HOSPITALITY, TOURISM, AND RECREATION CAREER PATHWAY STANDARDS

DIRECTIONS

Use the rating scale to evaluate the student. Check the appropriate box to indicate the degree of competency. The A, P, B & L are not intended to represent the traditional school grading system. Ratings should reflect the student's achievement of the competencies rather than the grade given in the class.

RATING SCALE

A = Advanced   Demonstrates superior knowledge and skills; can work independently with no supervision.
P = Proficient   Demonstrates proficient knowledge and skills; can work with limited supervision.
B = Basic   Demonstrates minimal knowledge and skills; requires instruction and close supervision.
L = Limited   Shows little or no knowledge or skill in this area.

HTR – C1.0
Demonstrate an understanding of the major aspects of the hospitality, tourism, and recreation industry (i.e. lodging, travel, and tourism; event planning; theme parks, attractions, and exhibitions; and recreation) and the industry's role in local, state, national, and global economies:

A P B L

- ❑ ❑ ❑ ❑ C1.1 Define and compare core elements of the hospitality, tourism, and recreation industry from those of various supporting industries.
- ❑ ❑ ❑ ❑ C1.2 Analyze the working conditions of various careers in the hospitality, tourism, and recreation industry.
- ❑ ❑ ❑ ❑ C1.3 Analyze the impact and contributions of various segments of the industry on local, state, national, and international economies and cultures, and the environment.
- ❑ ❑ ❑ ❑ C1.4 Compare and contrast the relationship between industry trends and local, state, national, and international economic trends.

HTR – C2.0
Analyze the basic elements of workforce and organizational management, including the roles and responsibilities of effective management and employees in the industry:

A P B L

- ❑ ❑ ❑ ❑ C2.1 Interpret how the mission and goals of a business affect operations in the hospitality, tourism, and recreation industry.
- ❑ ❑ ❑ ❑ C2.2 Understand the importance of specific human resource practices and procedures that address workplace diversity, harassment, personal safety, and discrimination.
- ❑ ❑ ❑ ❑ C2.3 Explain common safety, security, and emergency policies and procedures used in the hospitality, tourism, and recreation industry to protect guests, visitors, and employees, such as safe work practices and conditions, confidentiality of customer information, control of keys, infectious disease control, first aid procedures, and emergency training.
- ❑ ❑ ❑ ❑ C2.4 Analyze the relationship of management techniques and appropriate business procedures, such as spreadsheets for payroll and inventories, tools for budgeting, recordkeeping, and corresponding to key outcomes: profitability, productivity, positive work environment, consumer and client satisfaction, business growth, business plans, corporate social responsibility, and environmental stewardship.
- ❑ ❑ ❑ ❑ C2.5 Create a product which explains the impact of main laws and regulations that affect accommodations and practices, including the requirements of the California Occupational Safety and Health Administration and the Americans with Disabilities Act, wage and hour laws, tenant status, and accommodation of minors.

HTR – C3.0
Apply the knowledge and skills essential for effective guest services in the hospitality, tourism, and recreation industry sector:

A P B L

- ❑ ❑ ❑ ❑ C3.1 Analyze the importance of guest services to the success of the industry.
- ❑ ❑ ❑ ❑ C3.2 Demonstrate the concept of exceptional guest service.
- ❑ ❑ ❑ ❑ C3.3 Anticipate the needs, desires, and interests of guests in order to exceed their expectations by implementing total quality management practices (TQM).
- ❑ ❑ ❑ ❑ C3.4 Recognize common guest complaints and the service solutions for preventing or resolving them.
- ❑ ❑ ❑ ❑ C3.5 Understand the roles of management and employees in effectively meeting the needs of culturally and generationally diverse guests and special needs customers.
- ❑ ❑ ❑ ❑ C3.6 Interact with guests in a positive, responsive, and professional manner.

HTR – C4.0
Describe the fundamentals of successful sales and marketing methods:

A P B L

- ❑ ❑ ❑ ❑ C4.1 Recognize ways of developing and maintaining long-term guest relationships.
- ❑ ❑ ❑ ❑ C4.2 Identify the major market segments of the hospitality, tourism, and recreation industry.
- ❑ ❑ ❑ ❑ C4.3 Understand basic marketing principles for maximizing revenue based on supply and demand and competition.
- ❑ ❑ ❑ ❑ C4.4 Understand the value of advertising, public relations, social networking, and community involvement.
- ❑ ❑ ❑ ❑ C4.5 Analyze marketing strategies, including promotional selling and upgrading, and their effect on profits.
- ❑ ❑ ❑ ❑ C4.6 Analyze the way in which basic marketing principles and procedures can be applied to targeting an audience, including: branding, bench marking, and promotional selling and upgrading and their effect on profits.

HTR – C5.0
Demonstrate an understanding of the basics of systems operations and the importance of maintaining facilities, equipment, tools, and supplies:

A P B L

- ❑ ❑ ❑ ❑ C5.1 Apply the procedures for cleaning, maintaining, and repairing facilities and equipment and the importance of preventive maintenance.
- ❑ ❑ ❑ ❑ C5.2 Recognize the types of materials and supplies used in the maintenance of facilities, including the identification of the hazardous properties of chemicals and the use of Material Safety Data Sheets (MSDS).
- ❑ ❑ ❑ ❑ C5.3 Practice procedures for maintaining inventories, requisitioning equipment and tools, and storing and restocking supplies.
- ❑ ❑ ❑ ❑ C5.4 Understand the relationship between facilities management and profit and loss, including the costs of resource consumption, breakage, theft, supplies use, and decisions for repairs or replacement.
- ❑ ❑ ❑ ❑ C5.5 Analyze work to be completed, prioritize tasks, and prepare a schedule to meet facility and personnel needs within an allotted budget.
- ❑ ❑ ❑ ❑ C5.6 Understand how essential departments in a hospitality, tourism, and recreation business contribute to economic success.

HTR – C6.0
Implement procedures for common types of financial transactions:

A P B L

- ❑ ❑ ❑ ❑ C6.1 Apply procedures for handling cash transactions, such as balancing cash, handling cash control, converting currency, and identifying counterfeit currency.
- ❑ ❑ ❑ ❑ C6.2 Apply the procedures for handling noncash transactions: credit cards, debit cards, ATM cards, money orders, personal checks, coupons, discounts, and online transactions.
- ❑ ❑ ❑ ❑ C6.3 Conduct all financial transactions in an accurate, professional, and ethical manner.
- ❑ ❑ ❑ ❑ C6.4 Produce a product that identifies and explains the impact of identity theft on the hospitality, tourism, and recreation industry.

HTR – C7.0
Demonstrate an understanding of the essential aspects of the lodging industry:

A P B L

- ❑ ❑ ❑ ❑ C7.1 Distinguish between the segments of the lodging industry, such as motels, limited service, full service resorts, all suites, extended-stay hotels, convention hotels, boutique hotels, and bed-and-breakfast facilities.
- ❑ ❑ ❑ ❑ C7.2 Differentiate the required duties of various positions, including those of front desk and other service providers in relation to the functions of the business: checking guests in and out, greeting, assessing needs, delivering services, and closing the transaction.
- ❑ ❑ ❑ ❑ C7.3 Understand the internal hierarchy and departmental interrelationships of lodging establishments.
- ❑ ❑ ❑ ❑ C7.4 Compare the types of food service offered at various lodging facilities.

HTR – C8.0
Interpret the basics of global and domestic physical and cultural geography in relation to the hospitality, tourism, and recreation industry:

A P B L

- ❑ ❑ ❑ ❑ C8.1 Understand fundamental ways in which physical geography, culture, and politics, affect local economies and world travel and tourism.
- ❑ ❑ ❑ ❑ C8.2 Create a product using types of basic information that international travelers need, including physical geography, time zones, International Date Line, rights and responsibilities, laws, insurance, emergency services, and customs.

HTR – C9.0
Apply the basic processes of making reservations, ticketing, and developing travel itineraries:

A P B L

- ❑ ❑ ❑ ❑ C9.1 Interpret the costs and other travel considerations involved in creating itineraries to meet client needs, including types of travel, types of fares, basic fare codes, costs, penalty charges, and types of accommodations.
- ❑ ❑ ❑ ❑ C9.2 Evaluate important travel information, including insurance needs, vehicle rentals, passports, visas, and health documents, as well as how to plan specialty tour packages to fit client needs.
- ❑ ❑ ❑ ❑ C9.3 Classify the characteristics and configurations of common air and rail carriers, cruise ships, and attractions, including the most frequently used codes and terminology for ports of travel.
- ❑ ❑ ❑ ❑ C9.4 Understand the basic purpose, function, and operation of various travel systems and authorities, including the Airline Reporting Corporation, the Federal Aviation Authority, the major centralized reservation systems, and the Computerized Reservation System.
- ❑ ❑ ❑ ❑ C9.5 Research the role and importance of online reservation services to marketing and profitability.

HTR – C10.0
Explain the fundamental purpose and basic organizational structure of a variety of theme parks, attractions, and exhibitions:

A P B L

- ❑ ❑ ❑ ❑ C10.1 Understand how the various internal departments of theme parks, attractions, or exhibitions interrelate and support each other.
- ❑ ❑ ❑ ❑ C10.2 Understand the internal hierarchy and departmental relationships of theme parks, attractions, or exhibitions.
- ❑ ❑ ❑ ❑ C10.3 Analyze the ways in which the purposes of various industries; entertainment, education, and community relations affect their financial structure.
- ❑ ❑ ❑ ❑ C10.4 Compare the purposes, implications, and strategies of special promotions, such as season passes, multiple-day visits, retail items, and discount coupons.

HTR – C11.0
Illustrate the fundamentals of planning events for a diverse clientele:

A P B L

- ❑ ❑ ❑ ❑ C11.1 Explain the purposes and target audiences of various venues.
- ❑ ❑ ❑ ❑ C11.2 Demonstrate the essential procedures for planning, promoting, publicizing, coordinating, and evaluating a program or event.
- ❑ ❑ ❑ ❑ C11.3 Understand how to establish business relationships with a variety of locations, food suppliers, and other vendors.
- ❑ ❑ ❑ ❑ C11.4 Demonstrate procedures for setting up facilities, equipment, and supplies.
- ❑ ❑ ❑ ❑ C11.5 Develop schedules, registration tools, event materials, and programs.
- ❑ ❑ ❑ ❑ C11.6 Plan special events (e.g., meetings, trade shows, fairs, conferences) based on specific themes, budgets, agendas, space and security needs, and itineraries.

HTR – C12.0
Demonstrate an understanding of the value of recreation and the fundamentals of recreational facilities and services:

A P B L

- ❑ ❑ ❑ ❑ C12.1 Recognize the variety of parklands, wilderness areas, and waterways available for recreation.
- ❑ ❑ ❑ ❑ C12.2 Explain the outdoor recreational opportunities that promote physical and mental health.
- ❑ ❑ ❑ ❑ C12.3 Understand how the needs of various clients may be met through appropriate outdoor recreational activities, outdoor experiences, special tours, and environmentally responsible education.
- ❑ ❑ ❑ ❑ C12.4 Evaluate the requirements of outdoor recreational businesses, including benefits, risks, required skills, and costs.
- ❑ ❑ ❑ ❑ C12.5 Explore the departments, functions, and restrictions of public and private parks and recreational facilities and the outdoor recreational programs they offer.
- ❑ ❑ ❑ ❑ C12.6 Create a product describing the types of insurance, licenses, and permits needed for the operation and management of various popular outdoor activities.

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RATING SCALE

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ANCHOR – 1.0 Academics
Analyze and apply appropriate academic standards required for successful industry sector pathway completion leading to postsecondary education and employment. Refer to the Hospitality, Tourism, and Recreation academic alignment matrix for identification of standards.*

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ANCHOR – 2.0 Communications
Acquire and accurately use Hospitality, Tourism, and Recreation sector terminology and protocols at the career and college readiness level for communicating effectively in oral, written, and multimedia formats. (Direct alignment with LS 9-10, 11-12.6)*

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ANCHOR – 3.0 Career Planning and Management
Integrate multiple sources of career information from diverse formats to make informed career decisions, solve problems, and manage personal career plans. (Direct alignment with SLS 11-12.2)*

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ANCHOR – 4.0 Technology
Use existing and emerging technology, to investigate, research, and produce products and services, including new information, as required in the Hospitality, Tourism, and Recreation sector workplace environment. (Direct alignment with WS 11-12.6)*

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ANCHOR – 5.0 Problem Solving and Critical Thinking
Conduct short, as well as more sustained, research to create alternative solutions to answer a question or solve a problem unique to the Hospitality, Tourism, and Recreation, using critical and creative thinking; logical reasoning, analysis, inquiry, and problem-solving techniques. (Direct alignment with WS 11-12.7)*

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ANCHOR – 6.0 Health and Safety
Demonstrate health and safety procedures, regulations, and personal health practices and determine the meaning of symbols, key terms, and domain-specific words and phrases as related to the Hospitality, Tourism, and Recreation sector workplace environment. (Direct alignment with RSTS 9-10, 11-12.4)*

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ANCHOR – 7.0 Responsibility and Flexibility
Initiate, and participate in, a range of collaborations demonstrating behaviors that reflect personal and professional responsibility, flexibility, and respect in the Hospitality, Tourism, and Recreation sector workplace environment and community settings. (Direct alignment with SLS 9-10, 11-12.1)*

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ANCHOR – 8.0 Ethics and Legal Responsibilities
Practice professional, ethical, and legal behavior, responding thoughtfully to diverse perspectives and resolving contradictions when possible, consistent with applicable laws, regulations, and organizational norms. (Direct alignment with SLS 11-12.1d)*

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ANCHOR – 9.0 Leadership and Teamwork
Work with peers to promote divergent and creative perspectives, effective leadership, group dynamics, team and individual decision making, benefits of workforce diversity, and conflict resolution as practiced in the career technical student organization (FHA-HERO: The California Affiliate of FCCLA). (Direct alignment with SLS 11-12.1b)*

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ANCHOR – 10.0 Technical Knowledge and Skills
Apply essential technical knowledge and skills common to all pathways in the Hospitality, Tourism, and Recreation sector, following procedures when carrying out experiments or performing technical tasks. (Direct alignment with WS 11-12.6)*

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ANCHOR – 11.0 Demonstration and Application
Demonstrate and apply the knowledge and skills contained in the Hospitality, Tourism, and Recreation anchor standards, pathway standards, and performance indicators in classroom, laboratory and workplace settings, and through the career technical student organization (FHA-HERO: The California Affiliate of FCCLA).*

A P B L
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HOME ECONOMICS CAREERS AND TECHNOLOGY: HOSPITALITY, TOURISM, AND RECREATION (HTR) INDUSTRY SECTOR

HOSPITALITY, TOURISM, AND RECREATION CAREER PATHWAY COMPETENCY PROFILE

PERSONAL INFORMATION

Instructional Career Pathway Program: _____

Name: _____

Address: _____

City, State, Zip Code: _____

Career Objective: _____

School/ROCP: _____ Today's Date: _____

School District: _____

School/ROCP Phone: _____ School/ROCP Fax: _____

SECONDARY EDUCATION AND TRAINING

METHOD OF INSTRUCTION *C.C., C.V.E., C/L-B.E.	INSTRUCTOR'S NAME	ENROLLMENT DATE	COMPLETION DATE	TOTAL CLASS HOURS	TOTAL LABORATORY HOURS	TOTAL ON-THE-JOB TRAINING HOURS	GRADE POINT AVERAGE

WORK SITE/ON-THE-JOB TRAINING/WORK EXPERIENCE

JOB TITLE	TRAINING STATION	DURATION OF TRAINING	COMPANY NAME	SUPERVISOR'S NAME	SUPERVISOR'S PHONE

_____
(Student Name)
has successfully completed course work and competencies for the Hospitality, Tourism, and Recreation Career Pathway.

_____ _____ _____
(Student Signature and Date) (Instructor Signature and Date) (HERO Advisory Committee Member Signature and Date)

POST-SECONDARY EDUCATION AND TRAINING

DATE	INSTITUTION	ATTENDING Y/N	COURSES ENROLLED IN

EMPLOYMENT STATUS

NOT IN LABOR FORCE	UNEMPLOYED Y/N	MILITARY STATUS	EMPLOYED Y/N	EMPLOYER'S NAME	ADDRESS	SUPERVISOR'S NAME	JOB TITLE	RELATED TO TRAINING	SALARY

Abbreviation Explanation: *C.C. = Community Classroom *C.V.E. = Cooperative Vocational Education *C/L-B.E. = Classroom/Laboratory-Based Education
Prepared by the Home Economics Careers and Technology Education Staff, California Department of Education, in collaboration with the HECT Curriculum and Professional Development Project, CSU Fresno.

*Refer to the Anchor Standards in the Hospitality, Tourism, and Recreation Industry Sector for performance indicators.