Cluster Knowledge and Skill Statement

Academic Foundations

Statement: Study and use basic academic skills to perform effectively in the workplace.

Performance Element: Apply mathematical, reading and writing skills necessary to perform job tasks in the hospitality and tourism industry.

Measurement Criteria: Read and comprehend work related materials.
Measurement Criteria: Read and follow instructions to perform a task.
Measurement Criteria: Perform basic mathematical functions including use of decimals, fractions, percentages, formulas and methods of measurement.
Measurement Criteria: Perform basic accounting procedures.
Measurement Criteria: Perform written tasks including filling out forms and writing reports.

Statement: Study the elements of marketing techniques used in various types of hospitality and tourism establishments to gain familiarity with all venues.

Performance Element: Achieve a familiarity with marketing techniques used in the hospitality and tourism industry to sell a product or service.

Measurement Criteria: Identify the elements of marketing.
Measurement Criteria: Compare/contrast different marketing packets.
Measurement Criteria: Develop strategies for making a sale.

Statement: Study and synthesize information from cultural diversity and geographical studies to appreciate their importance in developing product and services.

Performance Element: Identify the components of cultural diversity to understand their impact on the different areas of the hospitality and tourism industry.

Measurement Criteria: Define culture and cultural diversity.
Measurement Criteria: Categorize components of culture including religious customs, dietary habits and traditions.
Measurement Criteria: Give examples of how culture is relevant to the hospitality and tourism industry.
Measurement Criteria: Design a method of increasing multicultural awareness.

Performance Element: Identify the elements of geography that affect the hospitality and tourism industry to aid in customer service.

Measurement Criteria: Articulate the relevance of geography to hospitality and tourism including natural resources, climate, landforms and time zones.
Measurement Criteria: Identify the major countries important to the industry for importing goods.
Measurement Criteria: Apply the concepts of weather and climate to hospitality situations.

Statement: Study and synthesize the effects of the economy on the hospitality and tourism industry to apply appropriate strategies in developing products or services.

Performance Element: Summarize how to use the “state of the economy” to plan products and service.

Measurement Criteria: Define currency and the exchange rate.
Measurement Criteria: Define economics as it applies to the hospitality and tourism industry.
Cluster Knowledge and Skill Statement

**Measurement Criteria:** Generalize the effects that supply and demand has on the hospitality and tourism industry.

**Measurement Criteria:** Explain the importance of the hospitality and tourism industry to the U.S. economy.

**Measurement Criteria:** Explain effects of changes in taxation on hospitality & tourism industry.

**Statement:** Study the elements of management styles used in various types of hospitality and tourism establishments to gain familiarity with all venues.

Performance Element: Examine management styles of different organizational structures to learn best practices for each style.

**Measurement Criteria:** Define industry management terms including, yield, yield management, no-show, discount inventory control, overbooking and spoilage.

**Measurement Criteria:** Compare/contrast management of different organizational structures including independently owned, chain affiliated and corporations in the industry.
Cluster Knowledge and Skill Statement

Communications

Statement: Use good oral and written communication skills to create, express and interpret information.

Performance Element: Apply active listening skills in obtaining and clarifying information.
  - **Measurement Criteria:** Determine familiarity of discussion.
  - **Measurement Criteria:** Differentiate between hearing and listening.
  - **Measurement Criteria:** Evaluate different styles of listening.
  - **Measurement Criteria:** Identify the effects of physical, social, and psychological factors on ability to listen.
  - **Measurement Criteria:** Demonstrate the role of good listening skills in job success.

Performance Element: Respond with restatement and clarification techniques to clarify information.
  - **Measurement Criteria:** Ask questions to seek or confirm understanding.
  - **Measurement Criteria:** Paraphrase or repeat information.
  - **Measurement Criteria:** Record or summarize information in written notes.
  - **Measurement Criteria:** Follow directions and/or respond in a positive way with clear, concise comments.

Statement: Interpret verbal and nonverbal behaviors to enhance communication with co-workers and customers/guests.

Performance Element: Interpret verbal behaviors to enhance communication with co-workers and customers/guests
  - **Measurement Criteria:** Speak and understand English or required language.
  - **Measurement Criteria:** Present comfortable tone in speaking with people.
  - **Measurement Criteria:** Identify verbal cues.
  - **Measurement Criteria:** Communicate clearly and concisely to co-workers and others.
  - **Measurement Criteria:** Explain messages conveyed by verbal behaviors.

Performance Element: Interpret nonverbal behaviors to enhance communication.
  - **Measurement Criteria:** Identify nonverbal cues.
  - **Measurement Criteria:** Observe eye contact, facial expressions, posture, gestures, and other body language.
  - **Measurement Criteria:** Explain message conveyed by nonverbal behaviors.

Statement: Design all communications to exhibit professionalism in attitude, initiative, respect to others, and commitment.

Performance Element: Apply proper etiquette in all customer contacts.
  - **Measurement Criteria:** Use correct phone etiquette.
  - **Measurement Criteria:** Diffuse dissatisfaction scenarios professionally.
  - **Measurement Criteria:** Provide constructive feedback and reinforcement.
  - **Measurement Criteria:** Devise strategies for maximizing customer satisfaction.
Performance Element: Utilize tactful phraseology and communication to dispel misunderstandings or difficult situations.

**Measurement Criteria:** Make a request of a guest/customer without confrontation.

**Measurement Criteria:** Give directions to a frenzied, stressed, upset guest/customer without insult or conflict.

**Statement:** Comprehend and use reading strategies to learn meaning, technical concepts, vocabulary, and follow directions.

Performance Element: Use purpose as a context to select reading strategies and read text.

**Measurement Criteria:** Identify purpose of text.

**Measurement Criteria:** Identify complexity of text.

**Measurement Criteria:** Use at least one reading strategy (skimming, reading for detail, reading for meaning and critical analysis) for selected reading, and describe why you selected that strategy.

Performance Element: Analyze information read to learn meaning, technical concepts, vocabulary, and follow directions.

**Measurement Criteria:** Determine relevance, accuracy and appropriateness to purpose.

**Measurement Criteria:** Integrate information with prior knowledge.

**Measurement Criteria:** Identify complexities and discrepancies in information.

**Measurement Criteria:** Analyze information presented in a variety of formats such as tables, lists, and figures.

Performance Element: Interpret, transcribe and communicate information, data, and observations to apply information learned from reading to actual practice.

**Measurement Criteria:** Explain meaning of new terms, vocabulary and concepts.

**Measurement Criteria:** Interpret technical materials used.

**Measurement Criteria:** Write specific steps for applying information learned to task or new situation.

**Measurement Criteria:** Write set of directions for others sharing information learned and applying that to task or new situation.

**Statement:** Locate, organize and reference written information from various sources to communicate with co-workers and clients/participants.

Performance Element: Locate written information to communicate with co-workers and clients/participants.

**Measurement Criteria:** Identify topic.

**Measurement Criteria:** Conduct search of information using card catalog, keywords, and/or search engines.

**Measurement Criteria:** Locate variety of resources such as books, journals, and magazines.

**Measurement Criteria:** Locate information from electronic forms including the Internet.

Performance Element: Organize information to use in written and oral communications.

**Measurement Criteria:** Read and take notes from selected resources.

**Measurement Criteria:** Prepare outline that emphasizes major points with supporting data.

**Measurement Criteria:** Present information in organized, easy-to-follow manner.
Hospitality and Tourism

Cluster Knowledge and Skill Statement

Performance Element: Document the source and proper reference to use in written information.

- **Measurement Criteria:** Prepare a bibliography.
- **Measurement Criteria:** Footnote excerpts and quotations.
- **Measurement Criteria:** Follow rules and regulations relating to plagiarism and copyright.

**Statement:** Use correct grammar, punctuation and terminology to write and edit documents.

Performance Element: Compose multi-paragraph writing clearly, succinctly, and accurately to reflect professionalism in written documents.

- **Measurement Criteria:** Organize and arrange information for effective coherence.
- **Measurement Criteria:** Report relevant information in order of occurrence.
- **Measurement Criteria:** Interpret information, data, and observations correctly.
- **Measurement Criteria:** Present main ideas and supporting facts.

Performance Element: Use description of audience and purpose to prepare written documents including forms, reports, and data sheets.

- **Measurement Criteria:** Use technical terms and concepts.
- **Measurement Criteria:** Incorporate and use references effectively and accurately.
- **Measurement Criteria:** Report objective and/or subjective information.

Performance Element: Use correct grammar, spelling, punctuation and capitalization to prepare written documents.

- **Measurement Criteria:** Use correct grammar and sentence structure.
- **Measurement Criteria:** Use correct spelling.
- **Measurement Criteria:** Use correct punctuation and capitalization.

Performance Element: Use computer skills to design and develop written materials and supporting visual aids.

- **Measurement Criteria:** Use word processing software to develop text, charts, graphs or figures correctly.
- **Measurement Criteria:** Use presentation software to prepare visual support materials.
- **Measurement Criteria:** Format written documents with correct font and layout for easy reading.

**Statement:** Use appropriate resources and techniques to develop and deliver formal and informal presentations.

Performance Element: Use description of audience and purpose to prepare oral presentation.

- **Measurement Criteria:** Know subject matter.
- **Measurement Criteria:** Identify characteristics of the audience and adjust to their ability to understand.
- **Measurement Criteria:** Use technical terms and concepts correctly.
- **Measurement Criteria:** Use proper organization and structure to achieve coherence of major points.
Cluster Knowledge and Skill Statement

Performance Element: Identify and prepare media and visual aids to complement an oral presentation.

**Measurement Criteria:** Identify media and visual aids appropriate to understanding of topic.

**Measurement Criteria:** Prepare visual aids and support materials for easy viewing and without error.

**Measurement Criteria:** Operate any equipment used with support materials smoothly and efficiently.

Performance Element: Deliver presentation to sustain listener’s attention and interest.

**Measurement Criteria:** Deliver presentation without grammatical error.

**Measurement Criteria:** Speak clearly with appropriate volume, rate and gestures.

**Measurement Criteria:** Use support materials in the presentation that enhance the understanding of the topic and the interest level of the audience.

**Measurement Criteria:** Evaluate listeners’ interest and receptiveness.

**Measurement Criteria:** Use verbal and nonverbal feedback strategies to engage discussion and adjust message and delivery.

**Measurement Criteria:** Respond to questions and comments on presentation.

**Measurement Criteria:** Explain message conveyed by nonverbal behaviors.

Statement: Interpret and use tables, charts and figures to support written and oral communication.

Performance Element: Develop tables, charts and figures to support written and oral communication.

**Measurement Criteria:** Compile facts and arrange in organized manner for a table, chart or figure.

**Measurement Criteria:** Document sources of data.

**Measurement Criteria:** Determine most appropriate way to display data for effective coherence.

**Measurement Criteria:** Prepare table, chart, graph or figure for inclusion in publication or presentation.

Performance Element: Interpret tables, charts and figures used to support written and oral communication.

**Measurement Criteria:** Evaluate reference or source of data for authenticity and reliability.

**Measurement Criteria:** Explain information presented in tables, charts and figures.

**Measurement Criteria:** Prepare written summary of findings expressed in tables, charts and figures.
Cluster Knowledge and Skill Statement

Problem Solving and Critical Thinking

Statement: Use the principles of budgeting & forecasting to maximize profit and growth in various sectors of hospitality and tourism.

Performance Element: Apply forecasting skills to determine cost and profit.

- **Measurement Criteria:** Identify information needed to forecast bookings/reservations.
- **Measurement Criteria:** Calculate a no-show percentage.
- **Measurement Criteria:** Calculate a ten-day forecast.

Performance Element: Apply budgeting skills to determine staffing levels.

- **Measurement Criteria:** Determine labor hours for each level of booking/reservations.
- **Measurement Criteria:** Determine number of employees to schedule at each level of booking/reservations.
- **Measurement Criteria:** Set staffing schedules to balance labor costs and level of booking/reservations.

Statement: Examine all comments and suggestions from the customer service area to formulate improvements in services/products and training of staff.

Performance Element: Use customer comments to guide customer satisfaction policies.

- **Measurement Criteria:** Assess the importance of customer satisfaction.
- **Measurement Criteria:** Devise strategies for maximizing customer satisfaction.
- **Measurement Criteria:** Role-play customer dissatisfaction scenarios.

Statement: Study potential, real and perceived emergency situations to recognize and implement appropriate safety and security measures.

Performance Element: Identify methods to cope with emergency situations.

- **Measurement Criteria:** Observes guests/customers and surroundings to identify dangerous situations.
- **Measurement Criteria:** Create a reactive solution to exposure to a terrorist situation.
- **Measurement Criteria:** Develop and role play mock emergency situations demonstrating caution and good judgment.

Statement: Identify and use common tasks that require employees to problem-solve on the job.

Performance Element: Use critical thinking skills to solve problems.

- **Measurement Criteria:** Manage time effectively.
- **Measurement Criteria:** Prioritize tasks.
- **Measurement Criteria:** Demonstrate flexibility.
- **Measurement Criteria:** Handle ambiguous situations.
Cluster Knowledge and Skill Statement

Information Technology Applications

*Statement: Identify and use information technology tools specific to hospitality and tourism to access, manage, and integrate information.*

**Performance Element: Use computer-based technology to access information.**

- **Measurement Criteria:** Access a website using the internet.
- **Measurement Criteria:** Use email to send and receive messages.
- **Measurement Criteria:** Collect data from the environment, people, or instruments.
- **Measurement Criteria:** Use website to promote product/services to potential guests/clients.

**Performance Element: Use database and spreadsheet technology to manage information.**

- **Measurement Criteria:** Locate information on a spreadsheet.
- **Measurement Criteria:** Classify information using a classification scheme.
- **Measurement Criteria:** Sort information using an organization system.

**Performance Element: Use computer-based technology to integrate information.**

- **Measurement Criteria:** Use a database to summarize, compare/contrast information.
- **Measurement Criteria:** Represent existing client, product, service or topic information in a different form.
- **Measurement Criteria:** Interpret client or product information to determine appropriate action.

**Performance Element: Use information technology to evaluate information.**

- **Measurement Criteria:** Use electronic sources to determine quality, relevance or usefulness of a product.
- **Measurement Criteria:** Use electronic sources to generate and access client/customer information for evaluation.

*Statement: Apply computer skills to expedite workflow and enhance customer service.*

**Performance Element: Manage computer operations.**

- **Measurement Criteria:** Use basic industry software programs.
- **Measurement Criteria:** Employ desktop operating skills.
Cluster Knowledge and Skill Statement

**Systems**

**Statement:** Understand roles within teams, work units, departments, organizations, interorganizational systems and the larger environment to identify the effect of systems on the quality of the product or service.

Performance Element: Research appropriate sources to trace the development of the hospitality and tourism industry and learn the overall structure.

**Measurement Criteria:** Identify early stages of the hospitality and tourism industry.

**Measurement Criteria:** Outline the growth of the hospitality industry.

**Measurement Criteria:** Discuss current trends in society and how they affect hospitality and tourism.

**Measurement Criteria:** Draw conclusions on the impact of the future economic, technological and social changes in the hospitality and tourism industry.

Performance Element: Use organizational charts to analyze the workplace operations.

**Measurement Criteria:** Learn the functions of the department or unit within the larger organization.

**Measurement Criteria:** Integrate the functions of other departments or units to serve the guest/customer.

**Statement:** Manage and improve organizational systems to better serve customers.

Performance Element: Develop and manage plans and budgets to accomplish organizational goals and objectives.

**Measurement Criteria:** Develop work plans and budgets that utilize people and resources effectively.

**Measurement Criteria:** Develop reports on performance and resource utilization.

**Measurement Criteria:** Modify plans and budgets to meet goals and objectives.

Performance Element: Develop plans to improve organizational performance including customer satisfaction and service/operations performance.

**Measurement Criteria:** Identify and describe most critical performance problems.

**Measurement Criteria:** Identify opportunities for improvement of the system.

**Measurement Criteria:** Use structured problem-solving process to develop systematic improvements.

**Statement:** Achieve a familiarity with other industries that have relevant services or products and understand how they impact a seamless product/service to the guest/customer.

Performance Element: Describe feasible collaboration with various other industries to provide an inclusive product to the customer.

**Measurement Criteria:** Cite an example a seamless service system using cooperative efforts with related industries.

**Measurement Criteria:** Identify and integrate the different vendors, suppliers, and properties to create the guest/customer experience.
Hospitality and Tourism

Cluster Knowledge and Skill Statement

Performance Element: Identify the core competencies of the various hospitality and tourism related organizations or businesses to best utilize available resources.

**Measurement Criteria:** Name an organization whose strength is in its manpower.

**Measurement Criteria:** Name an organization whose strength is financial.

**Measurement Criteria:** Name a business whose key competence is knowledge or connections.

**Measurement Criteria:** Develop an example of a collaborative product or service in the hospitality and tourism industry.
Cluster Knowledge and Skill Statement

Safety, Health, and Environmental

Statement: Review all safety and sanitation procedures applicable to the work area to ensure a safe and healthy work environment for all individuals.

Performance Element: Examine overall safety procedures to maintain a safe work area.

- **Measurement Criteria:** Identify electrical and mechanical hazards.
- **Measurement Criteria:** Classify different types of fires and how to contain them.
- **Measurement Criteria:** Identify proper fire evacuation procedures.
- **Measurement Criteria:** Explain the safe use of ladders.
- **Measurement Criteria:** Outline proper response to emergency situations.
- **Measurement Criteria:** Outline basic first aid and CPR procedures.

Performance Element: Examine sanitation procedures to ensure facility is in compliance with health codes.

- **Measurement Criteria:** Outline compliance requirements of sanitation and health inspections.
- **Measurement Criteria:** Show exemplary appearance and hygiene.
- **Measurement Criteria:** Use appropriate safety equipment and clothing.

Performance Element: Practice personal safety while at the work site and on work related assignments to avoid injuries or accidents.

- **Measurement Criteria:** Detail proper lifting and carrying procedures.
- **Measurement Criteria:** Demonstrate handling safety with mechanical, environmental, microwave radiation, vehicle, optical laser, radar, high frequency radio, and fiber optics.
- **Measurement Criteria:** Demonstrate safe work habits and procedure related to application of electricity and static discharge.
- **Measurement Criteria:** Demonstrate the appropriate use of safety equipment and procedures, such as lockout/tagout, as required for work activity.
- **Measurement Criteria:** Demonstrate safe use of equipment commonly used within the hospitality and tourism area.
- **Measurement Criteria:** Adjust working routines to take advantage of ergonomic designs in the workplace.

Statement: Analyze life choices related to nutrition, stress, and exercise to measure their affect on performance in the career pathways within hospitality and tourism.

Performance Element: Examine the pursuit of personal life style choices to prepare for careers in the hospitality and tourism industry.

- **Measurement Criteria:** List the effects of exercise on job performance.
- **Measurement Criteria:** Discuss the effects of nutrition and dietary habits on job performance.
- **Measurement Criteria:** Interpret the effect of stress, fatigue and anxiety on job performance.

Statement: Analyze work related chemicals and hazardous materials to prevent health related problems that may result from exposure to these elements.

Performance Element: Follow industry standards to comply with safety polices and procedures.

- **Measurement Criteria:** Apply Hazcom and Hazardous Material practices and MSDS...
Cluster Knowledge and Skill Statement

Procedures for handling and disposing of chemicals.

**Measurement Criteria:** Illustrate compliance with OSHA safety regulations and practices.

**Statement:** Study potential, real and perceived hazards to recognize and implement appropriate safety and security measures.

Performance Element: Outline safety and security issues for individuals and groups in multiple environments to minimize risks.

**Measurement Criteria:** Create a solution to guests/customer exposure to a health hazard.

**Measurement Criteria:** Suggest ways to manage guests/customers facing a threat.

**Measurement Criteria:** Create ways to prevent common safety hazards.

**Measurement Criteria:** Develop and role play mock emergency situations.

Performance Element: Outline resources to utilize in various emergency situations for self, co-workers, and customers/guests.

**Measurement Criteria:** Detail steps to use in medical emergencies.

**Measurement Criteria:** List resources for assistance with environmental issues.

**Measurement Criteria:** Name the resources for assistance in crimes or accidents.

**Measurement Criteria:** Detail how to access help in a terrorist situation.

**Statement:** Research ways to use security measures to protect guests/customers, staff and limit liability.

Performance Element: Develop various security measures to increase safety.

**Measurement Criteria:** Outline how locking systems protect guests/customers.

**Measurement Criteria:** Create a security system using surveillance cameras.

**Measurement Criteria:** Design a security system using security personnel.

**Measurement Criteria:** Detail ways to use lighting to increase security.
Cluster Knowledge and Skill Statement

Leadership and Teamwork

Statement: Employ leadership and teamwork skills to facilitate workflow.

Performance Element: Develop group-working relationships to improve the work environment.
- **Measurement Criteria:** Encourage positive working relationships.
- **Measurement Criteria:** Participate as a team member.
- **Measurement Criteria:** Adhere to company policies.
- **Measurement Criteria:** Motivate self.

Performance Element: Observe outstanding leaders to identify effective management styles.
- **Measurement Criteria:** Name several styles of leadership.
- **Measurement Criteria:** Identify organization skills of a good leader.
- **Measurement Criteria:** Describe decision-making skills.
- **Measurement Criteria:** Explain how a leader delegates work.
- **Measurement Criteria:** Describe techniques a good leader uses to develop a high performing team.

Statement: Lead others in tasks and activities to benefit the organization as a whole.

Performance Element: Use leadership skills to create motivation for change.
- **Measurement Criteria:** Compliment and encourage others.
- **Measurement Criteria:** Clarify expectations for change.
- **Measurement Criteria:** Indicate the benefits of change.
- **Measurement Criteria:** Exhibit flexibility.

Performance Element: Model leadership and teamwork qualities to aid in employee morale.
- **Measurement Criteria:** Detail ways to minimize staff turnover.
- **Measurement Criteria:** Create a pleasant working atmosphere.
- **Measurement Criteria:** Coach and mentor new employees.
- **Measurement Criteria:** Involve all individuals in creative problem solving.

Statement: Establish and maintain effective working relationships with all levels of personnel and other departments to provide effective services to the guest/customer.

Performance Element: Use interpersonal skills to build effective working relationships.
- **Measurement Criteria:** Work effectively within the department or unit.
- **Measurement Criteria:** Co-operate with workers from other departments or units.
- **Measurement Criteria:** Practice sensitivity to cultural, religious, disability and gender issues in dealing with others.

Statement: Resolve conflicts to satisfy staff, guests/customers and others.

Performance Element: Use conflict-management skills to facilitate solutions.
- **Measurement Criteria:** Identify sources of conflict.
- **Measurement Criteria:** Include stakeholders in a problem-solving session.
- **Measurement Criteria:** Agree on an implement steps to resolve conflict.
- **Measurement Criteria:** Follow up on results of implementation.
Cluster Knowledge and Skill Statement

Ethics and Legal Responsibilities

Statement: Examine and review ethical and legal responsibilities as they relate to guests/customers and employee conduct within the establishment to maintain high industry standards.

Performance Element: Develop an awareness of applicable legal policies to comply with laws regarding hiring, harassment and safety issues.

Measurement Criteria:
- Define legal and ethical responsibilities for safety procedures.
- Outline how harassment and stereotyping can create an unhealthy work environment.
- Demonstrate understanding of legal interviewing processes.
- Interpret workman's compensation requirements and forms.
- Maintain and understand standard of confidentiality.

Performance Element: Interpret ethical and legal guidelines relating to job performance to solve legal and ethical issues.

Measurement Criteria:
- Identify ethical and legal situations which occur in the workplace.
- Develop responses to situations based on legal responsibilities and employer policies.
- Develop responses to situations based on ethical considerations.

Statement: Show regard for ethics, values, and principles to deal fairly with others.

Performance Element: Respect others at all times to express personal ethical values.

Measurement Criteria:
- Be respectful and sensitive to others' beliefs.
- Demonstrate good life values.
- Demonstrate fairness to others of different cultures, religions, gender, or age.

Performance Element: Integrate ethical treatment in the workplace to establish codes of conduct.

Measurement Criteria:
- Perform ethically by all local, state, and national standards.
- Apply ethical principles to decision-making related to customers/guests and fellow workers.
- Apply ethical standards to the delivery of quality performance, products and work.

Statement: Examine professional and workplace ethics and legal responsibilities to provide guidelines for conduct.

Performance Element: Demonstrate awareness of responsibilities for different positions within the organization.

Measurement Criteria:
- Explain legal responsibilities of employees to comply with government laws and regulations including responsible liability.
- Explain the major laws and regulations that define responsibilities for commercial, consumer, health, safety, environmental, and employment laws and regulations.

Statement: Identify what ethical issues and concerns affect a career field to aid in making career choices.

Performance Element: Observe ethical behavior in the workplace to appreciate the integral role it plays in all businesses.

Measurement Criteria:
Cluster Knowledge and Skill Statement

Describe situations where ethical concerns can change the workplace.

**Measurement Criteria:** Identify problems that may arise if the workforce does not conduct itself ethically.

**Measurement Criteria:** Identify regulations that must be followed on a continuous basis in a given career area.

**Measurement Criteria:** List ethical liability issues that are specific to hospitality and tourism.
Employability and Career Development

Statement: Research and review career options and qualifications to explore careers in the hospitality and tourism industry.

Performance Element: Examine the numerous career paths within hospitality and tourism to discover personal preferences.

   Measurement Criteria: Explore restaurants, food & beverage services.
   Measurement Criteria: Explore the lodging industry.
   Measurement Criteria: Explore travel and tourism.
   Measurement Criteria: Explore recreation, amusements, and attractions.
   Measurement Criteria: Identify the preferred career opportunities.

Performance Element: Study entry-level, skilled level and supervisory positions to gain an awareness of qualifications and skills needed for different levels of employment.

   Measurement Criteria: Detail entry-level job qualifications in the industry.
   Measurement Criteria: Detail skilled level job qualification in the industry.
   Measurement Criteria: Detail supervisory level job qualification in the industry.
   Measurement Criteria: Match interests, abilities and preferences to career preferences.

Statement: Review independently owned and chain-affiliated facilities in hospitality and tourism to compare and illustrate the advantages and disadvantages of working in each venue.

Performance Element: Examine an independently owned facility to distinguish it from other types.

   Measurement Criteria: List advantages and disadvantages of working for an independently owned facility.
   Measurement Criteria: List the advantages and disadvantages of working for a chain-affiliated facility.
   Measurement Criteria: Conclude which type provides the best working environment to suit personal characteristics and values of the employee.

Statement: Learn steps necessary to seek, apply for, attain and retain employment.

Performance Element: Seek, and apply for employment to begin career objectives.

   Measurement Criteria: Outline a plan for effective job search.
   Measurement Criteria: Write a resume that lists skills and competencies.
   Measurement Criteria: Complete job application forms.
   Measurement Criteria: List steps for an effective job interview.
   Measurement Criteria: Explain follow up steps for a job interview.

Performance Element: Summarize steps necessary to retain a job in the industry.

   Measurement Criteria: Develop a list of workplace rules and regulations.
   Measurement Criteria: Identify and give examples of positive work attitudes.
   Measurement Criteria: Make a list of characteristics of a successful employee.
   Measurement Criteria: Identify hierarchy within the organization.
Cluster Knowledge and Skill Statement

Performance Element: Identify positive work behaviors and personal qualities to retain employment.

Measurement Criteria: Demonstrate regular attendance.

Measurement Criteria: Follow company dress and appearance standards.

Measurement Criteria: Take responsibility for decisions and actions.

Measurement Criteria: Demonstrate effort and initiative.

Measurement Criteria: Demonstrate the willingness to learn.

Measurement Criteria: Follow directions.

Statement: Understand advancement procedures and the promotional work ladder within the industry to plan career objectives.

Performance Element: Determine the chain of command for a particular industry to evaluate personal skills and potential.

Measurement Criteria: Comprehend the career ladder for each industry.

Measurement Criteria: Identify the head of each department and their responsibilities.

Performance Element: Explain what projects need to be accomplished or skills required to achieve a promotion.

Measurement Criteria: Gather information on the skills of higher-level positions.

Measurement Criteria: Identify the process of applying for promotional positions and the person(s) to contact.

Measurement Criteria: Write a career pathway plan.
Cluster Knowledge and Skill Statement

Technical Skills

Statement: Examine the customer service skills required to be successful in the hospitality and tourism industry.

Performance Element: Apply customer service skills to ensure guest satisfaction.

- **Measurement Criteria:** Define customer service.
- **Measurement Criteria:** Evaluate customer service scenarios.
- **Measurement Criteria:** Determine appropriate customer service solutions.
- **Measurement Criteria:** Describe how customer service affects a company’s “bottom line”.

Statement: Utilize different types of payment options to facilitate customer payments for services.

Performance Element: Handle different types of payments to accommodate the guest/customer.

- **Measurement Criteria:** Accept cash payments.
- **Measurement Criteria:** Make a credit card transaction.
- **Measurement Criteria:** Settle a direct bill account.
- **Measurement Criteria:** Combine payment methods to serve guests/customers.