PATHWAY: Restaurants and Food & Beverage Services

Pathway Topic: Ethics and Legal Responsibilities

Pathway KS Statement: Examine and review ethical and legal responsibilities as they relate to guests, employees and conduct within the establishment to maintain high industry standards.

Performance Element: Examine all comments and suggestions from the customer service area to formulate improvements and ensure guests satisfaction.

Measurement Criteria: Detail ways to achieve high rate of positive comments.
Measurement Criteria: Get regular feedback from guests and staff.

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

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

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

Measurement Criteria: Identify ethical and legal situations which occur in the workplace.
Measurement Criteria: Relate appropriate response to legal/ethical infractions in the workplace.

Pathway Topic: Safety, Health, and Environmental

Pathway KS Statement: Review all safety and sanitation procedures applicable to the work area to supervise staff in proper sanitation behaviors.

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

Measurement Criteria: Identify electric 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: Detail proper lifting and carrying 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: Illustrate correct use of knives and kitchen equipment.
Measurement Criteria: Use protective gloves and clothing.
Measurement Criteria: Illustrate correct food handling and production techniques.

Pathway Topic: Systems

Pathway KS Statement: Examine the company's standard operating procedures to determine the criteria for food preparation.
Pathway Topic: Systems

Performance Element: Implement set of Operating Procedures to comply with company requirements.

Measurement Criteria: Detail operating procedures for food quality.

Measurement Criteria: Detail operating procedures for food presentation.

Performance Element: Evaluate prepared foods for quality and presentation to set quality standards in accordance with company requirements.

Measurement Criteria: Show consistent appearance in prepared foods.

Measurement Criteria: Detail ways to monitor quality of prepared food.

Performance Element: Use basic food knowledge to prepare nutritional, quality foods.

Measurement Criteria: Explain use of variety of sauces.

Measurement Criteria: Choose appropriate cooking procedures (sauté, broil, bake, etc.)

Measurement Criteria: Employ knowledge of nutritional values.

Measurement Criteria: Exhibit high quality food presentation.

Performance Element: Evaluate types of kitchen equipment to match equipment with correct cooking methodology.

Measurement Criteria: Use scales and other food service equipment.

Measurement Criteria: Sharpen knives safely.

Measurement Criteria: Use pots and pans for different food preparations.

Measurement Criteria: Explain how to store and retrieve foods in a variety of settings (cold, hot, dry, etc.)

Performance Element: Use points and various types of service to provide customer service in accordance with company policy.

Measurement Criteria: Detail characteristics of French, Russian, Bistro style and other forms of service.

Measurement Criteria: Identify types of dining utensils and proper uses.

Measurement Criteria: Show proper set up procedures for dining room/counter.

Measurement Criteria: Explain menu items.

Measurement Criteria: Detail the process of "upselling" and other forms of marketing at tableside.

Pathway Topic: Academic Foundations

Pathway KS Statement: Manage and use basic reading, writing, and mathematical skills for food production and guest services to provide a positive guest experience.

Performance Element: Apply mathematical, reading, and writing skills to correctly deliver food products and guest service.

Measurement Criteria: Convert recipes.

Measurement Criteria: Use proper measurements of ingredients.

Measurement Criteria: Calculate menu and recipe costs.

Measurement Criteria: Read and comprehend recipes, operational manuals, inventory control sheets, menus, correspondence, training manuals, etc.

Measurement Criteria: Use basic writing skills (grammar, punctuation, spelling) to produce inventory control sheets, recipes, menus,
Pathway Topic: Academic Foundations

Pathway KS Statement: Study and synthesize information from ethnic and geographical studies to apply to customer service.

Performance Element: Retrieve vital facts and statistics to correctly utilize information in a service environment.

Measurement Criteria: Identify ethnicities and their dining habits and rules.
Measurement Criteria: Identify countries and their native food resources.

Pathway Topic: Communications

Pathway KS Statement: Integrate listening, writing, and speaking skills to enhance operations and guest satisfaction.

Performance Element: Use verbal and nonverbal communications to provide a positive experience for guests and employees.

Measurement Criteria: Read English or required language.
Measurement Criteria: Write English or required language.
Measurement Criteria: Exhibit pleasing appearance and hygiene.
Measurement Criteria: Present comfortable tone in speaking with people.
Measurement Criteria: Exhibit a hospitable personality.
Measurement Criteria: Listen and understand others.
Measurement Criteria: Communicate clearly and concisely to co-workers and guests.

Performance Element: Recognize and respond to guests' needs and nonverbal cues to provide quality service.

Measurement Criteria: Identify common nonverbal cues exhibited by guests and employees.
Measurement Criteria: Provide feedback to management in order to enhance operations.

Pathway Topic: Leadership and Teamwork

Pathway KS Statement: Review managerial skills required to make staffing decisions while following industry standards.

Performance Element: Model leadership and teamwork qualities to aid in employee retention and create a pleasant working atmosphere for staff members.

Measurement Criteria: Detail ways to minimize staff turnover.
Measurement Criteria: Work well with other staff members.
Measurement Criteria: Conduct regular staff training.

Performance Element: Formulate staff development plans to create an effective working team.

Measurement Criteria: Maintain current job descriptions for all positions under the managerial level.
Measurement Criteria: Conduct regular reviews of staff.
Measurement Criteria: Conduct regular training and coaching of staff.

Performance Element: Review industry standards in human relations policies and procedures to ensure all necessary information is included in orientation for new employees.

Measurement Criteria:
Pathway Topic: Leadership and Teamwork

Conduct thorough orientation for new staff.

*Measurement Criteria:* Detail elements involved in new orientation.

Pathway Topic: Problem Solving and Critical Thinking

*Pathway KS Statement:* Research costs, pricing, and market demands to manage profitability and implement effective marketing strategies.

Performance Element: Interpret calculations of food, labor, and pricing to ensure profitability.

*Measurement Criteria:* Calculate food cost and determine ways to meet goals.
*Measurement Criteria:* Calculate labor cost and determine ways to meet goals.
*Measurement Criteria:* Determine the values of inventory or stock.
*Measurement Criteria:* Determine menu pricing.
*Measurement Criteria:* Define portion control.

Performance Element: Examine market and alternative ways of marketing to develop a promotional package.

*Measurement Criteria:* Develop promotional materials.
*Measurement Criteria:* Create methods to market materials.

Performance Element: Anticipate future needs to plan accordingly.

*Measurement Criteria:* Demonstrate awareness of operational needs.
*Measurement Criteria:* Demonstrate awareness of capabilities and limitations of the operation.

*Pathway KS Statement:* Manage unexpected situations to ensure continuity of quality service.

Performance Element: Identify the problem, possible solutions, and decide on a course of action to resolve unexpected situations.

*Measurement Criteria:* Outline steps to remedy specific situations.

Pathway Topic: Information Technology

*Pathway KS Statement:* Examine types of computerized systems used to manage food service operations and guest service.

Performance Element: Identify ways computers and software are used to provide guest and food services.

*Measurement Criteria:* Demonstrate knowledge in point of sale systems.
*Measurement Criteria:* Demonstrate knowledge in basic computer applications.
*Measurement Criteria:* Demonstrate knowledge in computer programs used for food production.

*Pathway KS Statement:* Research and evaluate technical resources for food services and bar operations to update or enhance industry standards.

Performance Element: Use software applications to manage different aspects of food service operations.

*Measurement Criteria:* Demonstrate the use of software programs for human resource management.
*Measurement Criteria:* Demonstrate the use of software programs for inventory.
Pathway Topic: Information Technology

Performance Element: Retrieve website information to use in menu planning, recipes, and for product information.

Measurement Criteria: Download recipes.
Measurement Criteria: Bookmark websites

Pathway Topic: Technical Skills

Pathway KS Statement: Examine the company’s standard operating procedures related to food and beverage production and guest service to measure effectiveness.

Performance Element: Implement set of Operating Procedures to comply with company requirements.

Measurement Criteria: Detail operating procedures for food quality.
Measurement Criteria: Detail operating procedures for food presentation.

Performance Element: Evaluate prepared foods for quality and presentation to set quality standards in accordance with company requirements.

Measurement Criteria: Show consistent appearance in prepared foods
Measurement Criteria: Detail ways to monitor quality of prepared food.

Performance Element: Use basic food knowledge to prepare nutritional, quality foods.

Measurement Criteria: Explain use of a variety of sauces.
Measurement Criteria: Choose appropriate cooking procedures (sauté, broil, bake, etc.).

Measurement Criteria: Employ knowledge of nutritional values.
Measurement Criteria: Exhibit high quality food presentation.

Performance Element: Evaluate types of kitchen equipment to match equipment with correct cooking methodology.

Measurement Criteria: Use of scales and other food service equipment.
Measurement Criteria: Sharpen knives safely.
Measurement Criteria: Use pots and pans for different food preparations.
Measurement Criteria: Explain how to store and retrieve foods in a variety of settings (cold hot, dry, etc.

Performance Element: Use appropriate types of food service to provide customer service according to set standards.

Measurement Criteria: Detail characteristics of French, Russian, Bistro style and other forms of service.
Measurement Criteria: Identify types of dining utensils and proper uses.
Measurement Criteria: Show proper set up procedures for dining room/counter
Measurement Criteria: Explain menu items.
Measurement Criteria: Detail the process of “upselling” and other forms of marketing at tableside

Pathway Topic: Employability and Career Development

Pathway KS Statement: Research and review career options and
Pathway Topic: Employability and Career Development

Qualifications in the Restaurant and Food Service Industry.

Performance Element: Summarize steps needed to obtain a job in the restaurant and food service industry.

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

Performance Element: Summarize steps needed to retain a job in the restaurant and food service 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 qualities of successful food service employees.
Measurement Criteria: Identify hierarchy within the organization.

Performance Element: Examine jobs available within the various types of restaurants and food service operations to assess career opportunities.

Measurement Criteria: List the qualifications for various careers in the food service industry.
Measurement Criteria: Describe major duties/tasks for each job option.

Performance Element: Examine various industry sectors such as independent vs. chain operations to differentiate careers in each type of operation.

Measurement Criteria: List various types of food service operations.
Measurement Criteria: List advantages/disadvantages of different sectors.
PATHWAY: Lodging

Pathway Topic: Communications

Pathway KS Statement: Examine the uses of various types of telecommunications equipment found at lodging facilities to optimize guest service.

Performance Element: Achieve a familiarity with telecommunications equipment to manage calls.

Measurement Criteria: Demonstrate use of a PBX system.
Measurement Criteria: Describe the functions of a call accounting system.
Measurement Criteria: Describe the functions of automatic call dispensing and automatic call detection features.

Performance Element: Evaluate telephone and facsimile resources to facilitate optimum guest service.

Measurement Criteria: Detail the types of incoming calls.
Measurement Criteria: Outline procedures for processing messages for guests.
Measurement Criteria: Outline how faxes for guests are handled by lodging staff.
Measurement Criteria: Describe how wake-up calls are delivered through the telecommunication system.

Performance Element: Evaluate current and emerging technological services provided by lodging facilities to improve guest service.

Measurement Criteria: Explain how current voice mail systems meet guest needs.
Measurement Criteria: Explain how current personal digital assistants (PDAs) meet guest needs.
Measurement Criteria: Explain how current internet services meet guest needs.
Measurement Criteria: Explain how TDD systems meet the needs of disabled guests.
Measurement Criteria: Explain how emerging technology for telecommunications services enhance the guest experience.

Pathway Topic: Systems

Pathway KS Statement: Summarize the importance of housekeeping standards to assure guest satisfaction.

Performance Element: Identify housekeeping’s major areas of cleaning responsibilities to meet industry standards.

Measurement Criteria: Identify the main functions of guestroom cleaning.
Measurement Criteria: Identify the main functions of public area cleaning
Measurement Criteria: Identify the main functions of back-of-house cleaning
Measurement Criteria: Identify the main functions of cleaning other facility areas.

Performance Element: Explain the use of frequency schedules to maintain cleaning standards.

Measurement Criteria: Explain how frequency schedules are determined for guestroom cleaning.
Measurement Criteria: Explain how frequency schedules are determined for public area cleaning.
Measurement Criteria: Explain how frequency schedules are determined for other areas of facility.
Pathway Topic: Systems

Performance Element: Summarize how standards are used to guide housekeeping personnel.

Measurement Criteria: Identify criteria for guestroom cleaning.
Measurement Criteria: Identify criteria for public area cleaning
Measurement Criteria: Identify criteria for back-of-the house cleaning
Measurement Criteria: Identify criteria for cleaning other areas of facility.

Performance Element: Summarize how productivity standards are used to guide cleaning personnel in time-based tasks.

Measurement Criteria: Estimate time for cleaning guest rooms.
Measurement Criteria: Estimate time for cleaning public and recreation areas.
Measurement Criteria: Estimate time for cleaning management office, back-of-house and other areas as appropriate.

Pathway KS Statement: Prepare a staffing guide to schedule various staff positions to assure guest satisfaction.

Performance Element: Distinguish between fixed and variable staff positions to develop work schedules.

Measurement Criteria: Define fixed labor as it applies to housekeeping.
Measurement Criteria: Define variable labor as it applies to housekeeping.

Performance Element: Set staffing schedules based on required labor hours and occupancy levels to balance labor costs and occupancy.

Measurement Criteria: Determine labor hours required for each level of occupancy.
Measurement Criteria: Determine number of employees to schedule at each level of occupancy.
Measurement Criteria: Calculate estimated labor expenses at each level of occupancy.

Pathway KS Statement: Create work schedules for housekeeping staff.

Performance Element: Distinguish recycled inventories from non-recycled inventories to create minimum/maximum levels of each type.

Measurement Criteria: Distinguish recycled inventories from non-recycled inventories.
Measurement Criteria: Establish par levels for recycled inventories such as linens, uniforms, and guest loan items.

Measurement Criteria: Explain how non-recycled inventories are maintained by establishing order points based on minimum/maximum quantities.

Performance Element: Explain the steps involved with taking a physical inventory to maintain accurate counts.

Measurement Criteria: Identify all areas where are items are used and stored.
Measurement Criteria: Develop an inventory record to maintain current and accurate counts.

Pathway KS Statement: Outline the factors to consider when determining the size of an annual linen purchase to maintain desired quantities based on varying occupancy levels.
Pathway Topic: Systems

Performance Element: Review inventories and records to determine quantity to order.

Measurement Criteria: Review linen inventory records.
Measurement Criteria: Review linen discard records and discard policy.
Measurement Criteria: Calculate number of linens need for full occupancy.

Pathway KS Statement: Explain how a status report is used to ensure housekeeping standards.

Performance Element: Use a room status report to assign guestrooms for cleaning.

Measurement Criteria: Locate vacated guest rooms on status report.
Measurement Criteria: Divide number of rooms among staff.
Measurement Criteria: Inform staff of priority of cleaning rooms.

Pathway Topic: Employability and Career Development

Pathway KS Statement: Research the major duties and qualifications for managerial positions common to back of house operations in many types of lodging operations to create a menu of career opportunities.

Performance Element: Examine the characteristics for chief engineers, food and beverage managers, controllers, and information technology managers, to facilitate selection of career choices.

Measurement Criteria: List three qualifications for each position
Measurement Criteria: Describe the major duties for each position.

Performance Element: Study supervisory positions in lodging to learn the characteristics of jobs at this level.

Measurement Criteria: Detail three supervisory jobs in lodging.
Measurement Criteria: List three qualifications of each supervisory level job.

Performance Element: Study managerial positions in lodging to learn the characteristics of jobs at this level.

Measurement Criteria: Detail three managerial positions in lodging.
Measurement Criteria: List three qualifications for each managerial job.

Pathway KS Statement: Research the major duties and qualifications for managerial positions common to front end operations in many lodging operations to create a menu of career opportunities.

Performance Element: Examine the characteristics for general, catering, human resource, marketing, sales and resident managers to facilitate selection of career choices.

Measurement Criteria: List three qualifications for each type of manager.
Measurement Criteria: Describe the major duties for each type of manager.

Pathway KS Statement: Compare entry-level, skilled level, and managerial positions in the lodging industry to gain awareness of the qualifications and skills required for career opportunities.

Performance Element: Study entry level jobs in lodging to learn the characteristics of jobs at this level.

Measurement Criteria: Detail three entry level jobs in lodging.
Pathway Topic: Employability and Career Development

**Measurement Criteria:** List three qualifications for each entry level job.

Performance Element: Study supervisory positions in lodging to learn the characteristics of jobs at this level.

**Measurement Criteria:** Detail three supervisory jobs in lodging

**Measurement Criteria:** List three qualifications for each supervisory level job.

Performance Element: Study managerial positions in lodging to learn the characteristics of jobs at this level.

**Measurement Criteria:** Detail three managerial positions in lodging

**Measurement Criteria:** List three qualifications for each managerial job.

Pathway KS Statement: Review independently owned and chain-affiliated lodging facilities to compare and illustrate the advantages and disadvantages of each.

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

**Measurement Criteria:** List three advantages of an independently owned facility.

**Measurement Criteria:** List three disadvantages to an independently owned lodging facility.

**Measurement Criteria:** Explain the use of referrals among independently owned facilities.

Performance Element: Examine a chain-affiliated lodging facility to distinguish it from other types of lodging.

**Measurement Criteria:** List three advantages of a chain affiliated facility.

**Measurement Criteria:** List three disadvantages to a chain-affiliated lodging facility.

**Measurement Criteria:** Explain the relationship of owners to management companies.

Pathway KS Statement: Analyze the functions performed by different divisions and departments within a lodging operation to visualize the interaction of all areas.

Performance Element: Review the functions of essential departments within a lodging operation to appreciate the skills and tasks required for each area.

**Measurement Criteria:** Examine the functions of the rooms division.

**Measurement Criteria:** Detail the functions of the food and beverage division.

**Measurement Criteria:** Study the functions of the engineering and maintenance department.

**Measurement Criteria:** Describe the functions of the marketing and sales division.

**Measurement Criteria:** Detail the functions of the accounting department.

**Measurement Criteria:** Describe the functions of the human resource office.

**Measurement Criteria:** Review the functions of the security department.

Performance Element: Review the functions within the food and beverage department of a lodging operation to appreciate the skills and tasks required for each area.

**Measurement Criteria:** Detail the functions of the restaurant(s).

**Measurement Criteria:** Detail the functions of room service.

**Measurement Criteria:** Detail the functions of the lounge(s) or bar(s).
Pathway Topic: Employability and Career Development

Measurement Criteria: Detail the functions of the catering department.

Performance Element: Review the main responsibilities of the engineering and maintenance division within a lodging operation to appreciate the skills and tasks required for both divisions.

Measurement Criteria: Detail the functions of general maintenance.
Measurement Criteria: Detail the functions of grounds maintenance.
Measurement Criteria: Detail the functions of the engineering department.
Measurement Criteria: Detail the functions of emergency maintenance.

Performance Element: Review the primary activities of the marketing and sales division within a lodging operation to appreciate the skills and tasks required for these divisions.

Measurement Criteria: Detail two types of marketing materials for the lodging facility.
Measurement Criteria: Detail two types of units for sale.
Measurement Criteria: Detail the function of the marketing personnel.
Measurement Criteria: Detail the function of the sales personnel.

Performance Element: Review the functions of the accounting department within a lodging operation to appreciate the skills and tasks required for this area.

Measurement Criteria: Explain the function of the accounting department.
Measurement Criteria: Explain the role of the accounting department in payroll.

Performance Element: Review the functions of the human resources department within a lodging operation to appreciate the skills and tasks required for this area.

Measurement Criteria: Explain the role of the human resource department in hiring.
Measurement Criteria: Explain the role of the human resource department in handling complaints.

Performance Element: Review the functions of the security department within a lodging operation to appreciate the skills and tasks required for this area.

Measurement Criteria: List the role of the security personnel.
Measurement Criteria: List the function of security equipment.

Pathway Topic: Technical Skills

Pathway KS Statement: Understand the importance of guest registration, and rate and room assignment procedures to meet guest needs and ensure payment methods.

Performance Element: Identify information collected during registration process to correctly register guests.

Measurement Criteria: Check for pre-registration information.
Measurement Criteria: Verify guest registration card is completed.
Measurement Criteria: Identify the length of stay.
Measurement Criteria: Identify the method of payment.

Performance Element: Explain how room rates are established with arriving guests to assign the appropriate rate.

Measurement Criteria: Specify a standard rate.
Measurement Criteria: List special room rates.
Measurement Criteria: Describe rates that include meal plans, such as the American
Pathway Topic: Technical Skills

Plan, the Modified American Plan, and the European Plan.

**Measurement Criteria:** Demonstrate an "upsell" to arriving guests.

**Performance Element:** Explain how availability, room status, and other standard operating guidelines are used to assign rooms to arriving guests.

**Measurement Criteria:** Determine when a room is available for sale.

**Measurement Criteria:** Issue keys or electronic keycards to registering guests using standard guidelines.

**Measurement Criteria:** Use property maps to direct guests to their room locations.

**Performance Element:** Explain how methods of payment are established with arriving guests to clarify payment procedures.

**Measurement Criteria:** Describe common payment methods for arriving guests.

**Measurement Criteria:** Demonstrate procedure for accepting payment by check.

**Measurement Criteria:** Demonstrate procedure for accepting payment by credit card.

**Measurement Criteria:** Describe special payment methods.

**Performance Element:** Explain how a property’s computer system is used to create guest accounts.

**Measurement Criteria:** Identify different types of accounts.

**Measurement Criteria:** Identify types of charges that can be posted to accounts.

**Measurement Criteria:** Explain how account entries are made through front desk terminals and remote point-of-sale terminals.

**Pathway KS Statement:** Understand the importance of check-out procedures to ensure guest satisfaction and verify settlement of account

**Performance Element:** Summarize correct check-out procedures to prevent oversights or errors.

**Measurement Criteria:** Inquire about recent charges.

**Measurement Criteria:** Post outstanding charges to guest accounts.

**Measurement Criteria:** Verify account information.

**Measurement Criteria:** Check for mail, messages, and faxes.

**Measurement Criteria:** Check for safe deposit or in-room safe keys.

**Measurement Criteria:** Secure the room key or electronic keycard.

**Performance Element:** Describe the account settlement procedures to include different types of payment

**Measurement Criteria:** Verify the method of payment established at registration.

**Measurement Criteria:** Process account payments for guests using cash.

**Measurement Criteria:** Process account payments for guests using credit cards.

**Measurement Criteria:** Process account payments for guests using direct billing arrangements.

**Measurement Criteria:** Present the account for payment to the guest.

**Measurement Criteria:** Update the room’s status through the property's computer system.

**Measurement Criteria:** Inquire about guest satisfaction to create a guest history record file.

Pathway Topic: Information Technology Applications
Pathway Topic: Information Technology Applications

Pathway KS Statement: Employ effective reservation procedures to meet guest needs and maximize occupancy.

Performance Element: Identify the different types of reservations to meet different guest needs.

Measurement Criteria: Distinguish guaranteed from non-guaranteed reservations.
Measurement Criteria: Contrast reservations guaranteed by credit card with reservations guaranteed by travel agents or corporations.
Measurement Criteria: Contrast advanced deposits with prepaid reservations.

Performance Element: Identify common sources to make lodging reservations.

Measurement Criteria: Distinguish a central reservation system from a global distribution system.
Measurement Criteria: Identify ways guests place reservations directly with lodging properties.
Measurement Criteria: Explain how guests make reservations on-line.

Performance Element: Explain how a computer system is used to process or change reservations.

Measurement Criteria: Determine availability.
Measurement Criteria: Create a reservation record.
Measurement Criteria: Modify or cancel a reservation.
Measurement Criteria: Generate reports from reservation data.

Performance Element: Explain how forecasting is used to maximize occupancy levels.

Measurement Criteria: Identify information needed to forecast availability.
Measurement Criteria: Calculate a no-show percentage.
Measurement Criteria: Calculate a walk-in percentage.
Measurement Criteria: Calculate an overstay percentage.
Measurement Criteria: Calculate an understay percentage.
Measurement Criteria: Create a ten-day forecast.

Pathway Topic: Safety, Health and Environmental

Pathway KS Statement: Abide strictly by key control procedures to protect guest and minimize risks.

Performance Element: Explain the types and functions of keys to control levels of access.

Measurement Criteria: List three types or levels of keys used for entry.
Measurement Criteria: Compare/contrast the use of each.

Performance Element: Explain how key control measures are used to protect guests.

Measurement Criteria: Outline how access to all areas is controlled.
Measurement Criteria: Outline how locking systems protect guests.
Measurement Criteria: Outline procedures for issuing electronic keys.

Pathway KS Statement: Explain how cash control procedures are used to protect funds.

Performance Element: Outline the role of a cashier to facilitate cash control.

Measurement Criteria: Demonstrate use of cash sheets to record cash collected.
Hospitality and Tourism

Pathway Topic: Safety, Health and Environmental

**Measurement Criteria:** Demonstrate use of cash sheets to record cash paid out.

**Measurement Criteria:** Explain how cash banks are issued to cashiers.

**Measurement Criteria:** Describe how cashiers turn in cash banks and prepare cash deposits.

**Measurement Criteria:** Explain how cash banks and cashier cash deposits are reconciled.

**Pathway KS Statement:** Explain how guests and property are protected to minimize losses or liabilities.

Performance Element: Control access of safe deposit boxes to minimize losses.

**Measurement Criteria:** Describe how access is given to safe deposit box.

**Measurement Criteria:** Describe how guest's identity is checked for access.

**Measurement Criteria:** Maintain the safe deposit log.

Performance Element: Describe procedures for controlling items lost and found.

**Measurement Criteria:** Identify the department responsible for securing lost and found items.

**Measurement Criteria:** Maintain a log of lost and found items.

**Measurement Criteria:** Store and secure lost and found items for required length of time.

**Measurement Criteria:** Follow property procedures for contacting guests about lost and found items.

Performance Element: Identify access control procedures to enhance guest safety.

**Measurement Criteria:** Recognize and report suspicious situations.

**Measurement Criteria:** Identify and report unauthorized and suspicious persons.

**Measurement Criteria:** Monitor entrances, elevators, and stairways.

**Measurement Criteria:** Ensure limited late-night access to lobby areas.

**Measurement Criteria:** Monitor perimeter and grounds.
PATHWAY: Travel & Tourism

Pathway Topic: Academic Foundations

Pathway KS Statement: Understand and apply information about times zones, seasons, domestic and international maps in creating or enhancing travel.

Performance Element: Demonstrate competence in incorporating or applying multiple time zones, climate and seasons to create travel products.

Measurement Criteria: Identify and explain the differences in time zones.

Measurement Criteria: Identify and explain site variables that affect the tourism product such as climate, time zones, wind, etc.

Measurement Criteria: Explain the international date line and interpret the differences in the zones.

Measurement Criteria: Detail the weather contrast for Sydney, Australia versus that of London, England in the month of June.

Performance Element: Gather information from a variety of domestic and international sources such as internet, and maps to disseminate this information for travel destinations.

Measurement Criteria: Write detailed directions for travel in a variety of domestic locations.

Measurement Criteria: Write detailed directions for travel in a variety of international locations.

Measurement Criteria: Explain or identify, when tested, road and travel destinations marked on a map.

Pathway KS Statement: Employ unit and time conversions skills to develop schedules, and compute cost, distance and time (including travel time) factors.

Performance Element: Utilize unit conversion skills to provide travel distance, and economic information in other countries.

Measurement Criteria: Compare and contrast metric versus American systems of measure.

Measurement Criteria: Distinguish currency designations.

Measurement Criteria: Compute currency conversions between dollars and other currencies.

Measurement Criteria: Compute currency conversions between currencies of other nations.

Performance Element: Interpret World Time Zones to provide travel information about other countries.

Measurement Criteria: Compare time in North America to time in Australia.

Measurement Criteria: Compare time in South America to time in Europe.

Measurement Criteria: Explain the 24-hour clock.

Pathway Topic: Cultural Diversity

Pathway KS Statement: Study differences in language, culture and behavior to achieve an awareness of cultural diversity.

Performance Element: Compare idioms from various areas or regions to appreciate the nuances of language.
Pathway Topic: Cultural Diversity

Measurement Criteria: Identify eight unique, regional USA terms or slang related to the travel and tourism product and experience.

Measurement Criteria: Examine 20 words used by other English-speaking countries for difference in pronunciation, spelling and meaning.

Performance Element: Observe different cultural styles to learn the significance of body language and personal space.

Measurement Criteria: Identify at least three common hand gestures of body language positions unacceptable in another culture.

Measurement Criteria: Show the personal space preferred during conversations by cultures such as Asians, Middle Easterners, Latin Americans and North Americans.

Performance Element: Examine cultural expectations of other areas, regions and countries to help avoid social improprieties.

Measurement Criteria: Identify cultures where eye contact is not accepted.

Measurement Criteria: Identify cultures where you should not pat on a child on the head.

Measurement Criteria: Identify cultures where you cannot offer food with your left hand.

Measurement Criteria: Identify cultures where you should not show the bottom of your feet.

Performance Element: Research behaviors and dress in other areas, regions and countries to appreciate lifestyle preferences.

Measurement Criteria: Examine bathing, shaving, and hair grooming habits of six different countries.

Measurement Criteria: Describe the standard menu, time and serving location of the evening meal for six different countries or regions.

Measurement Criteria: Identify and explain five different head coverings worn in the world and one in the USA.

Measurement Criteria: Document research sources.

Pathway Topic: Safety and Security

Pathway KS 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: Check for adequate lighting.

Measurement Criteria: Measure sound levels for security.

Measurement Criteria: Check surface area for safety.

Measurement Criteria: Gauge political and social climate of an area.

Measurement Criteria: Check possible natural environment hazards.

Measurement Criteria: Check for possible health hazards.

Performance Element: Recognize potential, real and perceived natural, social or terrorism emergency situations to respond appropriately.

Measurement Criteria: Review a film, photo, or recording to identify and describe an emergency situation.
Pathway Topic: Safety and Security

**Measurement Criteria:** Observe guests and surroundings to identify potentially dangerous situations.

**Pathway KS Statement:** Research and create a resource base using alternative plans, proactive, and reactive solutions to manage any emergency situation.

 Performance Element: Formulate methods of resolution and/or alternatives to eliminate potential safety hazards.

**Measurement Criteria:** Create a proactive solution to address common safety hazards including lighting, sound, surface areas, political and social climate.

**Measurement Criteria:** Create a reactive solution to guests' exposure to a health hazard.

**Measurement Criteria:** Prepare alternate methods of reaching travel or experience objective(s).

**Measurement Criteria:** Suggest ways to manage guests and groups facing safety hazards.

**Measurement Criteria:** Develop and role play mock emergency situations demonstrating caution and good judgment.

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

**Measurement Criteria:** Detail three resources for assistance with communication.

**Measurement Criteria:** Name the most common source for criminal assistance.

**Measurement Criteria:** Name a resource for assistance with environmental issues.

**Measurement Criteria:** List a source for assistance with legal issues.

**Measurement Criteria:** List two sources for assistance with medical or social services.

**Measurement Criteria:** Detail two sources for alternative transportation.

**Pathway KS Statement:** Review safety and security issues to establish procedures for customer education.

 Performance Element: Examine and disseminate information to help customers deal with potential safety hazards and security issues.

**Measurement Criteria:** Collect safety and security information relevant to their segment of travel and tourism.

**Measurement Criteria:** Display safety and security information and materials.

**Measurement Criteria:** Distribute safety and security information appropriately to customer/guest.

Pathway Topic: Technical Skills: Product Knowledge

**Pathway KS Statement:** Achieve a familiarity with acronyms, abbreviations, and definitions of terminology to communicate within the tourism industry.

 Performance Element: Define acronyms and abbreviations used in travel and tourism activities to enhance guest/customer services.

**Measurement Criteria:** List airport, airline and city codes.

**Measurement Criteria:** Identify names and acronyms for industry associations.

**Measurement Criteria:** Identify other jargon used in the industry.
Pathway Topic: Technical Skills: Product Knowledge

Performance Element: Define and differentiate travel and tourism terms to guide customizing services for guests.

Measurement Criteria: Explain differences between meal plan options.
Measurement Criteria: Distinguish differences between tour guides and escorts and group leaders.
Measurement Criteria: Explain differences between FIT and group travel.
Measurement Criteria: Summarize room night, inside cabin, berth, vacation, itinerary, day trip, etc. in different segments such as: for cruises, tour planning, meeting planner and others.

Pathway KS Statement: Attain a familiarity with diverse transportation, lodging, cruise and food service options to produce a customized product.

Performance Element: Compare and contrast diverse transportation options to increase customer choices.

Measurement Criteria: Identify methods of travel.
Measurement Criteria: Interpret the advantages of each type of facility.
Measurement Criteria: Interpret the disadvantages of each type of facility.

Performance Element: Examine diverse lodging options to increase customer choice.

Measurement Criteria: Identify five types of lodging facilities.
Measurement Criteria: Detail the advantages of each type of facility.
Measurement Criteria: Detail the disadvantages of each type of facility.

Performance Element: Examine elements of a dining experience expected to satisfy guests at varied facilities such as a boardwalk vendor, cruise ship, chain restaurant and a five-star dining facility.

Measurement Criteria: Detail characteristics of expected food service quality.
Measurement Criteria: Detail characteristics of expected atmosphere.
Measurement Criteria: Detail characteristics of expected cuisine.
Measurement Criteria: Detail characteristics of expected speed of service.

Performance Element: Integrate the various and diverse element of the industry to create a travel experience for a customer.

Measurement Criteria: Create a suggested itinerary for a customer.
Measurement Criteria: Create a travel package including meals for a customer.
Measurement Criteria: Plan a group tour including research, itinerary planning, costing, operations, escorting, and satisfaction survey.

Pathway KS Statement: Achieve familiarity with other industries that have products or services relevant to a tourism package to gain awareness of their role and the tourism provider's role in delivering a seamless product to a customer.

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

Measurement Criteria: Cite an example of seamless service in cooperation with another industry such as agricultural, religious site, or the transportation industry to create the guest experience.
Measurement Criteria: Identify and integrate the different vendors, suppliers and
Pathway Topic: Technical Skills: Product Knowledge

properties to create the guest experience.

Performance Element: Describe the service provider's role to ensure customer satisfaction in delivering a product or service.

Measurement Criteria: Outline the responsibilities for the service provider.
Measurement Criteria: Outline the service provider's role in teaming with other vendors or suppliers.
Measurement Criteria: Outline methods of trouble-shooting issues for a dissatisfied customer.

Pathway KS Statement: Achieve a knowledge of the community elements essential to maintain cooperative tourism development efforts.

Performance Element: Identify local and regional tourism activities that involve more than one business or organization to develop a resource base.

Measurement Criteria: Name one historical site whose support and development is dependent on more than one business or organization.
Measurement Criteria: Name an area event that depends on.

Performance Element: Identify the primary resources or core competencies of the various 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 entity whose strongest resource is financial.
Measurement Criteria: Name a business whose key competence is knowledge or connections.

Performance Element: Identify local and regional tourism issues that involve more than one business or organization to determine the impact of each issue on several businesses/organizations.

Measurement Criteria: Name one tourism development issue that currently or in the past has experienced political strife.
Measurement Criteria: Name a transportation or infrastructure issue related to tourism and list business or organizations that would be affected by it.

Pathway Topic: Technical Skills: Marketing

Pathway KS Statement: Match customer needs, wants and expectations to the travel product to integrate intangible and discretionary travel options.

Performance Element: Research the discretionary factors that influence travel decisions to create customer options.

Measurement Criteria: Identify economic factors influencing travel decisions.
Measurement Criteria: Identify social factors influencing travel decision.
Measurement Criteria: Identify health & safety factors influencing travel decisions.
Measurement Criteria: Identify physical & mental factors influencing travel decisions.

Performance Element: Learn customer preferences and limitations to create the best package for the vendor and the customer.

Measurement Criteria: Plan a cost effective trip or itinerary to meet customer needs.
Measurement Criteria: Identify an opportunity to sell up to greater experiences for the guest and or revenue for the vendor.
Pathway Topic: Technical Skills: Marketing

*Pathway KS Statement:* Study the various market sub-sectors and the general interests of each to design tourism promotional packages.

Performance Element: Create promotional message to target the assets of the elements of a tourism experience to various market sub-sector members.

- **Measurement Criteria:** Name sub-sector determinants related to demographics and psychographics.
- **Measurement Criteria:** Design an experience with one tourism asset for each of the sub-sectors.

Performance Element: Identify key information elements to aid in targeting or modifying products for your audience.

- **Measurement Criteria:** Create a short guided tour of a tourism site for a set of visitors.
- **Measurement Criteria:** Plan a trip itinerary for at least two days.

*Pathway KS Statement:* Evaluate various communication techniques and media venues and select the most effective manner to convey information to a target audience such as the prospective customer, the general public, a disgruntled customer or a special needs population.

Performance Element: Communicate details and points of attractions with enthusiasm to engage the customer/guests in the tourism experience.

- **Measurement Criteria:** Lead an exciting tour.
- **Measurement Criteria:** Make a motivating presentation.
- **Measurement Criteria:** Host a tourism site to inspire a favorable reaction to the travel and tourism product(s) and service(s).
- **Measurement Criteria:** Write a compelling paragraph promoting a tourism product.

Performance Element: Utilize alternate media venues to promote the product or service to the customer/guest.

- **Measurement Criteria:** Identify the similar benefits of broadcast, print, electronic and outdoor media to communicate messages to current and prospective customers.
- **Measurement Criteria:** Contrast the advantages of broadcast, print, electronic and outdoor media to communicate messages to current or prospective customers.

Performance Element: Utilize alternate communication services to assist customers with specialized needs.

- **Measurement Criteria:** Identify a resource to help communicate with disabled travelers.
- **Measurement Criteria:** Identify a resource to help communicate with non-English speaking guests.

Performance Element: Utilize tactful phraseology and communication to dispel misunderstandings or difficult situations.

- **Measurement Criteria:** Make a request of a guest without confrontation.
- **Measurement Criteria:** Give directions to a frenzied, stressed, upset guest without insult or conflict.
PATHWAY: Recreation, Amusements & Attractions

Pathway Topic: Systems

Pathway KS Statement: Explore the types, structure, and career opportunities of the diverse operational units in the pathway.

Performance Element: Research various operating units in the pathway to distinguish the particular characteristics of each venue.

Measurement Criteria: List recreational venues.
Measurement Criteria: List attraction venues.

Performance Element: Outline unique organizational structure of various operating units to compare and contrast the venues.

Measurement Criteria: Describe characteristics unique to each venue.
Measurement Criteria: Describe characteristics common to each venue.

Performance Element: Summarize unique career opportunities for each segment to gather occupational information for each venue.

Measurement Criteria: List recreation careers.
Measurement Criteria: List amusement careers.
Measurement Criteria: List attraction careers.

Pathway KS Statement: Study admission procedures and traffic control issues to manage and control people, groups, and vehicles.

Performance Element: Examine guest and group admission procedures to utilize guidelines for access control.

Measurement Criteria: Identify which venues use ticket admission and how those tickets are collected.
Measurement Criteria: Identify which venues use membership and how the member is identified.
Measurement Criteria: Explain how groups are handled differently in each case.

Performance Element: Examine traffic control issues as they apply to people and vehicles to alleviate congestion issues.

Measurement Criteria: Identify a situation where the number of guests would need to be controlled and list how this would be accomplished.

Pathway KS Statement: Evaluate the unique operational departments in each segment to gain knowledge of the maintenance technology, merchandizing, program and product potential in each venue.

Performance Element: Examine maintenance issues requiring special training of personnel to appreciate job demands and opportunities of each venue.

Measurement Criteria: List maintenance issues unique to recreation.
Measurement Criteria: List maintenance issues unique to amusements.
Measurement Criteria: List maintenance issues unique to attractions.

Performance Element: Summarize merchandising and retail outlet opportunities to predict types of products available.

Measurement Criteria: Describe retail opportunities possible at each venue.
Pathway Topic: Systems

**Measurement Criteria:** List types of merchandise that may be available at each venue.

**Performance Element:** Research ideas needed to develop programs and/or products unique to each venue.

**Measurement Criteria:** Explain the role history might play in developing programs/exhibits/events.

**Measurement Criteria:** Explain the role various animals have in exhibit development.

**Measurement Criteria:** Explain how a theme might determine the types of products/services/events available.

Pathway Topic: Safety and Security

**Pathway KS Statement:** Achieve an awareness of safety and security issues unique to each segment to provide appropriate safety and security measures.

**Performance Element:** Research safety and security issues for guests unique to each venue to create safety guidelines.

**Measurement Criteria:** List guest safety/security issues at recreation venues.

**Measurement Criteria:** List guest safety/security issues at amusement venues.

**Measurement Criteria:** List guest safety/security issues at attraction venues.

**Performance Element:** Research safety and security issues for employees unique to each venue to create safety guidelines.

**Measurement Criteria:** List employee safety/security issues at recreation venues.

**Measurement Criteria:** List employee safety/security issues at amusement venues.

**Measurement Criteria:** List employee safety/security issues at attraction venues.

**Pathway KS Statement:** Achieve an awareness of safety and security issues unique to hospitality and tourism to provide appropriate safety and security measures.

**Performance Element:** Study safety and security issues unique to each venue to create safety guidelines for guests.

**Measurement Criteria:** Detail guest safety/security issues at recreation facilities.

**Measurement Criteria:** Detail guest safety/security issues in amusement areas.

**Measurement Criteria:** Detail guest safety/security issues at attractions.

**Measurement Criteria:** Detail guest safety/security issues at gaming facilities.

**Performance Element:** Research safety and security issues unique to each venue to establish employee safety standards.

**Measurement Criteria:** Specify employee safety/security issues at recreation facilities.

**Measurement Criteria:** Specify employee safety/security issues at amusement areas.

**Measurement Criteria:** Specify employee safety/security issues at attractions.

**Measurement Criteria:** Specify employee safety/security issues at gaming facilities.

**Performance Element:** Examine equipment safety, functionality, and durability to protect guests and minimize replacement costs.

**Measurement Criteria:** List factors that affect safe and appropriate functioning of recreational equipment.

**Measurement Criteria:** List factors that affect safe and appropriate functioning of amusement park equipment.

**Measurement Criteria:** List factors that affect safe and appropriate functioning of
Pathway Topic: Safety and Security

Measurement Criteria: List factors that affect safe and appropriate functioning of museum exhibits and equipment.

Measurement Criteria: List factors that affect safe and appropriate functioning of gaming equipment.

Performance Element: Evaluate methods for equipment maintenance and repair to avoid downtime.

Measurement Criteria: List advantages for repairing on site.

Measurement Criteria: List advantages of securing a technician from off-site.

Measurement Criteria: List factors to consider in selecting a technician.

Measurement Criteria: List the factors involved with preventive maintenance (time, cost).

Measurement Criteria: List the factors involved with emergency repair (downtime, cost).

Pathway KS Statement: Research and create a resource base using alternative plans, proactive and reactive solutions to manage any emergency situation.

Performance Element: Formulate methods of resolution and/or alternatives to potential safety hazards.

Measurement Criteria: Create a proactive solution to address common safety hazards including lighting, sound, surface areas, political and social climate.

Measurement Criteria: Create a reactive solution to guests’ exposure to a health hazard.

Measurement Criteria: Suggest ways to manage guests and groups facing safety hazards.

Measurement Criteria: Develop and role play mock emergency situations demonstrating caution and good judgment.

Performance Element: Research sources to utilize in various emergency situations for self, co-workers and customer/guests.

Measurement Criteria: Detail three resources for assistance with communication.

Measurement Criteria: Name the most common source for criminal assistance.

Measurement Criteria: Name a resource for assistance with environmental issues.

Measurement Criteria: List a source for assistance with legal issues.

Measurement Criteria: List two sources for assistance with medical or social services.


Performance Element: Examine and disseminate information to help customers deal with potential safety hazards and security issues.

Measurement Criteria: Collect safety and security information relevant to the venue.

Measurement Criteria: Display safety and security information and materials.

Measurement Criteria: Distribute safety and security information appropriately to customer/guest.

Pathway Topic: Admissions
Pathway Topic: Admissions

Pathway KS Statement: Study admission procedures to manage and control individuals and groups.

Performance Element: Examine guest and group admission mediums to utilize guidelines for access control.

Measurement Criteria: Identify which venues use ticket admission and methods of collection.

Measurement Criteria: Identify which venues use membership and method of identification.

Measurement Criteria: Explain how groups are handled differently in each case.

Performance Element: Research various methods of ticket allocation to control admission.

Measurement Criteria: List methods of allocating tickets by season, month and day.

Measurement Criteria: Describe considerations for allocating adult, children and senior tickets.

Pathway KS Statement: Explore the different ticket sales options to establish best practices.

Performance Element: Research various methods of ticket pricing and sales to maximize sales.

Measurement Criteria: Identify the factors necessary to consider when setting ticket prices.

Measurement Criteria: List the various methods of selling tickets.

Performance Element: Explore the types and structure of admission ticket channels to distribute tickets.

Measurement Criteria: List ways to allocate tickets for sale.

Measurement Criteria: List ways to distribute tickets for delivery.

Pathway KS Statement: Examine traffic control issues as they apply to people and vehicles to alleviate congestion issues.

Performance Element: Study traffic control issues to manage vehicles.


Measurement Criteria: Identify a situation where the number of guests would need to be controlled and list how this would be accomplished.

Pathway KS Statement: Evaluate the types of information and directions guest would need at entry to be familiar with their surroundings.

Performance Element: Gather information about an entire facility to distribute to the guests.

Measurement Criteria: List all locations a guest would need to know.

Measurement Criteria: Describe the guest use of each area.

Measurement Criteria: Identify the schedule opening and closing for each area of the facility (days/seasons).

Measurement Criteria: Give a short history or background of the facility if relevant.

Performance Element: Gather maps and diagrams of a facility to distribute to the guests.

Measurement Criteria: Describe how a guest would travel through the facility.
Pathway Topic: Admissions

**Measurement Criteria:** List critical locations such as restrooms, telephones, ATMs and first aid stations.

**Performance Element:** Determine information needed to serve guests from non-public sources and locations.

**Measurement Criteria:** List information a guest might need that they may not have accessed.

**Measurement Criteria:** List non-public locations a customer service person would need as a resource.

**Performance Element:** Summarize the policies and procedures to provide guest safety.

**Measurement Criteria:** Describe policies about items such as: backpacks, strollers, wheelchairs, packages, high heels, etc, that would minimize damage and safety in an attraction or amusement setting.

**Measurement Criteria:** Identify emergency evacuation routes.

Pathway Topic: Marketing

**Pathway KS Statement:** Evaluate the unique operational departments in hospitality and tourism to develop marketing strategies in recreation, amusements, and attractions.

**Performance Element:** Describe the use of market segmentation to design marketing plans.

**Measurement Criteria:** List the groups or demographics of the groups to be targeted.

**Measurement Criteria:** Describe how this factor affects the marketing strategies.

**Performance Element:** Describe the impact of seasonality to design marketing plans.

**Measurement Criteria:** List what seasons are most popular for each venue.

**Measurement Criteria:** Give a scenario of a “worst” season.

**Performance Element:** Describe the ways to incorporate a loyalty program into the marketing plan.

**Measurement Criteria:** List ways to entice the customer to return.

**Measurement Criteria:** Give methods to convince customers to refer others to the facility.

**Performance Element:** Describe collaboration with other entities to provide an inclusive product or service.

**Measurement Criteria:** Detail ways to set-up a marketing partnership.

**Measurement Criteria:** Describe the process to create a tourism experience package with other businesses.

**Performance Element:** Examine avenues to expose the public to a new product or service.

**Measurement Criteria:** List methods to announce a new product to the public.

**Measurement Criteria:** List ways to communicate a new product or service to current customers.

**Pathway KS Statement:** Study the different venues in hospitality and tourism to gain knowledge of merchandizing, program and product potential.

**Performance Element:** Summarize merchandizing and retail outlet opportunities to
Pathway Topic: Marketing

predict types of available products.

**Measurement Criteria:** Describe retail opportunities possible at each venue.

**Measurement Criteria:** List types of merchandise that may be available at each venue.

Performance Element: Research ideas needed to develop programs and/or products unique to each venue.

**Measurement Criteria:** Explain the role history might play in developing programs/exhibits/events.

**Measurement Criteria:** Explain the role various animals have in exhibit development.

**Measurement Criteria:** Explain how a theme might determine the types of products/services/events available.

Pathway Topic: Operations

**Pathway KS Statement:** Explore the types, structure, and career opportunities of recreation, amusements, and attractions to gain awareness of the diverse operational units in hospitality and tourism.

Performance Element: Study various operating methods of a recreational facility to distinguish the particular characteristics of recreation.

**Measurement Criteria:** List three ways to organize a business to provide recreational options for guests.

**Measurement Criteria:** Describe the benefits and disadvantages of each method.

**Measurement Criteria:** Name various types of recreation facilities.

Performance Element: Outline various operational methods to utilize at a museum.

**Measurement Criteria:** List three ways to organize a museum.

**Measurement Criteria:** List the benefits and disadvantages of each method.

**Measurement Criteria:** Name various types of museums.

Performance Element: Outline various methods to operate an attraction.

**Measurement Criteria:** Name two business methods for operating a historic attractions.

**Measurement Criteria:** List three methods for operating an amusement attraction.

**Measurement Criteria:** List three business methods for operating an educational attraction.

**Measurement Criteria:** Describe the benefits and disadvantages of each method.

Performance Element: Explain various methods to operate a casino or gaming facility

**Measurement Criteria:** Detail characteristics unique to the gaming venue.

**Measurement Criteria:** Describe the organizational requirements for operating a casino.

**Measurement Criteria:** List the benefits and disadvantages such management would encounter.

Performance Element: Evaluate the “Design Day Specifications” to best utilize a facility.

**Measurement Criteria:** List the factors that influence the capacity of the facility.

**Measurement Criteria:** Name the factors that influence the attendance of your customers.

**Measurement Criteria:** Cite the methods of adjusting the design of a facility to
Pathway Topic:  Operations

accommodate the normal day, a slow day, and a super busy day.

Performance Element:  Summarize unique career opportunities in hospitality and tourism to gather occupational information for each venue.

Measurement Criteria:  List recreation careers.
Measurement Criteria:  List amusement careers.
Measurement Criteria:  List attraction careers.
Measurement Criteria:  List gaming careers.