.2.A.1

**2** Temperature danger zone (TDZ) 2.03.B.2.A.2

**b** Chemical contamination 2.03.B.2.B

**c** Physical contamination 2.03.B.2.C

**C** Identify how to prevent food handlers from contaminating food. 2.03.C

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**Food handlers' responsibilities** 2.03.C.A

**a Food handlers' responsibilities** 2.03.C.A

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**Personal cleanliness and work attire** 2.03.C.A.1

**1 Personal cleanliness and work attire** 2.03.C.A.1

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**Steps of proper handwashing** 2.03.C.A.2

**2 Steps of proper handwashing** 2.03.C.A.2

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**Glove use** 2.03.C.A.3

**3 Glove use** 2.03.C.A.3

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**Time and temperature control** 2.03.C.B

**b Time and temperature control** 2.03.C.B

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**Methods for safe food thawing** 2.03.C.C

**c Methods for safe food thawing** 2.03.C.C

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**Cooking temperatures and times for different**

**d Cooking temperatures and times for different food products** 2.03.C.D

**food products** 2.03.C.D

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**Cooling methods** 2.03.C.E

**e Cooling methods** 2.03.C.E

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**Hot and cold holding methods to prepare food for holding.** 2.03.C.F

**f Hot and cold holding methods to prepare food for holding.** 2.03.C.F

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**Guidelines for foodservice workers to properly serve food.** 2.03.C.G

**g Guidelines for foodservice workers to properly serve food.** 2.03.C.G

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**Cleaning vs. sanitizing** 2.03.C.H

**h Cleaning vs. sanitizing** 2.03.C.H

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**Understand careers, CTSOs, employability, and technical skills in the hospitality and Tourism Management industry. 3.00**

**1 Understand career and CTSO opportunities in the Hospitality and Tourism Management pathway. 3.01**

**A Understand career opportunities Hospitality and Tourism Management pathway. 3.01.A**

- 1 Career research 3.01.A.1
- 2 High-wage, high-demand careers in pathway 3.01.A.2
  - a Local 3.01.A.2.A
  - b State 3.01.A.2.B
  - c National 3.01.A.2.C

**B Understand opportunities in DECA. 3.01.B**

- 1 Skill development 3.01.B.1
- 2 Leadership 3.01.B.2
- 3 Service Learning 3.01.B.3
- 4 Competitive and professional development experiences 3.01.B.4

**C Understand opportunities in Family Career and Community Leaders of America (FCCLA) 3.01.C**

- 1 Skill development 3.01.C.1
- 2 Leadership 3.01.C.2
- 3 Service Learning 3.01.C.3
- 4 Competitive and professional development experiences 3.01.C.4

**D Understand opportunities in Future Business Leaders of America (FBLA) 3.01.D**

- 1 Skill development 3.01.D.1
- 2 Leadership 3.01.D.2
- 3 Service Learning 3.01.D.3
- 4 Competitive and professional development experiences 3.01.D.4

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## 2 Apply durable employability skills needed in the hospitality and tourism industry. 3.02

A Explain the durable employability skills needed to be a successful hospitality and tourism employee. 3.02.A

1 Adaptability 3.02.A.1

2 Collaboration 3.02.A.2

a Leadership 3.02.A.2.A

b Teamwork 3.02.A.2.B

3 Communication 3.02.A.3

a Verbal and nonverbal 3.02.A.3.A

b Communication methods 3.02.A.3.B

c Active listening 3.02.A.3.C

d Feedback 3.02.A.3.D

4 Critical thinking 3.02.A.4

a Problem-solving skills 3.02.A.4.A

1 Identify the problem. 3.02.A.4.A.1

2 Generate potential solutions. 3.02.A.4.A.2

3 Weigh the pros and cons of each solution. 3.02.A.4.A.3

4 Implement the best solution. 3.02.A.4.A.4

5 Evaluate the outcome. 3.02.A.4.A.5

b Conflict resolution 3.02.A.4.B

c Feedback 3.02.A.4.C

5 Empathy 3.02.A.5

a Nonverbal signals 3.02.A.5.A

b Customer satisfaction 3.02.A.5.B

c Employee morale 3.02.A.5.C

d Diversity and inclusion 3.02.A.5.D

1 Avoiding stereotypes and biases 3.02.A.5.D.1

2 Developing cultural competence 3.02.A.5.D.2

3 Welcoming guests with disabilities 3.02.A.5.D.3

4 Preventing harassment 3.02.A.5.D.4

5 Working with people from different generations 3.02.A.5.D.5

6 Learners' mindset 3.02.A.6

a Keeping up with changes in the industry 3.02.A.6.A

b Life-long learner 3.02.A.6.B

- 7 Personal responsibility 3.02.A.7
  - a Decision-making 3.02.A.7.A
  - b Health and wellness 3.02.A.7.B
  - c Accountability 3.02.A.7.C
- B Explain the professional expectations of employees in the hospitality and tourism environment. 3.02.B
  - 1 Workplace etiquette 3.02.B.1
    - a Meeting behaviors 3.02.B.1.A
    - b Phone behaviors 3.02.B.1.B
    - c Email behaviors 3.02.B.1.C
  - 2 Stress management 3.02.B.2
  - 3 Time management 3.02.B.3
    - a Planning 3.02.B.3.A
    - b Goal setting 3.02.B.3.B
    - c Setting priorities 3.02.B.3.C
    - d Delegating 3.02.B.3.D

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### **3 Understand technical skills needed in the hospitality and tourism industry. 3.03**

**A** Show technical skills needed for employees in the hospitality and tourism industry. 3.03.A

**1** Academic skills 3.03.A.1

**a** Math 3.03.A.1.A

**b** Language 3.03.A.1.B

**c** Analytics 3.03.A.1.C

**2** Computer skills 3.03.A.2

**a** Using computer basics 3.03.A.2.A

**1** Information systems 3.03.A.2.A.1

**2** Communication devices 3.03.A.2.A.2

**b** Using software 3.03.A.2.B

**1** Word processing 3.03.A.2.B.1

**2** Spreadsheets 3.03.A.2.B.2

**3** Presentation 3.03.A.2.B.3

**4** Database 3.03.A.2.B.4

**5** Electronic file storage 3.03.A.2.B.5

**c** Using internet and email 3.03.A.2.C

**1** Calendar management 3.03.A.2.C.1

**2** Contact management 3.03.A.2.C.2

**3** Social media 3.03.A.2.C.3

**d** Providing security 3.03.A.2.D

**1** Privacy solutions 3.03.A.2.D.1

**2** Security guidelines 3.03.A.2.D.2

**3** Abuses of information 3.03.A.2.D.3

**4** Suspicious threats 3.03.A.2.D.4

**5** Passwords 3.03.A.2.D.5

**6** Secure websites 3.03.A.2.D.6

**B** Explain certificates and degrees for hospitality and tourism management. 3.03.B

**1** Training 3.03.B.1

**a** Hotel management 3.03.B.1.A

**b** Meeting and event management 3.03.B.1.B

**c** Hospitality administration and management 3.03.B.1.C

**d** Business administration and management 3.03.B.1.D

**2** Industry certifications 3.03.B.2

- a American Hotel and Lodging Education Institute (AHLEI) Certified Guest Service Professional 3.03.B.2.A
  - b American Hotel and Lodging Education Institute (AHLEI) Certified hotel Administrator 3.03.B.2.B
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**Understand concepts of exceptional guest services.** 4.00

**1 Understand how customer service impacts the guest experience.** 4.01

**A Summarize guests' needs and wants to meet and exceed their expectations.** 4.01.A

**1 Maslow's hierarchy of needs** 4.01.A.1

- a Physiological 4.01.A.1.A
- b Safety 4.01.A.1.B
- c Love and belonging 4.01.A.1.C
- d Esteem 4.01.A.1.D
- e Self-actualization 4.01.A.1.E

**2 Identifying guests needs** 4.01.A.2

- a Primary research 4.01.A.2.A
- b Secondary research 4.01.A.2.B

**3 Emotional intelligence** 4.01.A.3

- a Self-awareness 4.01.A.3.A
- b Self-regulation 4.01.A.3.B
- c Social skills 4.01.A.3.C
- d Empathy 4.01.A.3.D
- e Motivation 4.01.A.3.E

**B Interpret the needs and wants of guests throughout the guest experience cycle and the importance of satisfying and exceeding their expectations.** 4.01.B

**1 The guest experience cycle** 4.01.B.1

- a Pre-arrival 4.01.B.1.A
- b Arrival 4.01.B.1.B
- c Occupancy 4.01.B.1.C
- d Departure 4.01.B.1.D
- e Post-departure 4.01.B.1.E
- f Recovery 4.01.B.1.F

**2 Satisfying guests needs** 4.01.B.2

- a Moments of truth 4.01.B.2.A
- b Quality guest service 4.01.B.2.B
- c Cost of error 4.01.B.2.C
- d Delivering exceptional service 4.01.B.2.D

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## 2 Understand the employee role and impact on reputation management. 4.02

- A Explain how employee empowerment contribute to the guest experience. 4.02.A
  - 1 Empowerment is the ability for a front of the house employee to make decisions on behalf of the guest, with support from management. 4.02.A.1
  - 2 Service recovery is the process of correcting errors in a guest service experience. 4.02.A.2
  - 3 Service recovery models for resolving guest issues. 4.02.A.3
    - a Hear, Empathize, Apologize, Resolve, Diagnose (HEARD) 4.02.A.3.A
    - b Listen, Empathize, Acknowledge, React, Notify (LEARN) 4.02.A.3.B
    - c Greet, Understand, Empathize, Suggest solve, Track (GUEST) 4.02.A.3.C
- B Discuss reputation management and the tools used to measure guest satisfaction. 4.02.B
  - 1 Measuring guest satisfaction 4.02.B.1
  - 2 Online reviews 4.02.B.2
    - a Influencers 4.02.B.2.A
    - b Guest feedback 4.02.B.2.B
- C Explain the importance of housekeeping employees in the guest experience. 4.02.C
  - 1 Guest relations 4.02.C.1
  - 2 Safety and security 4.02.C.2
  - 3 Green practices 4.02.C.3
- D Demonstrate Certified Guest Service Professional competencies. 4.02.D
  - 1 Recovery 4.02.D.1
  - 2 Personalization 4.02.D.2
  - 3 Knowledge 4.02.D.3
  - 4 Passion 4.02.D.4
  - 5 Commitment 4.02.D.5
  - 6 Inclusion 4.02.D.6
  - 7 Personality 4.02.D.7

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### **3 Understand the use of technology used in customer service.** 4.03

**A** Identify the benefits of technology for hospitality and tourism operations to deliver exceptional guest experience. 4.03.A

- 1 Efficiency 4.03.A.1
- 2 Automation 4.03.A.2
- 3 Customization 4.03.A.3
- 4 Cost reduction 4.03.A.4
- 5 Reservations 4.03.A.5

**B** Describe types of technology used for customer satisfaction. 4.03.B

- 1 Kiosk check in/out 4.03.B.1
  - 2 Key cards or smart devices 4.03.B.2
  - 3 Online reservation 4.03.B.3
  - 4 Travel updates 4.03.B.4
  - 5 Mobile apps/smart technology 4.03.B.5
  - 6 Customizable interactive maps 4.03.B.6
  - 7 Robots 4.03.B.7
  - 8 Chatbots 4.03.B.8
  - 9 Quick Response (QR) 4.03.B.9
  - 10 Virtual tours 4.03.B.10
  - 11 Virtual queues 4.03.B.11
  - 12 Contactless payments 4.03.B.12
  - 13 Internet of things (IoT) 4.03.B.13
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**Understand trends in the hospitality and tourism industry and the economic, environmental, and social impacts. 5.00**

**1 Understand the economic impact of hospitality and tourism. 5.01**

- A Understand factors of production as the resources people use to produce goods and services to build the economy. 5.01.A
  - 1 Land is any natural resource used to produce goods and services. 5.01.A.1
  - 2 Labor is the effort that people contribute to the production of goods and services. 5.01.A.2
  - 3 Capital is the machinery, tools, and buildings humans use to produce goods and services. 5.01.A.3
  - 4 Entrepreneurship is innovators who use land, labor, and capital to develop new goods and serves. 5.01.A.4
- B Understand factors that affect an economy to plan for the future of the hospitality and tourism industry. 5.01.B
  - 1 Supply and demand 5.01.B.1
  - 2 Weather/natural disasters 5.01.B.2
  - 3 Health crises 5.01.B.3
  - 4 Politics 5.01.B.4
  - 5 Current trends 5.01.B.5
  - 6 Exchange rates 5.01.B.6
- C Summarize the economic impact of the business cycle on the hospitality and tourism industry on the local, state, national, and global scale. 5.01.C
  - 1 Expansion 5.01.C.1
  - 2 Peak 5.01.C.2
  - 3 Recovery 5.01.C.3
  - 4 Recession 5.01.C.4
  - 5 Depression 5.01.C.5
  - 6 Trough 5.01.C.6
  - 7 Measurements of an economy to identify business cycles. 5.01.C.7
    - a Real Gross Domestic Product (GDP) 5.01.C.7.A
    - b Productivity 5.01.C.7.B
    - c Inflation rate 5.01.C.7.C
    - d Unemployment rate 5.01.C.7.D
    - e Standard of living 5.01.C.7.E
    - f Discretionary income 5.01.C.7.F
- D Exemplify the impact of hospitality and tourism on the economy. 5.01.D
  - 1 Large scale economic impact is when destinations grow to keep up with the number of new visitors. 5.01.D.1

- 2 Small scale economic is when smaller destinations see an increase in businesses during peak seasons providing employment for local residents and increase local tax base. 5.01.D.2
- 3 Limiting the impact of Overtourism or Undertourism to destinations. 5.01.D.3
- E Understand the tourism multiplier effect and the impact on an economy. 5.01.E
  - 1 Direct impact 5.01.E.1
    - a Employment-availability of jobs. 5.01.E.1.A
    - b Tourism spending of discretionary income 5.01.E.1.B
    - c Taxes 5.01.E.1.C
  - 2 Indirect impact 5.01.E.2
    - a Supply chain effects 5.01.E.2.A
    - b Industries impacted because of tourism dollars- agriculture, public safety. 5.01.E.2.B
  - 3 Induced impact is employee spending locally. 5.01.E.3
  - 4 Seasonality of tourism as a challenge to the multiplier effect. 5.01.E.4

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## 2 Understand environmental impacts of the hospitality and tourism industry. 5.02

A Describe the environmental impacts of the hospitality and tourism industry. 5.02.A

1 Pollution 5.02.A.1

a Air emissions 5.02.A.1.A

b Noise 5.02.A.1.B

c Water 5.02.A.1.C

d Land 5.02.A.1.D

2 Loss of green space 5.02.A.2

3 Damage to natural or historical sites 5.02.A.3

4 Natural disasters 5.02.A.4

5 Climate 5.02.A.5

a Warm winter 5.02.A.5.A

b Cold winter 5.02.A.5.B

c Spring 5.02.A.5.C

d Summer 5.02.A.5.D

e All season 5.02.A.5.E

f Rainy season 5.02.A.5.F

g Dry season 5.02.A.5.G

6 Seasonality 5.02.A.6

a Peak 5.02.A.6.A

b Off peak 5.02.A.6.B

B Explain how the hospitality and tourism industry diminishes negative impacts on the environment. 5.02.B

1 Sustainability 5.02.B.1

2 Corporate social responsibility 5.02.B.2

3 Green initiatives 5.02.B.3

4 Regulations 5.02.B.4

a Environmental Protection Agency (EPA) 5.02.B.4.A

b Smoking ordinances 5.02.B.4.B

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**3 Understand social impacts of the hospitality and tourism industry. 5.03**

**A** Explain the positive and negative social impacts of hospitality and tourism. 5.03.A

1 Crime rates 5.03.A.1

2 Social changes 5.03.A.2

3 Heritage 5.03.A.3

4 Preserving culture 5.03.A.4

5 Standardization 5.03.A.5

6 Commercialization 5.03.A.6

7 Discrimination/diversity 5.03.A.7

8 Revitalization 5.03.A.8

9 Infrastructure 5.03.A.9

**B** Classify the positive and negative social impacts of hospitality and tourism at each level. 5.03.B

1 Local 5.03.B.1

2 State 5.03.B.2

3 National 5.03.B.3

4 Global 5.03.B.4

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**4 Understand trends in the hospitality and tourism industry. 5.04**

**A Summarize trends in the hospitality and tourism industry. 5.04.A**

- 1 Safety 5.04.A.1
- 2 Hygiene 5.04.A.2
- 3 Sustainability 5.04.A.3
- 4 Smart technology 5.04.A.4
- 5 Artificial intelligence 5.04.A.5
- 6 Virtual reality 5.04.A.6
- 7 Augmented reality 5.04.A.7
- 8 Local experiences 5.04.A.8
- 9 Unique brand experiences 5.04.A.9
- 10 Mobile check-in services 5.04.A.10
- 11 Customer recognition 5.04.A.11
- 12 Going touchless 5.04.A.12
- 13 Cloud migration 5.04.A.13

**B Foresee thought processes in the hospitality and tourism industry. 5.04.B**

- 1 Globalization 5.04.B.1
- 2 Competition 5.04.B.2
- 3 Increased demand 5.04.B.3
- 4 Adaptability 5.04.B.4
- 5 Change 5.04.B.5