



Hospitality & Tourism Career Cluster (HT)

1. Describe the key components of marketing and promoting hospitality and tourism products and services.
2. Evaluate the nature and scope of the Hospitality and Tourism Career Cluster and the role of hospitality and tourism in society and the economy.
3. Demonstrate hospitality and tourism customer service skills that meet customers' needs.
4. Describe employee rights and responsibilities and employers' obligations concerning occupational health and safety in the hospitality and tourism workplace.
5. Identify potential, real and perceived hazards and emergency situations and determine the appropriate safety and security measures in the hospitality and tourism workplace.
6. Describe career opportunities and means to attain those opportunities in each of the Hospitality and Tourism Career Pathways.



Culinary Arts Career Pathway (HT-CA)

1. Describe ethical and legal responsibilities in food and beverage service facilities.
2. Demonstrate safety and sanitation procedures in food and beverage service facilities.
3. Use information from cultural and geographical studies to guide customer service decisions in food and beverage service facilities.
4. Demonstrate leadership qualities and collaboration with others.
5. Research costs, pricing, market demands and marketing strategies to manage profitability in food and beverage service facilities.
6. Explain the benefits of the use of computerized systems to manage food service operations and guest service.
7. Utilize technical resources for food services and beverage operations to update or enhance present practice.
8. Implement standard operating procedures related to food and beverage production and guest service.
9. Describe career opportunities and qualifications in the restaurant and food service industry.
10. Apply listening, reading, writing and speaking skills to enhance operations and customer service in food and beverage service facilities.





Hospitality & Tourism Career Cluster (HT)

	Standard	Performance Elements	Sample Indicators
HT 1	Describe the key components of marketing and promoting hospitality and tourism products and services.	1. Demonstrate knowledge of marketing techniques commonly used in the hospitality and tourism industry to sell a product or service.	<ul style="list-style-type: none"> Identify the elements of marketing. Compare/contrast different marketing packets. Develop strategies for making a sale.
		2. Identify effects of the economy on the hospitality and tourism industry to effectively plan products and services.	<ul style="list-style-type: none"> Describe how economics applies to the hospitality and tourism industry. Discuss the importance of the hospitality and tourism industry to the U.S. economy. Explain the effects that supply and demand have on the hospitality and tourism industry.
HT 2	Evaluate the nature and scope of the Hospitality & Tourism Career Cluster and the role of hospitality and tourism in society and the economy.	1. Identify management styles within a variety of organizational structures.	<ul style="list-style-type: none"> Define industry management terms including yield, yield management, no-show, discount inventory control, overbooking and spoilage. Compare/contrast management of different organizational structures including independently owned, chain-affiliated and corporations in the industry.
		2. Trace the development of the hospitality and tourism industry to understand the overall structure.	<ul style="list-style-type: none"> Discuss the current trends in society and how they affect hospitality and tourism.
HT 3	Demonstrate hospitality and tourism customer service skills that meet customers' needs.	1. Use customer comments to guide customer satisfaction policies.	<ul style="list-style-type: none"> Assess the importance of customer satisfaction. Devise strategies for maximizing customer satisfaction. Role-play customer dissatisfaction scenarios.
		2. Integrate the principles of customer service to positively impact organizational performance.	<ul style="list-style-type: none"> Describe how customer service affects a company's bottom line.
		3. Identify and compare services and products from related industries to understand how they affect hospitality and tourism products and services.	<ul style="list-style-type: none"> No Sample Indicators.



COLLEGE AND CAREER READY

A WORLD-CLASS EDUCATION FOR MILITARY-CONNECTED STUDENTS

HT 	Standard	Performance Elements	Sample Indicators
HT 4	Describe employee rights and responsibilities and employers' obligations concerning occupational health and safety in the hospitality and tourism workplace.	1. State the rationale for rules and laws designed to promote safety and health in the workplace.	<ul style="list-style-type: none"> Identify key rights of employees related to occupational safety and health. Identify the responsibilities of employers related to occupational safety and health. Explain the role of government agencies in providing a safe workplace. Illustrate compliance with OSHA safety regulations and practices.
		2. Assess workplace conditions with regard to safety and health.	<ul style="list-style-type: none"> Follow industry standards to comply with safety regulations and practices. Review safety and sanitation procedures applicable to the workplace.
		3. Demonstrate application of legal policies to comply with laws regarding hiring, harassment and safety issues.	<ul style="list-style-type: none"> No Sample Indicators.
HT 5	Identify potential, real and perceived hazards and emergency situations and determine the appropriate safety and security measures in the hospitality and tourism workplace.	1. Outline safety and security issues for individuals and groups to minimize risks.	<ul style="list-style-type: none"> Create a solution to guest/customer exposure to a health hazard. Identify ways to manage guests/customers facing a threat. Identify ways to prevent common safety hazards. Develop and role-play mock emergency situations. Create a plan of action to manage guests with special needs (disabilities, handicap accessibility, etc.).
		2. Identify resources to utilize in various emergency situations for self, co-workers and guests/customers.	<ul style="list-style-type: none"> Detail steps to use in medical emergencies. List resources for assistance with environmental issues. Name the resources for assistance in crimes or accidents. Detail how to access help in a terrorist situation.
		3. Create response plans to cope with hazards and emergency situations applicable to the hospitality and tourism industries.	<ul style="list-style-type: none"> No Sample Indicators.



COLLEGE AND CAREER READY

A WORLD-CLASS EDUCATION FOR MILITARY-CONNECTED STUDENTS

HT 	Standard	Performance Elements	Sample Indicators
HT 6	Describe career opportunities and means to attain those opportunities in each of the Hospitality & Tourism Career Pathways.	1. Research career opportunities based upon their fit with personal career goals in the hospitality and tourism industries.	<ul style="list-style-type: none"> • Locate and interpret career information for at least one career cluster. • Identify job requirements for career pathways. • Identify educational and credentialing requirements for career cluster and pathways.
		2. Match personal interests and aptitudes to careers in the hospitality and tourism industry when researching opportunities within the pathways.	<ul style="list-style-type: none"> • Identify personal interests and aptitudes. • Identify job requirements and characteristics of selected careers. • Compare personal interests and aptitudes with job requirements and characteristics of career selected. • Modify career goals based on results of personal interests and aptitudes with career requirements and characteristics.
		3. Examine entry-level, skilled level and supervisory positions and the qualifications and skills needed for different levels of hospitality and tourism employment.	<ul style="list-style-type: none"> • No Sample Indicators.
		4. Develop a career plan for advancement in hospitality and tourism careers.	<ul style="list-style-type: none"> • No Sample Indicators.
		5. Identify ethical issues and concerns in the hospitality and tourism career field.	<ul style="list-style-type: none"> • List ethical liability issues that are specific to hospitality and tourism. • Discuss solutions to various ethical issues and concerns.



Culinary Arts Career Pathway (HT-CA)

 HT-CA	Standard	Performance Elements	Sample Indicators
HT-CA 1	Describe ethical and legal responsibilities in food and beverage service facilities.	1. Utilize comments and suggestions from the customer service area to formulate improvements and ensure guest satisfaction.	<ul style="list-style-type: none"> Detail ways to achieve a high rate of positive comments. Get regular feedback from guests and staff.
		2. Comply with laws regarding hiring, harassment and safety issues.	<ul style="list-style-type: none"> Demonstrate understanding of legal interviewing processes. Outline how harassment and stereotyping can create an unhealthy work environment. Define legal and ethical responsibilities for safety procedures. Interpret worker's compensation requirements and forms.
		3. Apply ethical and legal guidelines as they relate to restaurants and food and beverage services job performance.	<ul style="list-style-type: none"> Identify ethical and legal situations that occur in the workplace. Relate appropriate response to legal/ethical infractions in the workplace.
		4. Identify ethical issues and model ethical behavior in the workplace.	<ul style="list-style-type: none"> Integrate guideline for ethical treatment in the workplace. Discuss how ethical issues and concerns affect a career field.
HT-CA 02	Demonstrate safety and sanitation procedures in food and beverage service facilities.	1. Identify sanitation procedures to ensure facility is in compliance with health codes.	<ul style="list-style-type: none"> Outline compliance requirements of sanitation and health inspections. Show exemplary appearance and hygiene. Illustrate correct use of knives and kitchen equipment. Use protective gloves and clothing. Demonstrate correct food handling and production techniques.
		2. Identify overall safety procedures necessary to maintain a safe work area.	<ul style="list-style-type: none"> Practice appropriate safety and health procedures. Apply hazardous material practices and procedures for the handling and disposing of chemicals.
		3. Demonstrate emergency and first-aid knowledge and procedures applicable to the workplace.	<ul style="list-style-type: none"> No Sample Indicators.



COLLEGE AND CAREER READY

A WORLD-CLASS EDUCATION FOR MILITARY-CONNECTED STUDENTS

HT-CA 	Standard	Performance Elements	Sample Indicators
HT-CA 03	Use information from cultural and geographical studies to guide customer service decisions in food and beverage service facilities.	1. Utilize facts and statistics retrieved from ethnic and geographical studies in a service environment.	<ul style="list-style-type: none"> Identify ethnicities and their dining habits and rules. Identify countries and their native food resources.
HT-CA 04	Demonstrate leadership qualities and collaboration with others.	1. Model leadership and teamwork qualities to aid in employee retention. 2. Formulate staff development plans to create an effective working team. 3. Make staffing decisions based on proven managerial skills to improve staff performance. 4. Establish and maintain effective working relationships with all levels of personnel and other departments to provide effective services to guests.	<ul style="list-style-type: none"> Detail ways to minimize staff turnover. Conduct thorough orientation for new staff. Detail elements involved in new orientation. Conduct regular training and coaching of staff. Explain human relations policies and procedures. Conduct regular reviews of staff. Utilize leadership skills to create motivation for change. Use people skills to build effective working relationships. Learn conflict management skills to facilitate solutions.
HT-CA 05	Research costs, pricing, market demands and marketing strategies to manage profitability in food and beverage service facilities.	1. Interpret calculations of food, labor and pricing to ensure profitability. 2. Compare alternative ways of marketing to develop a promotional package. 3. Anticipate future needs using information about current trends that contribute to effectively price and market food and beverage offerings.	<ul style="list-style-type: none"> Calculate food cost and determine ways to meet goals. Calculate labor cost and determine ways to meet goals. Determine the values of inventory or stock. Determine menu pricing. Define portion control. Develop promotional materials. Create methods to market materials. Demonstrate awareness of operational needs. Demonstrate awareness of capabilities and limitations of the operation.



COLLEGE AND CAREER READY

A WORLD-CLASS EDUCATION FOR MILITARY-CONNECTED STUDENTS

HT-CA 	Standard	Performance Elements	Sample Indicators
		4. Discuss sustainable practices and how it impacts profitability and customer demands (i.e. locally grown products, organics, recycled or recyclable products).	<ul style="list-style-type: none"> No Sample Indicators.
HT-CA 06	Explain the benefits of the use of computerized systems to manage food service operations and guest service.	1. Identify potential uses of computers and software to provide guest and food services.	<ul style="list-style-type: none"> Demonstrate use of point of sale (POS) systems. Demonstrate basic computer applications. Demonstrate use of computer programs used for food production.
HT-CA 07	Utilize technical resources for food services and beverage operations to update or enhance present practice.	1. Use software applications to manage food service operations.	<ul style="list-style-type: none"> Demonstrate the use of software programs for human resource management. Demonstrate the use of software programs for inventory control, point of sale, profit loss, etc.
		2. Retrieve website information to use in menu planning, recipes and for product information.	<ul style="list-style-type: none"> Access relevant websites. Download recipes. Bookmark websites.
HT-CA 08	Implement standard operating procedures related to food and beverage production and guest service.	1. Implement operating procedures to comply with company requirements.	<ul style="list-style-type: none"> Detail operating procedures for food quality. Detail operating procedures for food presentation. Describe customer service table standards.
		2. Evaluate prepared foods for quality and presentation to meet quality standards.	<ul style="list-style-type: none"> Show consistent appearance in prepared foods. Detail ways to monitor quality of prepared food.
		3. Prepare nutritional, quality foods utilizing basic food knowledge.	<ul style="list-style-type: none"> Explain the use of a variety of sauces. Choose appropriate cooking procedures (sauté, broil, bake, etc.). Employ knowledge of nutritional values. Exhibit high quality food presentation.
		4. Determine the appropriate type of food service to provide quality customer service.	<ul style="list-style-type: none"> Detail characteristics of French, Russian, Bistro style and other forms of service. Identify types of dining utensils and proper uses. Show proper set up procedures for dining room/counter. Explain menu items. Detail the process of upselling and other forms of marketing at tableside.



COLLEGE AND CAREER READY

A WORLD-CLASS EDUCATION FOR MILITARY-CONNECTED STUDENTS

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		5. Evaluate types of kitchen equipment to match the correct cooking methodology.	<ul style="list-style-type: none"> Use pots and pans for different food preparations. Explain how to store and retrieve foods in a variety of settings (cold, hot, dry, etc.).
		6. Describe the role of the menu as a marketing and planning tool.	<ul style="list-style-type: none"> Explain the importance of the menu. Detail the menu's role in communicating an image.
HT-CA 09	Describe career opportunities and qualifications in the restaurant and food service industry.	1. Identify steps needed to obtain a job in the restaurant and food service industry.	<ul style="list-style-type: none"> Outline a plan for an effective job search. Write a resume that lists skills and competencies. Role-play a job interview. Explain follow-up steps for a job interview.
		2. Identify behaviors and personal habits needed to retain a job in the restaurant and food service industry.	<ul style="list-style-type: none"> Develop a list of workplace rules and regulations. Identify and give examples of positive work attitudes. Make a list of qualities of successful food service employees. Identify hierarchy within the organization.
		3. Examine career opportunities available in restaurants and food service operations.	<ul style="list-style-type: none"> List the qualifications for various careers in the food service industry. Describe major duties/tasks for each job option. Identify careers related to family and consumer sciences in the field of culinary arts.
		4. Differentiate career opportunities in restaurant and food service operations in the various industry sectors (e.g., independent vs. chain operations).	<ul style="list-style-type: none"> List various types of food service operations. List advantages/disadvantages of different sectors.
HT-CA 10	Apply listening, reading, writing and speaking skills to enhance operations and customer service in food and beverage service facilities.	1. Interpret and use tables, charts and figures.	<ul style="list-style-type: none"> No Sample Indicators.
		2. Understand verbal and nonverbal communications to provide a positive experience for guest.	<ul style="list-style-type: none"> Recognize and respond to guests' needs and nonverbal cues. Interpret verbal and nonverbal behaviors to enhance communications with coworkers and customers/guests. Listen and understand others.
		3. Manage unexpected situations to ensure continuity of quality services.	<ul style="list-style-type: none"> Identify the problem and possible solutions and decide on a course of action to resolve unexpected situations. Provide feedback to management in order to enhance operations.
		4. Use basic academic skills to perform effectively in the workplace.	<ul style="list-style-type: none"> Read and comprehend recipes, operational manuals, inventory control sheets, menus, correspondence, training manuals, etc. Create inventory control sheets, recipes, menus, correspondence, employee evaluations, etc. Calculate menu and recipe costs.