Hospitality, Tourism, and Recreation I

8202 36 weeks / 280 hours

Table of Contents

Acknowledgments ................................................................................................................................................................... 1
Course Description .................................................................................................................................................................. 2
Task Essentials Table .............................................................................................................................................................. 2
Curriculum Framework ........................................................................................................................................................... 5
SOL Correlation by Task .................................................................................................................................................... 108
Entrepreneurship Infusion Unit ........................................................................................................................................... 110
Appendix: Credentials, Course Sequences, and Career Cluster Information ................................................................. 112

Acknowledgments

The components of this instructional framework were developed by the following curriculum development panelists:

Katie Barron, Youth Account Manager, Kings Dominion, Doswell
Christal Jett, Admissions Representative, Johnson & Wales University, Virginia
Susan Kelly, Instructor, Warren County High School, Warren County Public Schools
Joni Lam, Instructor, Turner Ashby High School, Rockingham County Public Schools
Teresa Madigan, Teacher Specialist, Norfolk Technical Center, Norfolk Public Schools
Regina E. Morrone, Program Manager, Family and Consumer Sciences, Fairfax County Public Schools
Elizabeth O’Brien, Director, Academic Markets, American Hotel & Lodging Association Educational Institute
Elizabeth Sandoz, Sales Manager, The Hotel Roanoke and Conference Center, Roanoke
Ginger Stepp, Director of Sales, Hilton Garden Inn Roanoke, Roanoke
Wesley T. Ward, Events Assistant, Office of Alumni Relations, George Mason University, Fairfax
Toshieba Ragland, Instructor, Lake Braddock Secondary School, Fairfax County Public Schools

Correlations to the Virginia Standards of Learning were reviewed and updated by:

Leslie R. Bowers, English Teacher (ret.), Newport News Public Schools
Vickie L. Inge, Mathematics Committee Member, Virginia Mathematics and Science Coalition
Anne F. Markwith, New Teacher Mentor (Science), Gloucester County Public Schools
Course Description

Suggested Grade Level: 10 or 11

Students begin preparation for employment in hospitality industries by focusing on principles of operations in food services, recreation, hospitality planning, and business relations. Special attention is paid to the development of culinary skills (food sanitation, food preparation, and serving) and customer service skills.

Recommended prerequisite(s): Introduction to Hospitality, Tourism, and Recreation 8259/8258

Task Essentials Table

- Tasks/competencies designated by plus icons (⊕) in the left-hand column(s) are essential
- Tasks/competencies designated by empty-circle icons (⊙) are optional
- Tasks/competencies designated by minus icons (⊖) are omitted
- Tasks marked with an asterisk (*) are sensitive.

<table>
<thead>
<tr>
<th>8202</th>
<th>Tasks/Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>⊕</td>
<td>Analyze the meaning of work and the meaning of family.</td>
</tr>
<tr>
<td>+</td>
<td>Compare how families affect work life and how work life affects families.</td>
</tr>
<tr>
<td>+</td>
<td>Identify management strategies for balancing work and family roles.</td>
</tr>
<tr>
<td>+</td>
<td>Describe the evolution of the hospitality industry.</td>
</tr>
<tr>
<td>+</td>
<td>Describe the concept of hospitality.</td>
</tr>
<tr>
<td>+</td>
<td>Describe the atmosphere of hospitality.</td>
</tr>
<tr>
<td>+</td>
<td>Identify the segments of the hospitality industry.</td>
</tr>
<tr>
<td>+</td>
<td>Describe technology skills needed for employment in the hospitality industry.</td>
</tr>
<tr>
<td>+</td>
<td>Identify trends in the hospitality industry.</td>
</tr>
<tr>
<td>+</td>
<td>Research the effects of the hospitality industry on local, state, national, and global economies.</td>
</tr>
<tr>
<td>+</td>
<td>Describe external events that affect the industry.</td>
</tr>
<tr>
<td>+</td>
<td>Describe the role of sourcing and purchasing products pertaining to each segment of the hospitality industry.</td>
</tr>
<tr>
<td>+</td>
<td>Describe the functional role of a management structure.</td>
</tr>
<tr>
<td>+</td>
<td>Analyze the financial viability of a hospitality property.</td>
</tr>
<tr>
<td>+</td>
<td>Describe the responsibilities of the personnel or human resources division.</td>
</tr>
<tr>
<td>+</td>
<td>Identify methods that promote sanitation in all areas of the hospitality industry.</td>
</tr>
<tr>
<td>+</td>
<td>Describe the vital role of the housekeeping division in a lodging operation.</td>
</tr>
<tr>
<td>+</td>
<td>Describe possible hazards to the health and safety of employees and guests.</td>
</tr>
<tr>
<td>+</td>
<td>Identify government regulations pertaining to health, safety, and sanitation practices in the hospitality industry.</td>
</tr>
<tr>
<td>+</td>
<td>List emergency situations that affect the hospitality industry.</td>
</tr>
<tr>
<td>+</td>
<td>Plan strategies to promote customer and employee safety.</td>
</tr>
<tr>
<td>+</td>
<td>Identify sustainability issues in the hospitality industry.</td>
</tr>
<tr>
<td>+</td>
<td>Describe the importance of professionalism.</td>
</tr>
<tr>
<td>+</td>
<td>Identify the consequences of noncompliance with health and safety practices.</td>
</tr>
<tr>
<td>+</td>
<td>Describe the concept of service as a product.</td>
</tr>
<tr>
<td>+</td>
<td>Identify the influence of social media on sales.</td>
</tr>
<tr>
<td>+</td>
<td>Identify the elements of sales and marketing.</td>
</tr>
<tr>
<td>+</td>
<td>Describe the effect of sales on other departments within a hospitality enterprise.</td>
</tr>
<tr>
<td>+</td>
<td>Describe the relationship between sales and marketing departments.</td>
</tr>
<tr>
<td>+</td>
<td>List the functions of the sales and marketing department(s).</td>
</tr>
<tr>
<td>+</td>
<td>Identify potential market segments within the hospitality industry.</td>
</tr>
<tr>
<td>+</td>
<td>Identify the food and beverage industry vendors.</td>
</tr>
<tr>
<td>+</td>
<td>Identify duties of back-of-the-house personnel.</td>
</tr>
<tr>
<td>+</td>
<td>Identify national nutritional guidelines.</td>
</tr>
<tr>
<td>+</td>
<td>Identify commercial kitchen equipment and culinary utensils.</td>
</tr>
<tr>
<td>+</td>
<td>Write an order ticket as a member of a waitstaff.</td>
</tr>
<tr>
<td>+</td>
<td>Set a table.</td>
</tr>
<tr>
<td>+</td>
<td>Plan a meal.</td>
</tr>
<tr>
<td>+</td>
<td>Apply principles of nutrition to menu development.</td>
</tr>
<tr>
<td>+</td>
<td>Identify various types of restaurant menus.</td>
</tr>
<tr>
<td>+</td>
<td>Describe basic food preparation methods and innovative techniques.</td>
</tr>
<tr>
<td>+</td>
<td>Demonstrate food presentation techniques.</td>
</tr>
<tr>
<td>+</td>
<td>Inventory food and supplies.</td>
</tr>
<tr>
<td>+</td>
<td>Describe the receiving and storage process.</td>
</tr>
<tr>
<td>+</td>
<td>Identify the duties of front-of-the-house personnel.</td>
</tr>
<tr>
<td>+</td>
<td>Set up dining area.</td>
</tr>
<tr>
<td>+</td>
<td>Describe how menu items are prepared.</td>
</tr>
<tr>
<td>+</td>
<td>Serve foods and beverages.</td>
</tr>
<tr>
<td>+</td>
<td>Manage payment options.</td>
</tr>
<tr>
<td>+</td>
<td>Identify geography, climate, locations, and time zones of specific regions and countries and their cultural expectations.</td>
</tr>
<tr>
<td>+</td>
<td>Determine the responsibilities of recreation, leisure, and themed services employees.</td>
</tr>
<tr>
<td>☀️</td>
<td>Manage guests’ use of health/fitness facilities.</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>☀️</td>
<td>Plan for an event or activity.</td>
</tr>
<tr>
<td>☀️</td>
<td>Identify locations, facilities, suppliers, and vendors for an event or activity.</td>
</tr>
<tr>
<td>☀️</td>
<td>Plan strategies to promote or publicize events.</td>
</tr>
<tr>
<td>☀️</td>
<td>Identify trends in recreation and leisure programs that promote health and wellness.</td>
</tr>
<tr>
<td>☀️</td>
<td>Identify modes of transportation available for a variety of destinations.</td>
</tr>
<tr>
<td>☀️</td>
<td>Identify laws related to the hospitality industry.</td>
</tr>
<tr>
<td>☀️</td>
<td>Explore legal matters.</td>
</tr>
<tr>
<td>☀️</td>
<td>Identify privacy concerns related to the hospitality industry.</td>
</tr>
<tr>
<td>☀️</td>
<td>Correlate the importance of customer service to successful business operations.</td>
</tr>
<tr>
<td>☀️</td>
<td>Identify the steps to resolve a customer complaint.</td>
</tr>
</tbody>
</table>

Legend: ☀️Essential ☐Non-essential ☑Omitted

---

**Curriculum Framework**

**Balancing Work and Family**

---

**Task Number 39**

**Analyze the meaning of work and the meaning of family.**

**Definition**

Analysis may include

- evaluating work systems and family systems (structures)
- assessing characteristics of strong work and family organizations
- examining the evolution of the workforce
- identifying the rewards of work within and outside the family
- describing the roles and responsibilities of employees and family members
- determining how interdependence affects each member of the family
- evaluating ways in which the evolution of the family life cycle affects choices and decisions
• examining personal and family values.

**Process/Skill Questions**

**Thinking**

• What factors should one consider when analyzing work and family structures?
• What criteria should one use to assess work and family systems?
• How are the roles and responsibilities of employed workers and family members alike, and how are they different?
• How is the role of management in the workplace like or unlike the role of management in the family?

**Communication**

• How can the workplace be respectful of the family and individuals?
• How can one communicate to others the importance of being aware of the values of work and family?
• How can family members at different stages of the family life cycle communicate their values and choices?

**Leadership**

• What leadership techniques are needed to develop workplace strategies for change?
• How can the family and the employer develop leadership skills in individuals?
• How can leadership skills be integrated into the family and the workplace?

**Management**

• How can one develop a life plan that reflects family values?
• How can an individual’s management skills be integrated into the family? Into the workplace?
• What resources can help one determine work and family values?

**National Standards for Family and Consumer Sciences Education**

6.1.1
Analyze family as the basic unit of society.

**FCCLA National Programs**

Career Connection: My Career

Career Connection: My Life

Career Connection: My Path

Career Connection: My Skills

Families First: Balancing Family and Career

Families First: Families Today
Task Number 40

Compare how families affect work life and how work life affects families.

Definition

Comparison should include the financial, social, intellectual, emotional, and ethical complexities involved in work and family roles.

Process/Skill Questions
Thinking

• What effects do technological changes in the workplace have on families?
• What are the benefits and disadvantages of work as it relates to family?
• What are the effects of family stress and/or change on the workplace?

Communication

• How is the importance of work life communicated to family members and the importance of family life communicated to those in the workplace?

Leadership

• What leadership techniques are used to develop workplace strategies for change? How can the family and the employer develop leadership skills in individuals?
• What leadership techniques can be used to direct or redirect the effects of family on work and work on family?

Management

• How can an individual’s management skills be integrated into the family? Into the workplace?
• What resources help analyze and manage ways in which families are affected by work life and ways in which work is affected by family life?

National Standards for Family and Consumer Sciences Education

1.1
Analyze strategies to manage multiple roles and responsibilities (individual, family, career, community, and global).

FCCLA National Programs

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Families First: Balancing Family and Career
Families First: Families Today
Families First: Meet the Challenge
Families First: Parent Practice
Families First: You-Me-Us
Task Number 41

Identify management strategies for balancing work and family roles.

Definition

Identification should include

- time management
- family and work responsibilities prioritization
- stress management
- health and safety concerns
- conflict resolution
- family and work values
- family and career life cycle stages.

Process/Skill Questions

Thinking
• What are the effects of family stress and/or change on the workplace?
• What effects might family life have on the financial issues of work? Social issues? Intellectual issues? Ethical issues? What effects do other workplace trends have on families?

**Communication**

• What communication skills are needed to balance the effects of family life on work? Work life on families?

**Leadership**

• How can leadership skills be integrated into the family and the workplace?

**Management**

• What management skills are needed to minimize the effects of family life on work and the effects of work on family life?
• What resources assist in analyzing and managing ways families are affected by work life and work is affected by family life?

**National Standards for Family and Consumer Sciences Education**

1.1
Analyze strategies to manage multiple roles and responsibilities (individual, family, career, community, and global).

**FCCLA National Programs**

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Families First: Balancing Family and Career
Families First: Families Today
Families First: Meet the Challenge
Families First: Parent Practice
Families First: You-Me-Us
Financial Fitness: Earning
Financial Fitness: Protecting
Examining the Hospitality Industry

Task Number 42

Describe the evolution of the hospitality industry.

Definition

Description should compare customer expectations and management styles of types of lodging such as

- medieval public houses
- American inns and hotels of the 18th and 19th centuries
- modern facilities.

Process/Skill Questions

Thinking

- How are modern facilities the same as medieval public houses?
• How have American inns and hotels evolved throughout history?

Communication
• Why is being able to communicate the evolution of the hospitality industry helpful to someone in the industry?
• How do customers communicate their lodging expectations?

Leadership
• What leadership techniques are used to explain the evolution of hospitality?
• How have leadership styles changed throughout the history of hospitality?

Management
• What management skills are essential in modern hospitality facilities?

Task Number 43
Describe the concept of hospitality.

Definition
Description should include
• definition of hospitality
• purpose of hospitality
• size and economic impact of the industry
• diversity and complexity in the industry.

Process/Skill Questions

Thinking
• What segments make up the hospitality industry?
• What economic impact does the hospitality industry have on society?

Communication
• How can diversity in the industry be explained?
• What is the purpose of hospitality across all aspects of business?

Leadership
• What management styles are needed to deliver quality service?
• What are the leadership roles in the hospitality industry?

Management
• Why are professional associations important to the hospitality industry?
• How is the hospitality industry important to the economy?

**FCCLA National Programs**

Career Connection: My Career

Career Connection: My Life

Career Connection: My Path

Career Connection: My Skills

Power of One: A Better You

Power of One: Working on Working

**FCCLA: STAR Events (2019)**

Career Investigation

Check the national [FCCLA portal](#).

Entrepreneurship

Event Management

Hospitality, Tourism, and Recreation

Interpersonal Communications

Job Interview

National Programs in Action

Professional Presentation

---

**Task Number 44**

**Describe the atmosphere of hospitality.**

**Definition**

Description should include the attitudes and values required of hospitality professionals to create an atmosphere that is appropriate for all guests.
Process/Skill Questions

Thinking

• Why is the atmosphere of a property important to its reputation and success?
• How can a property benefit from an emphasis on a spirit of hospitality?

Communication

• How can management communicate with all employees to ensure that guests are made to feel welcome and comfortable?
• What communication skills are essential in hospitality?

Leadership

• What are the responsibilities of the leadership team of a property in setting the correct tone to encourage a spirit of hospitality?
• What leadership skills are essential in establishing a spirit of hospitality?

Management

• What resources are available for learning about fostering a spirit of hospitality?
• How can management treat guests of different ages, mental and physical abilities, and needs appropriately?

FCCLA National Programs

Power of One: A Better You

Power of One: Working on Working

FCCLA: STAR Events (2019)

Career Investigation

Check the national FCCLA portal.

Entrepreneurship

Event Management

Hospitality, Tourism, and Recreation

Interpersonal Communications

Job Interview

National Programs in Action
Task Number 45

Identify the segments of the hospitality industry.

Definition

Identification should include various types of lodging operations, such as

- food and beverage
- travel
- lodging
- tourism
- recreation.

Process/Skill Questions

Thinking

- What are the five segments of hospitality?
- How do customer expectations influence management philosophy in a lodging operation?
- What are some possible consequences of misunderstanding customer expectations?

Communication

- What could a hospitality professional do to understand customer expectations?
- How should management create a mission statement for its lodging operation?

Leadership

- What do leaders need to know about the types of lodging operations in order to expedite planning for a facility?
- How can leaders best anticipate customers' expectations of a facility?
- Why should all segments of the hospitality industry aim to satisfy the customer?
- What leadership skills are necessary for success in the areas of lodging, food and beverage, and recreation/fitness services?
- What special training is necessary for employees in each of the three service areas?

Management

- What tools and resources are available for determining the interests and concerns of customers?
- How can managers best use demographic data?
- What is an example of a business in each segment of hospitality?
10.1
Analyze career paths within the hospitality, tourism, and recreation industries.

**FCCLA National Programs**

Career Connection: My Career  
Career Connection: My Life  
Career Connection: My Path  
Career Connection: My Skills  
Power of One: A Better You  
Power of One: Working on Working  

**FCCLA: STAR Events (2019)**

Career Investigation  
Check the national FCCLA portal.  
Entrepreneurship  
Event Management  
Hospitality, Tourism, and Recreation  
Interpersonal Communications  
Job Interview  
National Programs in Action  
Professional Presentation  

---

**Task Number 46**

**Describe technology skills needed for employment in the hospitality industry.**

**Definition**

Description should include
• proficiency in mathematical and scientific skills related to new technologies
• upgrading of job skills
• participating in industry certification programs
• cross-training to add value to the organization
• understanding and adhering to ethical standards related to technology
• training in software used in hotels (e.g., property management software, meeting management software, revenue management software).

Process/Skill Questions

Thinking

• What types of technology skills are essential in the industry today?
• Why must the entire staff be aware of the technology innovations that are occurring in the industry?
• What are the current trends in technology and how has this influenced the hospitality industry?

Communication

• How is technology used in workplace communication?
• How is technology a vital part of customer satisfaction today?
• How has communication improved with current technological advances?

Leadership

• How does one stay current with the latest trends in technology?
• What ethical issues can arise with the use of technology?

Management

• What training and resources are necessary to improve technology skills?
• What criteria should managers use to evaluate technology skills?

FCCLA National Programs

Career Connection: My Career

Career Connection: My Life

Career Connection: My Path

Career Connection: My Skills

Power of One: A Better You

Power of One: Working on Working

FCCLA: STAR Events (2019)
Task Number 47

Identify trends in the hospitality industry.

Definition

Identification should include trends such as

- changes in the area (e.g., economic and technological)
- fluctuations (e.g., population)
- growth of new businesses
- marketing techniques
- advertising.

Process/Skill Questions

Thinking

- How can property owners and managers anticipate future employment needs?
- How can property owners and managers benefit from current industry statistics and research?
- What changes have taken place in the hospitality industry and what prompted these changes?

Communication

- How can management communicate with local business leaders to gain an accurate picture of the future?
- How can the Internet be used to learn about the changes in the economy? The demographics of the area?

Leadership
• Why should the leadership team be aware of changes in the local government, business community, and social structure of the area?
• How can these changes affect the hospitality industry?

Management

• What resources are available to management for learning about trends that may affect employment demands?
• How can management learn advertising techniques for the facility?
• How have the latest technological trends influenced advertising?

National Standards for Family and Consumer Sciences Education

10.1.4 Analyze the correlation between the hospitality industry and local, state, national and global economies.
10.4.8 Analyze sales and marketing functions in hospitality and lodging operations.

FCCLA National Programs

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Power of One: A Better You
Power of One: Working on Working

FCCLA: STAR Events (2019)
Career Investigation
Check the national FCCLA portal.

Entrepreneurship

Event Management

Hospitality, Tourism, and Recreation

Interpersonal Communications

Job Interview
Task Number 48

Research the effects of the hospitality industry on local, state, national, and global economies.

Definition

Research should include

- economic effects (e.g., profits and tax base)
- growth (e.g., housing, education, shipping, and businesses)
- employment
- quality of life.

Process/Skill Questions

Thinking

- What are the most popular and successful facilities in the local area? In the region?
- What elements of service are shared by these facilities?
- How has the change in quality of life affected the hospitality industry?
- How does hospitality affect local economy?

Communication

- What communication skills are necessary for success in the areas of lodging, food and beverage, and recreation/fitness services?
- How can an employee's communication skills be improved?

Leadership

- How can someone in a leadership role benefit from researching the location, state, national, and global economies?

Management

- How does management determine the priority of services in what areas?
- How does the manager's role vary in each of the service areas?

National Standards for Family and Consumer Sciences Education

10.1.4
Analyze the correlation between the hospitality industry and local, state, national and global economies.

**FCCLA National Programs**

Career Connection: My Career

Career Connection: My Life

Career Connection: My Path

Career Connection: My Skills

Financial Fitness: Earning

Financial Fitness: Protecting

Financial Fitness: Saving

Financial Fitness: Spending

Power of One: A Better You

Power of One: Working on Working

**FCCLA: STAR Events (2019)**

Career Investigation

Check the national FCCLA portal.

Entrepreneurship

Hospitality, Tourism, and Recreation

Interpersonal Communications

Job Interview

National Programs in Action

Professional Presentation

---

**Task Number 49**

**Describe external events that affect the industry.**
Definition

Description should include

- regional events
- economic context
- government and corporate regulations
- international relations and terrorism
- natural disasters and weather.

Process/Skill Questions

Thinking

- Why is it important to be familiar with regional events that may affect the industry?
- Which national events create local opportunities in the hospitality industry?
- How does the economy affect spending?
- How can a natural disaster affect the industry?
- How can weather affect the industry?

Communication

- Why is it important to communicate understanding of government and corporate regulations?

Leadership

- How can national or state leadership contribute to the local economy?
- What leadership skills are necessary for multinational operations?

Management

- How do managerial decisions affect the bottom line?
- How does management assess economic resources in the region?

National Standards for Family and Consumer Sciences Education

10.1.4
Analyze the correlation between the hospitality industry and local, state, national and global economies.

10.5.1
Investigate geography, climate, sites, time zones, and political and global influences of various regions and countries.

10.5.2
Examine lodging, tourism, and recreation customs of various regions and countries.

FCCLA National Programs

Career Connection: My Career

Career Connection: My Life
Task Number 50

Describe the role of sourcing and purchasing products pertaining to each segment of the hospitality industry.

Definition

Description should include

- review of the different hospitality industry segments
- government regulations affecting purchasing
- sourcing, sustainability, price, and product availability decisions.

Process/Skill Questions

Thinking

- Why is it important to identify the strengths and weaknesses of each industry segment?
- Why should more than one resource be compared when acquiring products?

Communication
• Why is it important to communicate rules and regulations on sourcing and purchasing products?
• What types of communication can be used in purchasing and acquiring products?

Leadership

• How can leadership consider multiple sources before taking action?

Management

• How should management evaluate a product acquisition?
• What resources are available for management in the acquisitions process?

National Standards for Family and Consumer Sciences Education

10.4
Demonstrate practices and skills involved in lodging occupations.

10.5
Demonstrate practices and skills for travel-related services.

10.6
Demonstrate management of recreation, leisure, and other programs and events.

FCCLA National Programs

Career Connection: My Career

Career Connection: My Life

Career Connection: My Path

Career Connection: My Skills

Financial Fitness: Earning

Financial Fitness: Protecting

Financial Fitness: Saving

Financial Fitness: Spending

Power of One: A Better You

Power of One: Working on Working

FCCLA: STAR Events (2019)

Career Investigation

Check the national FCCLA portal.
Task Number 51

Describe the functional role of a management structure.

Definition

Description should include

- planning
- organizing
- staffing
- leading
- controlling.

Process/Skill Questions

Thinking

- How do hospitality businesses make a good first impression?
- What can a hospitality business do to make itself stand out from the competition?
- What is a management structure?

Communication

- How can hospitality managers determine if their customers are satisfied?
- What skills are needed to be a hospitality manager?

Leadership

- How do managers control costs in a hospitality business?
- What could happen if a manager does not set goals?
- What leadership skills are required in management positions?

Management
- Why should a manager’s job include developing team morale and motivating employees?
- What can a hospitality business do to increase profitability?

**National Standards for Family and Consumer Sciences Education**

10.6
Demonstrate management of recreation, leisure, and other programs and events.

**FCCLA National Programs**

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Financial Fitness: Earning
Financial Fitness: Protecting
Financial Fitness: Saving
Financial Fitness: Spending
Power of One: A Better You
Power of One: Working on Working

**FCCLA: STAR Events (2019)**

Career Investigation
Check the national [FCCLA portal](#).

Entrepreneurship

Hospitality, Tourism, and Recreation

Job Interview

National Programs in Action

Professional Presentation
Task Number 52

Analyze the financial viability of a hospitality property.

Definition

Analysis should include

- financial statements
- income statement (e.g., profit or loss)
- cash flow statement
- profitability ratios
- operating ratios (i.e., profit and loss).

Process/Skill Questions

Thinking

- How does the accounting department help a business control costs?
- What is the purpose of the Uniform System of Accounts?
- What does viability mean?

Communication

- How have information technologies affected accounting in the hospitality industry?
- What two types of software are used in the hospitality industry to keep track of financial transactions?

Leadership

- What are qualities that workers in the accounting department should have?
- Why do the front office and the accounting division need to work together?

Management

- Who is in charge of the accounting department?
- How have technological innovations reduced the workload of the accounting department in a hotel?

National Standards for Family and Consumer Sciences Education

10.4.2
Demonstrate accounting practices and financial transactions.

FCCLA National Programs

Career Connection: My Career

Career Connection: My Life
Task Number 53

Describe the responsibilities of the personnel or human resources division.

Definition

Description should include

- posting opportunities for employment
- accepting applications for employment
- screening job applicants
- investigating references
• scheduling interviews
• conducting employee orientation, training, and safety training
• assessing employees, including engagement and retention
• investigating claims.

Process/Skill Questions

Thinking

• How can the personnel director determine the staff's human resources needs?
• What laws influence the division's hiring and firing policies?
• What is the purpose of the human resources department?

Communication

• What written communications are important to the personnel division?
• What types of communications are kept in an employee's personal record?

Leadership

• Why is the personnel director an important member of the leadership team?
• What laws and regulations must HR personnel follow in hiring employees?

Management

• What role does management have in the personnel division?
• How can management help existing personnel train new employees?

National Standards for Family and Consumer Sciences Education

10.2
Demonstrate procedures applied to safety, security, and environmental issues.

FCCLA National Programs

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Power of One: A Better You
Power of One: Working on Working

FCCLA: STAR Events (2019)
Exploring Health, Safety, and Environmental Awareness

Task Number 54

Identify methods that promote sanitation in all areas of the hospitality industry.

Definition

Identification should be based on local and state health regulations and include

- adhering to basic cleanliness principles (e.g., wearing appropriate clothing, maintaining personal hygiene)
- preventing the spread of infectious diseases (e.g., procedures for sanitizing work surfaces and equipment, use of chemicals, sanitizers, and cleaning agents, etc.)
- using, storing, and maintaining tools, equipment, and supplies
- training on recognition of pest infestation.

Process/Skill Questions

Thinking

- Why must employees follow local and state sanitation guidelines?
• Why might a food-service business want to use a single piece of equipment in several ways?

Communication

• How can employees be reminded of maintaining sanitary conditions in the kitchen and dining areas?
• What kind of training in food poisoning prevention should employees have?
• Why is communication among workstations critical in food service?

Leadership

• How can leaders emphasize the importance of kitchen cleanliness?
• How can leaders stay abreast of new methods of preventing food poisoning?
• What steps must a manager take to ensure that employees follow safety and security procedures when handling equipment?

Management

• What plans should management have in place to ensure cleanliness in the kitchen and dining areas?
• How should employees be trained to prevent food poisoning?

National Standards for Family and Consumer Sciences Education

10.2
Demonstrate procedures applied to safety, security, and environmental issues.

FCCLA National Programs

Career Connection: My Career

Career Connection: My Life

Career Connection: My Path

Career Connection: My Skills

Power of One: A Better You

Power of One: Working on Working

FCCLA: STAR Events (2019)

Career Investigation

Check the national FCCLA portal.

Entrepreneurship

Hospitality, Tourism, and Recreation
Task Number 55

Describe the vital role of the housekeeping division in a lodging operation.

Definition

Description should include the following:

- Cleanliness plays a critical role in customer satisfaction and loyalty.
- Housekeeping staff may and should be encouraged to communicate directly with guests to build customer satisfaction.

Process/Skill Questions

Thinking

- What is included in the housekeeping division of lodging?
- What aspects of lodging encourage customer loyalty?

Communication

- What strategies can be used in communicating with guests?
- Which divisions should coordinate with housekeeping in a lodging operation?

Leadership

- What leadership roles are included in the housekeeping division?
- How can participation in leadership events prepare one for future employment in the lodging industry?

Management

- What issues might arise within the housekeeping division?
- How does management analyze how to handle issues that arise with guests?

National Standards for Family and Consumer Sciences Education

10.4
Demonstrate practices and skills involved in lodging occupations.
10.4.6
Apply facility management, maintenance, and service skills to hospitality and lodging operations.

FCCLA National Programs
Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Power of One: A Better You
Power of One: Working on Working

FCCLA: STAR Events (2019)
Career Investigation
Check the national FCCLA portal.

Entrepreneurship
Hospitality, Tourism, and Recreation
Interpersonal Communications
Job Interview
National Programs in Action
Professional Presentation
Sustainability Challenge

Task Number 56

Describe possible hazards to the health and safety of employees and guests.

Definition
Description should include a review of management's responsibilities, including
• establishing and enforcing safety rules, policies, and procedures
• providing safety and emergency information in employee training and continuing education programs
• providing fire extinguishers and first-aid kits
• storing chemicals in accordance with information on safety data sheets (SDSs)
• immediately correcting safety violations recorded by safety committees or safety enforcement agencies.

Employees' responsibilities include recognizing and hazards, including

• broken equipment, lights, locks, electrical outlet covers, and glass
• leaks
• worn-out electrical cords
• slippery conditions
• damaged floors, furniture, walls, handrails, doors, and windows
• items or conditions that could cause a person to stumble
• missing or damaged fire extinguishers
• chemicals improperly stored or used
• other (e.g., pest infestation, mold)

Process/Skill Questions

Thinking

• How is safety the responsibility of both management and employees?
• How is prevention the best protection against injury?

Communication

• What types of communication might be used to inform guests of their responsibilities while on the property?
• Where should legal notices be posted on the property?

Leadership

• How can leaders encourage all staff to be aware of the property's liabilities?
• How are leaders ultimately responsible for all liability issues occurring on the property?

Management

• How can management benefit from its employees' ability to work cooperatively?
• What resources are available to management to learn about changes in laws that affect legal duties and liability issues?

National Standards for Family and Consumer Sciences Education

10.2
Demonstrate procedures applied to safety, security, and environmental issues.

FCCLA National Programs
Task Number 57

Identify government regulations pertaining to health, safety, and sanitation practices in the hospitality industry.

Definition

Identification should include the following regulatory offices, codes, or laws:

- Occupational Safety and Health Administration (OSHA)
- Virginia Department of Health (VDH)
- U.S. Department of Health and Human Services (HHS)
- U.S. Food and Drug Administration (FDA)
- Fire code
- Building code (state and local)
• U.S. Environmental Protection Agency (EPA)
• The Fair Labor Standards Act (FLSA) and the U.S. Department of Labor
• Workers' Compensation
• Virginia Department of Social Services (e.g., human trafficking) (VDSS)
• U.S. Equal Employment Opportunity Commission (EEOC)

Process/Skill Questions

Thinking

• Why is the government involved in workplace safety?
• What are the consequences of not following OSHA regulations?
• What types of monitoring does the FDA conduct?

Communication

• What OSHA regulations regarding employee safety must be posted on the property?
• How can employers communicate the necessity of following safety regulations?

Leadership

• How can leaders ensure that a safe environment is created and maintained?
• How can leaders motivate the guests and staff to engage in health, safety, and sanitation practices?

Management

• What resources are available to management to learn about changes in OSHA guidelines?
• Why is it important for management to be familiar with all regulatory offices, codes and laws?

National Standards for Family and Consumer Sciences Education

10.5.4
Research regulations and cultural expectations to determine information needed for diverse cliental for domestic and international travel.

FCCLA National Programs

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Power of One: A Better You
Power of One: Working on Working
Task Number 58

List emergency situations that affect the hospitality industry.

Definition

List should include the emergency plans and procedures for each situation (e.g., fire, weather events or natural disasters, medical emergency, police emergencies, war, terrorism).

Process/Skill Questions

Thinking

- What are the main responsibilities employees have during a fire, weather, or medical emergency?
- How should these responsibilities be determined?
- How often should emergency procedures be practiced?

Communication

- What communications are expected to ensure the safety of employees and guests during emergencies?
- What is the chain of command inside the property for communicating during an emergency?

Leadership

- How can leaders prevent panic during emergencies?
- How can employees demonstrate leadership qualities during an emergency?

Management

- How can management maintain safety procedures during emergencies?
• What kinds of drills should be used to train employees for emergency situations?

National Standards for Family and Consumer Sciences Education

10.2
Demonstrate procedures applied to safety, security, and environmental issues.

FCCLA National Programs

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Power of One: A Better You
Power of One: Working on Working

FCCLA: STAR Events (2019)

Career Investigation

Check the national FCCLA portal.

Entrepreneurship

Hospitality, Tourism, and Recreation

Job Interview

National Programs in Action

Professional Presentation

Task Number 59

Plan strategies to promote customer and employee safety.

Definition

Plan should include
• room safety (e.g., privacy/surveillance, locks, safe deposit boxes)
• food safety (e.g., preparation and sanitation)
• equipment safety (e.g., recreation and pool areas)
• guest safety (e.g., park attraction).

Process/Skill Questions

Thinking

• Why is a customer safety plan important?
• What are the consequences of not following a customer safety plan?

Communication

• What are some strategies that can be included in a customer safety plan?
• Which government office regulates workplace safety?
• How can the plan be communicated to guests?

Leadership

• Who develops the customer safety plan?
• How is the effectiveness of the customer safety plan evaluated?
• How is food and customer safety compliance enforced?

Management

• What equipment is subject to sanitation and safety regulations?
• Why is customer privacy important?

National Standards for Family and Consumer Sciences Education

10.2
Demonstrate procedures applied to safety, security, and environmental issues.

FCCLA National Programs

Career Connection: My Career

Career Connection: My Life

Career Connection: My Path

Career Connection: My Skills

Power of One: A Better You

Power of One: Working on Working
FCCLA: STAR Events (2019)

Career Investigation

Check the national FCCLA portal.

Entrepreneurship

Event Management

Hospitality, Tourism, and Recreation

National Programs in Action

Professional Presentation

Task Number 60

Identify sustainability issues in the hospitality industry.

Definition

Identification should include adopting and adhering to established programs in the areas of

- water conservation
- energy (utilities) conservation
- materials conservation
- chemical conservation (e.g., use of cleaning products)
- waste disposal and recycling.

Process/Skill Questions

Thinking

- What is conservation?
- Why is recycling important?

Communication

- How do progressive conservation practices benefit a business?
- How do hotels get customers involved in conservation?
- What are the proper disposal methods for specific chemicals?

Leadership

- What are green technologies? How do they affect management decisions?
Why should hotels and restaurants take the lead in promoting conservation?

Management

- What are strategies for reducing waste?
- Who enforces conservation regulations within a business?

National Standards for Family and Consumer Sciences Education

10.2.4
Demonstrate management and conservation of resources for energy efficiency and protection of the environment.

10.2.5
Design a system for documenting, investigating, and taking action on safety, security, and environmental issues.

FCCLA National Programs

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Power of One: A Better You
Power of One: Working on Working

FCCLA: STAR Events (2019)

Career Investigation

Check the national FCCLA portal.

Entrepreneurship

Hospitality, Tourism, and Recreation

Job Interview

National Programs in Action

Professional Presentation

Sustainability Challenge
Task Number 61

Describe the importance of professionalism.

Definition

Description could include

- dress code
- policies on body art and piercings
- personal hygiene and grooming
- on-the-job hygiene (e.g., hand washing)
- cultural awareness
- legal restrictions and policies
- etiquette.

Process/Skill Questions

Thinking

- Why is professionalism tied to success in the hospitality, tourism, and recreation industries?
- What effect can poor professional appearance and hygiene practices have on one's career?

Communication

- How can appearance and hygiene issues be communicated to employees?
- Why are communication skills important in the hospitality, tourism, and recreation industries?
- When is it appropriate to use a cell phone on the job?

Leadership

- How can leaders express personal concerns in the workplace?
- How can leaders become good examples in this area?

Management

- What management skills are needed in solving problems concerning appearance and hygiene?
- What management skills are important in establishing good employee-employer relations?
- Why is respect important within management?

National Standards for Family and Consumer Sciences Education

10.3
Apply concepts of quality service to ensure customer satisfaction.

FCCLA National Programs

Career Connection: My Career
Task Number 62

Identify the consequences of noncompliance with health and safety practices.

Definition

Identification should include

- employment termination
- forced shutdown
- customer and employee sickness, injury, and death
- judicial action
- loss of business
- damaged reputation
- repercussions felt (negative)
Process/Skill Questions

Thinking

- Why should every employee be aware of the potential liability issues of the facility?
- Why is the facility not responsible for damages caused by acts of nature?
- Why is reputation important in hospitality?

Communication

- How can employees best explain liability issues to guests?
- Why must guests assume responsibility for their own valuables?

Leadership

- How can leaders evaluate foreseeable risks on the facility?
- How can a damaged reputation be restored?

Management

- How can management be sure that employees are aware of liability issues that affect guests?
- How does a lodging operation cover injuries to guests and workers?
- What types of injuries are covered?

National Standards for Family and Consumer Sciences Education

10.2
Demonstrate procedures applied to safety, security, and environmental issues.

FCCLA National Programs

Career Connection: My Career

Career Connection: My Life

Career Connection: My Path

Career Connection: My Skills

Power of One: A Better You

Power of One: Working on Working

FCCLA: STAR Events (2019)
Defining Marketing and Sales Strategies

Task Number 63

Describe the concept of service as a product.

Definition

Description should include that service is

- a thing produced by labor
- the totality of goods or services that an organization makes available to consumers
- the chief product.

Process/Skill Questions

Thinking

- How do customer expectations influence the services a hotel offers?
- What are the consequences of misinterpreting customer expectations?
- What are the defining characteristics of great service?

Communication

- What criteria should be used to determine what services a hotel will provide?
- How can management communicate to the customer the services and goods provided?
Leadership

- What do leaders need to know about the various services a lodging operation provides to plan new services?
- How can leaders learn of their customers' expectations of goods and services?

Management

- What tools and resources are available to determine the interests and concerns of the customers?
- How can managers benefit from these tools and resources?
- How can managers ensure that staff are properly trained?

National Standards for Family and Consumer Sciences Education

10.4.8
Analyze sales and marketing functions in hospitality and lodging operations.

FCCLA National Programs

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Power of One: A Better You
Power of One: Working on Working

FCCLA: STAR Events (2019)

Career Investigation
Check the national FCCLA portal.

Entrepreneurship

Hospitality, Tourism, and Recreation

Job Interview

National Programs in Action

Professional Presentation
Task Number 64

Identify the influence of social media on sales.

Definition

Identification should include

- feedback from customers (e.g., reviews)
- effects on personnel
- examples of sites (e.g., TripAdvisor, Yelp, Facebook, Twitter, and Instagram)
- advertising on sites
- addressing immediate negative feedback
- ethical use of social media.

Process/Skill Questions

Thinking

- Why is customer feedback important in the hospitality, tourism, and recreation industries?
- What effect can customer evaluations have on an establishment in the hospitality industry?

Communication

- What online resources are available to gauge success in the hospitality industry?
- How does social media drive current trends in the hospitality industry?

Leadership

- What forms of evaluation could be used to obtain customer feedback on social media?
- What efforts are made to ensure that team members are aware of feedback and evaluations concerning their areas of responsibility?

Management

- How can evaluations be used as tools to educate team members and improve service in the hospitality industry?
- What are the consequences of negative employee feedback?

National Standards for Family and Consumer Sciences Education

10.3.4
Analyze effects of customer relations on success of the hospitality, tourism, and/or recreation industry.

FCCLA National Programs

Career Connection: My Career
Task Number 65

Identify the elements of sales and marketing.

Definition

Identification should include

- marketing strategy—a process that can allow an organization to allocate resources toward the greatest opportunities to increase sales and achieve a sustainable competitive advantage
- law of supply and demand—the market price of a good is the intersection of consumer demand and producer supply
- market planning—a research-based process that provides recommendations about products, prices, market locations, and promotions
- target marketing—a plan to sell goods and services to a specific audience or demographic, based on age, gender, geography, and/or socioeconomic grouping
- technology—tools available to market.
Process/Skill Questions

Thinking

- What are some hotel marketing strategies?
- What are consequences of not analyzing the elements of marketing?

Communication

- How can a target audience be identified?
- What written methods of communication can be used in marketing a hotel?

Leadership

- What do leaders need to know about the various elements of marketing to provide new marketing ideas to a hotel?
- How can leaders best target a chosen market?

Management

- What tools and resources help determine new marketing strategies?
- How can managers maximize the use of these tools and resources?

National Standards for Family and Consumer Sciences Education

10.6.5
Demonstrate skills related to promoting and publicizing events.

FCCLA National Programs

Career Connection: My Career

Career Connection: My Life

Career Connection: My Path

Career Connection: My Skills

Power of One: A Better You

Power of One: Working on Working

FCCLA: STAR Events (2019)

Career Investigation

Check the national FCCLA portal.
Task Number 66

Describe the effect of sales on other departments within a hospitality enterprise.

Definition

Description should include

- identifying or defining a plan to sell goods and services of specific properties
- analyzing how all departments (e.g., front desk, food and beverages, room service, housekeeping, security, and support services) will be affected.

Process/Skill Questions

Thinking

- What type of planning should take place when sales in the hospitality industry are stagnant?
- How is the housekeeping division in a hotel affected during times of low and high occupancy?

Communication

- How can the sales force inform other department strands in the facility of good or poor sales performance?
- How can staffing be affected by strong sales in the food and beverage division? How can this division best prepare for increased sales?

Leadership

- What data might be provided to various departments to ensure properties are fully staffed?
- How can leadership minimize the negative effects of fluctuating sales throughout the year?

Management

- How does management ensure adequate staffing?
- How do sales trends influence management decisions?
National Standards for Family and Consumer Sciences Education

10.4.8
Analyze sales and marketing functions in hospitality and lodging operations.

FCCLA National Programs

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Financial Fitness: Earning
Financial Fitness: Protecting
Financial Fitness: Saving
Financial Fitness: Spending
Power of One: A Better You
Power of One: Working on Working

FCCLA: STAR Events (2019)

Career Investigation
Check the national FCCLA portal.

Entrepreneurship

Hospitality, Tourism, and Recreation

Job Interview

National Programs in Action

Professional Presentation

---

Task Number 67
Describe the relationship between sales and marketing departments.

**Definition**

Description should include the following:

- Marketing defines and evaluates a successful hospitality marketing plan.
- Marketing creates the message.
- Sales produces and presents a hospitality sales plan.
- Sales presents/communicates the message.

**Process/Skill Questions**

**Thinking**

- What is considered a strong marketing plan in the hotel industry?
- How are marketing and sales functions in hospitality different?
- What is *brand identification*?

**Communication**

- What are the key characteristics that make a sales force successful?
- How does brand identification affect sales and marketing?

**Leadership**

- What are the characteristics of a strong marketing plan?
- What marketing techniques could improve the sales of a product or service?

**Management**

- When should management outsource the creation of a marketing plan?
- Why should management have knowledge of marketing and sales strategies?

**National Standards for Family and Consumer Sciences Education**

10.4.8
Analyze sales and marketing functions in hospitality and lodging operations.

**FCCLA National Programs**

Career Connection: My Career

Career Connection: My Life

Career Connection: My Path

Career Connection: My Skills
Task Number 68

List the functions of the sales and marketing department(s).

Definition

List should include identifying

- customers' wants and needs
- products that meet those wants and needs
- product education and customer access
- tactics to bring customers to a purchase decision
- professional representation of the product, service, or brand
- selling point/value proposition point
- target market/demographic.

Process/Skill Questions

Thinking

- What role does the marketing department play in the hotel's financial success?
- Why should the marketing department be aware of current market trends in the area?
Communication

- How do marketers persuade clients to buy a product?
- What kinds of advertising can help sell the product?

Leadership

- What role does leadership play in product development?
- What leadership methods can be used to evaluate the suggestions of the marketing department?

Management

- Why should management be involved in developing new marketing strategies?
- What resources are available to management to learn about developments in marketing?
- What incentive does management typically provide to strengthen sales and marketing?

National Standards for Family and Consumer Sciences Education

10.6.5
Demonstrate skills related to promoting and publicizing events.

FCCLA National Programs

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Power of One: A Better You
Power of One: Working on Working

FCCLA: STAR Events (2019)

Career Investigation
Check the national FCCLA portal.

Entrepreneurship

Hospitality, Tourism, and Recreation

Interpersonal Communications

Job Interview
Task Number 69

Identify potential market segments within the hospitality industry.

Definition

Identification should include determining

- product
- price
- promotion
- placement.

Process/Skill Questions

Thinking

- How is price set when developing a new product?
- What current trends affect pricing?

Communication

- What are techniques to increase sales of the brand or product?
- What are the options of product distribution in specific marketing segments?

Leadership

- What is the relationship between demographics and the development of a successful brand or product?
- Why is it important to correlate product sales performance elements to demographics?

Management

- Why does management want the product brand to be tied to economic indicators?
- How does management identify consumer spending?

National Standards for Family and Consumer Sciences Education

10.6.5
Demonstrate skills related to promoting and publicizing events.

FCCLA National Programs
Fulfilling Responsibilities of the Back of the House in the Food and Beverage Industry
Task Number 70

Identify the food and beverage industry vendors.

Definition

Identification should include services from the establishments such as

- restaurant, cafeteria, grill, cafe, delicatessen
- bar, brewpub, tavern, nightclub
- events venue, theater, commissary, catering kitchen
- doughnut shop, lunch counter, sandwich shop, soda fountain, coffee shop
- catering truck
- temporary food service stand or pop-up
- vending machine
- food truck/trailer.

Process/Skill Questions

Thinking

- How can management determine customer expectations of food and beverage service?
- How are customer expectations and management philosophy compatible? How are they incompatible?

Communication

- What communication skills should management have to determine customer expectations?
- How can management determine realistic customer expectations?

Leadership

- What actions are taken to ensure that customers feel comfortable expressing their expectations of the food and beverage service?
- Why should businesses encourage a sincere concern for customer expectations? How should those concerns be communicated to staff members?

Management

- What training and resources are needed to improve management's understanding of customer expectations?
- How can technology assist management in determining customer expectations?

National Standards for Family and Consumer Sciences Education

10.6.3
Organize resources and information about locations, facilities, suppliers, and vendors for specific services.

FCCLA National Programs
Task Number 71

Identify duties of back-of-the-house personnel.

Definition

Identification should include duties of different personnel, including

- manager
- executive chef
- sous chef
- station chef
- cook
• dishwasher
• steward
• expediter
• receiving clerk.

**Process/Skill Questions**

**Thinking**

- Why is routine important to the successful operation of the duties of kitchen staff?
- How can responsibilities be fairly delegated to kitchen staff?
- What is the role of cross-training among kitchen staff?

**Communication**

- How can staff be reminded of individual duties throughout the course of the working day?
- What nonverbal communication methods can be used to facilitate a productive working environment?

**Leadership**

- What leadership opportunities can be offered to the kitchen staff?
- How can the staff accommodate several different events at one time?
- How do leaders teach by example when dealing with stressful situations in the kitchen?

**Management**

- Why is organization important when running a kitchen?
- What kind of training should kitchen staff have to ensure a smooth, well-organized operation?

**National Standards for Family and Consumer Sciences Education**

10.1.1
Explain the roles and functions of individuals engaged in hospitality, tourism, and recreation careers.

**FCCLA National Programs**

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Power of One: A Better You
Power of One: Working on Working
FCCLA: STAR Events (2019)

Career Investigation

Check the national FCCLA portal.

Entrepreneurship

Hospitality, Tourism, and Recreation

Job Interview

National Programs in Action

Professional Presentation

---

Task Number 72

Identify national nutritional guidelines.

Definition

Identification should include

- United States Department of Agriculture (USDA)
- HHS
- MyPlate

Process/Skill Questions

Thinking

- What responsibility does the food service industry have in meeting the needs of individuals?
- What considerations must be made when planning for the needs of a diverse group of guests?

Communication

- How can the facility advertise its ability to accommodate the needs of diverse guests?
- How can the menu be designed in compliance with nutritional guidelines?

Leadership

- How can leaders encourage guests to disclose their dietary needs?
- How can leaders train employees to understand MyPlate and nutritional guidelines?

Management
• How can management determine the type of menu to offer?
• What resources are available to gain new information about nutrition?

National Standards for Family and Consumer Sciences Education

10.4.4
Apply basic food preparation and service skills in catering operations.

FCCLA National Programs

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Power of One: A Better You
Power of One: Working on Working
Student Body: The Healthy You

FCCLA: STAR Events (2019)

Career Investigation

Check the national FCCLA portal.

Entrepreneurship

Food Innovations

Hospitality, Tourism, and Recreation

Job Interview

National Programs in Action

Nutrition and Wellness

Professional Presentation

Sports Nutrition
Task Number 73

Identify commercial kitchen equipment and culinary utensils.

Definition

Identification should include

- knives and culinary utensils
- pots and pans
- baking equipment
- measuring equipment
- thermometers
- appliances
- large equipment.

Process/Skill Questions

Thinking

- Why is it important to know what type of equipment and tools to use for different jobs in the kitchen?
- How does commercial kitchen equipment differ from residential kitchen equipment?

Communication

- Why are reading, listening to directions, and following written directions so important for the safe and proper operation of kitchen equipment and tools?

Leadership

- Why is it important to have certified food managers on kitchen crews who can instruct others in equipment operation?
- How do personnel keep a kitchen organized? How does this benefit all?

Management

- Why is safety one of the most important responsibilities of a food services manager?
- Who maintains commercial kitchen equipment? How should an entry-level worker report a defective or damaged tool or piece of equipment?

National Standards for Family and Consumer Sciences Education

10.4.5
Manage use, care, storage, maintenance, and safe operations of equipment, tools, and supplies.

FCCLA National Programs

Career Connection: My Career
Task Number 74

Write an order ticket as a member of a waitstaff.

Definition

Written ticket should include

- an itemization with prices
- subtotal
- tax
- grand total (divided for separate checks, if necessary)
- an estimate of gratuity, based on standard expectations.

Process/Skill Questions

Thinking
• What are the responsibilities of a server?
• What information should be included in an order ticket?
• What is the process of transmitting an order ticket?

Communication
• How might a server's appearance and presentation influence customer satisfaction?
• What influences the amount of gratuity offered?

Leadership
• How does suggestive selling affect restaurant sales?
• What personal characteristics are necessary to become a successful server?

Management
• What role does the waitstaff play in customer satisfaction?
• How is technology used in processing an order?

National Standards for Family and Consumer Sciences Education

10.4
Demonstrate practices and skills involved in lodging occupations.

FCCLA National Programs

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Power of One: A Better You
Power of One: Working on Working

FCCLA: STAR Events (2019)

Career Investigation

Check the national FCCLA portal.

Culinary Math Management

Hospitality, Tourism, and Recreation
Task Number 75

Set a table.

Definition

Setting a table should be according to the type of service offered and should include the designated positions for

- plates
- flatware
- glassware
- napkins
- condiments
- centerpiece/decoration
- chairs.

Process/Skill Questions

Thinking

- What are the five basic styles of service?
- What are the types of services?
- What items are included in a place setting?
- How does the style of service determine the items used in a place setting?

Communication

- What communication skills are necessary in seated service?
- What are popular styles of seated service?

Leadership

- How can delegating tasks contribute to a positive environment?
- What role can servers play in handling customer dissatisfaction?

Management

- How does use of linens, proper place settings, and décor enhance the customer experience?
- What management skills are essential to determine and carry out the appropriate style of service?

National Standards for Family and Consumer Sciences Education
10.4 Demonstrate practices and skills involved in lodging occupations.

FCCLA National Programs
Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Power of One: A Better You
Power of One: Working on Working

FCCLA: STAR Events (2019)
Career Investigation
Check the national FCCLA portal.

Entrepreneurship
Hospitality, Tourism, and Recreation
National Programs in Action
Professional Presentation

Task Number 76

Plan a meal.

Definition
Plan should include

- nutritional concerns
- preparation time
- budget limitations
- available equipment
- list of goods to purchase
- number of people to be served
• portion size per person
• presentation
• event or purpose of the meal
• identification of the diners (may influence choices).

Process/Skill Questions

Thinking

• What constitutes a meal?
• What factors must be considered when planning a meal?
• What elements should be included in presentation?
• What are possible nutrition concerns?

Communication

• What communication skills are necessary to carry out a meal plan?
• What considerations should influence planning a meal for various events and sizes of groups?

Leadership

• Why must the meal planner keep in mind the wants and needs of guests?
• What leadership skills are needed to divide the tasks and utilize the staff's skills?

Management

• Which resources might help meal planning?
• How should one delegate tasks?
• How do resources influence choices when planning a meal?
• How does budget affect food choice?

National Standards for Family and Consumer Sciences Education

10.4.4
Apply basic food preparation and service skills in catering operations.

FCCLA National Programs

Career Connection: My Career

Career Connection: My Life

Career Connection: My Path

Career Connection: My Skills

Power of One: A Better You

Power of One: Working on Working
FCCLA: STAR Events (2019)

Career Investigation

Check the national FCCLA portal.

Entrepreneurship

Hospitality, Tourism, and Recreation

National Programs in Action

Nutrition and Wellness

Professional Presentation

---

Task Number 77

Apply principles of nutrition to menu development.

Definition

Application should include

- providing healthy and balanced menus based on MyPlate's Dietary Guidelines for Americans
- providing alternatives for various dietary restrictions
- basing decisions on the target market and time of day when food will be served
- labeling menu items (dietary needs, allergens, etc.).

Process/Skill Questions

Thinking

- Why are more facilities offering a healthy menu?
- What types of special diets should restaurants consider when planning menus?

Communication

- How should back-of-the-house workers store and prepare food to ensure minimum nutrient loss?
- How should front-of-the-house workers maintain the nutritional value of foods during holding and serving?

Leadership
• How can a menu be designed to reflect nutritional information?
• How and why should restaurants advertise the importance of making good nutritional choices when dining out?

Management

• Why should a menu planner have a working knowledge of the science of nutrition?
• How do restaurants present nutritional information to the public?

National Standards for Family and Consumer Sciences Education

10.4.4
Apply basic food preparation and service skills in catering operations.

FCCLA National Programs

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Power of One: A Better You
Power of One: Working on Working
Student Body: The Healthy You

FCCLA: STAR Events (2019)

Career Investigation

Check the national FCCLA portal.

Hospitality, Tourism, and Recreation

National Programs in Action

Nutrition and Wellness

Professional Presentation

Task Number 78
Identify various types of restaurant menus.

Definition

Identification should include

- fixed menus
- cyclical menus
- limited menus
- table d’hôte and prix fixe menus
- farm-to-table.

Process/Skill Questions

Thinking

- How can restaurants save money by using market menus as part of their offerings?
- What types of restaurants generally use fixed menus?
- How do cyclical menus add variety to a restaurant's offerings?

Communication

- Why are appearance, layout, and wording important for attracting customers?
- How do visual menus help customers make selections?
- How should area demographics influence menu planning?
- How can economic trends affect decisions regarding menu planning?

Leadership

- Who should oversee menu planning?
- Why are balance and variety important when planning a menu?
- How can menu language and item descriptions reflect current food and restaurant trends?
- How can menu language affect consumer choices?

Management

- Why must managers be sure that employees are preparing and serving food according to the restaurant's menu?
- Why should management consider the facility, staff, and equipment when planning a menu?

National Standards for Family and Consumer Sciences Education

10.4
Demonstrate practices and skills involved in lodging occupations.

FCCLA National Programs

Career Connection: My Career
Task Number 79

Describe basic food preparation methods and innovative techniques.

Definition

Description should include

- dry-heat cooking methods
- moist-heat cooking methods
- preparation methods for uncooked foods (e.g., sushi, sandwich, salads, and raw foods)
- molecular gastronomy.

Process/Skill Questions

Thinking

- What are the different types of dry-heat cooking methods?
- What are the different types of moist-heat cooking methods?
- What preparation methods do not require cooking?
Communication

- What communication skills are needed to follow a recipe and prepare a dish?
- Where can new recipes be found?

Leadership

- Who is the authority on recipe decisions and cooking and preparation methods?
- How do privately owned and chain restaurants typically differ in leadership and leadership style?

Management

- Why do managers need to know as much as kitchen staff about food preparation methods?
- What are the responsibilities of managers in food preparation?

National Standards for Family and Consumer Sciences Education

10.4.4
Apply basic food preparation and service skills in catering operations.

8.5
Demonstrate professional food preparation methods and techniques for all menu categories to produce a variety of food products that meet customer needs.

FCCLA National Programs

Career Connection: My Career

Career Connection: My Life

Career Connection: My Path

Career Connection: My Skills

Power of One: A Better You

Power of One: Working on Working

FCCLA: STAR Events (2019)

Career Investigation

Check the national FCCLA portal.

Entrepreneurship

Hospitality, Tourism, and Recreation

National Programs in Action
Professional Presentation

Task Number 80

Demonstrate food presentation techniques.

Definition

Demonstration should include

- preparation
- cooking techniques
- presentation
- professionalism.

Process/Skill Questions

Thinking

- How can food-presentation techniques enhance the customer's interest in dining?
- What resources are available concerning new food presentation techniques?

Communication

- How is plating a type of communication?
- How can the importance of food presentation be communicated to employees?

Leadership

- How can managers determine what style of plating to use?
- How can plating create a positive restaurant experience?

Management

- Why should managers be aware of the skills involved in food presentation?
- What kind of training should employees be given in plating?
- How can garnishes enhance food presentation?

National Standards for Family and Consumer Sciences Education

10.4.4
Apply basic food preparation and service skills in catering operations.

FCCLA National Programs
Task Number 81

Inventory food and supplies.

Definition

Inventory should include

- following first-in, first-out (FIFO) inventory and tracking method
- making items available to employees through issuing or requisitioning
- establishing inventory methods (e.g., tracking stocked amounts) to control costs, prevent waste, prevent inadequate stock rotation, and deter theft.

Process/Skill Questions

Thinking

- Why are the facility's standards for handling and storing food vital to the success of the food and beverage division?
• How does storing and handling differ between disposable and nondisposable items?

Communication

• What communication skills should the food and beverage manager use in teaching and reminding staff of a facility's standards?
• How is the importance of sanitation in handling food and beverage supplies communicated?

Leadership

• How do government agencies provide leadership in setting standards for a facility?
• What are some local codes for storing supplies?

Management

• How can management review the effectiveness of the storage and handling of supplies?
• Why is management ultimately responsible for efficient, safe, and accurate handling of inventory?

National Standards for Family and Consumer Sciences Education

10.4.5
Manage use, care, storage, maintenance, and safe operations of equipment, tools, and supplies.

FCCLA National Programs

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Financial Fitness: Earning
Financial Fitness: Protecting
Financial Fitness: Saving
Financial Fitness: Spending

FCCLA: STAR Events (2019)

Career Investigation

Check the national FCCLA portal.

Entrepreneurship
Task Number 82

Describe the receiving and storage process.

Definition

Description should include

- counting or weighing items when received
- comparing amounts and quality of items received with invoice and recording the differences, if any
- checking temperature of goods requiring refrigeration
- checking for damage/freshness
- handling food and beverage supplies according to the standards set by the facility and government agencies
- placing items in appropriate storage areas, addressing refrigerated/frozen items first
- protecting items and utensils from dust, insects, rodents, toxic materials, and unclean equipment
- establishing storeroom control (i.e., controlling stock and its use) to control costs, prevent waste, prevent inadequate stock rotation, and deter theft.

Process/Skill Questions

Thinking

- What pests are commonly associated with poor storage practices?
- What is the importance of accurately recording the order inventory received?

Communication

- What is the result of improper storage techniques?
- What is the financial effect of poor storage practices?

Leadership

- What are receiving procedures?

Management

- Who is responsible for receiving food and beverage supplies?
- How is theft detected?
How does a facility move forward if the order does not meet the standards of freshness?
When is the food source USDA approved?
How does one know if the food received meets the facility's standards?

National Standards for Family and Consumer Sciences Education

10.4.5
Manage use, care, storage, maintenance, and safe operations of equipment, tools, and supplies.

FCCLA National Programs

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Power of One: A Better You
Power of One: Working on Working

FCCLA: STAR Events (2019)
Career Investigation
Check the national FCCLA portal.

Entrepreneurship
Hospitality, Tourism, and Recreation
National Programs in Action
Professional Presentation

Fulfilling Responsibilities of the Front of the House in the Food and Beverage Industry
Task Number 83

Identify the duties of front-of-the-house personnel.

Definition

Identification should include the duties of personnel, including

- maître d'hôtel or manager
- beverage or bar manager
- host/waitstaff
- bus person.

Process/Skill Questions

Thinking

- Why is it important to define each front-of-the-house position?
- What are the significant differences between the duties of front-of-the-house personnel?
- Why is it important to be able to identify strengths and weaknesses of staff members?

Communication

- Why should all employees tour a hospitality venue, giving careful consideration to front-of-the-house operations?
- What is the value of follow-up guest surveys?

Leadership

- How might one front-of-the-house operation affect another?
- What service amenities might be provided in a luxury hotel?

Management

- Why is it important for management to convey a clear mission statement to all employees?
- How can management evaluate services provided by front-of-the-house employees?

National Standards for Family and Consumer Sciences Education

10.1.1

Explain the roles and functions of individuals engaged in hospitality, tourism, and recreation careers.

FCCLA National Programs

Career Connection: My Career

Career Connection: My Life
Task Number 84

Set up dining area.

Definition

Setup should be performed according to the type of service offered in the specific area, including

- cafeteria service
- counter service
- seated service
- self-service.

Process/Skill Questions

Thinking

- Why should staff be trained in setting up more than one type of service area?
- Why is the appearance of the dining area important to the customer?
Communication

- How can managers use charts and diagrams to remind staff of setup requirements?
- What communication skills are needed to facilitate seated service?
- How are those skills different from those needed in cafeteria service? Counter service? Self-service?

Leadership

- What types of training should leaders provide to make sure that staff is prepared to set up various service areas?
- How can leaders determine which style of service is most appropriate for a group?

Management

- How can management determine what types of setups to provide in the dining areas?
- How often should management evaluate service styles in the dining area?

National Standards for Family and Consumer Sciences Education

10.4.3
Manage convention, meeting, and banquet support functions.

FCCLA National Programs

Career Connection: My Career

Career Connection: My Life

Career Connection: My Path

Career Connection: My Skills

Power of One: A Better You

Power of One: Working on Working

FCCLA: STAR Events (2019)

Career Investigation

Check the national FCCLA portal.

Entrepreneurship

Hospitality, Tourism, and Recreation

National Programs in Action
Professional Presentation

Task Number 85

Describe how menu items are prepared.

Definition

Description should include

- demonstrating a thorough knowledge of menu items
- identifying the ingredients, preparation techniques, and prices of all menu items
- making suggestions from the menu, including highlighting, using open-ended questions, and upselling
- identifying allergens or other restrictions.

Process/Skill Questions

Thinking

- What is upselling?
- How does it affect the guest check average?
- How does the décor of the facility influence the styles of service offered?

Communication

- How can style of service influence customers?
- How can teamwork benefit everyone?
- How can a positive attitude enhance quality of service?

Leadership

- How should management react to poor service from its employees?
- Why should leadership train new hires in service techniques?
- How are new staff trained?

Management

- What factors affect decisions about the types of service the facility should offer?
- Why should dining room staff know how menu items are prepared?
- Why might it be beneficial to have staff try the menu items offered by their employer?

National Standards for Family and Consumer Sciences Education

10.4.4
Apply basic food preparation and service skills in catering operations.
Task Number 86

Serve foods and beverages.

Definition

Service should include

- setting up
- delivering foods and beverages
- bussing
- performing side work

Serving methods should be appropriate to the various services offered in the facility (e.g., full-service restaurants, fast-food restaurants, take-out service, cafeterias, catering services, institutional food services, snack bar services, bar and club services, and fast/casual).
Process/Skill Questions

Thinking

- What kind of specialized training does an executive chef need to successfully organize and monitor the kitchen?
- What kind of training should an employee have to assist a chef in food preparation?
- What are the job responsibilities for each employee (e.g., waiter, bus person, prep cook, and dishwasher)?
- How does the product flow and traffic flow affect employees?

Communication

- What communication skills are necessary for production in the kitchen?
- Why is communication particularly important between the chef and his/her staff?
- Why is it important for front-of-the-house personnel to work as a team?

Leadership

- How does the leadership of the executive chef set the tone for production in the kitchen?
- Why is the executive chef responsible for organization in the kitchen?
- What leadership skills does a chef need to run a successful operation?

Management

- Why should the manager of a facility have a positive working relationship with the executive chef?
- Why is the executive chef an important member of the leadership team?

National Standards for Family and Consumer Sciences Education

10.4.3
Manage convention, meeting, and banquet support functions.

FCCLA National Programs

Career Connection: My Career

Career Connection: My Life

Career Connection: My Path

Career Connection: My Skills

Power of One: A Better You

Power of One: Working on Working

FCCLA: STAR Events (2019)
Career Investigation

Check the national FCCLA portal.

Entrepreneurship

Hospitality, Tourism, and Recreation

Interpersonal Communications

National Programs in Action

Professional Presentation

Task Number 87

Manage payment options.

Definition

Management could include options such as

- credit card
- cash
- check
- mobile pay
- gift certificate.

Process/Skill Questions

Thinking

- What is identify theft?
- How does one protect against identify theft?

Communication

- What happens if a customer’s card is over the limit?
- Why are security plans vital in safeguarding daily financial revenue?

Leadership

- Why should businesses offer customers more payment options?
- How does leadership reduce debt and protect liabilities?
- How are billing errors resolved?
Management

- What are some methods for protecting against accepting bad forms of payment?
- How can counterfeit bills be detected?
- How are acceptable payment options determined?

National Standards for Family and Consumer Sciences Education

10.4.2
Demonstrate accounting practices and financial transactions.

FCCLA National Programs

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Power of One: A Better You
Power of One: Working on Working

FCCLA: STAR Events (2019)

Career Investigation

Check the national FCCLA portal.

Entrepreneurship

Hospitality, Tourism, and Recreation

Interpersonal Communications

Professional Presentation

Fulfilling Responsibilities of the Recreation, Leisure, and Themed Services Industries
Task Number 88

Identify geography, climate, locations, and time zones of specific regions and countries and their cultural expectations.

Definition

Identification should include

- using domestic and international travel destinations
- describing the cultural customs of popular travel destinations.

Process/Skill Questions

Thinking

- What are factors to consider when choosing a travel destination?

Communication

- What are the most important factors to consider for hiring a travel agent or agency?

Leadership

- What is required to travel internationally?
- What is not required but beneficial to acquire before traveling internationally?
- How is a passport acquired?

Management

- How long does it take to process and receive a passport?
- Why is it important to understand time zones? What effect does climate have on making travel destination decisions?

National Standards for Family and Consumer Sciences Education

10.5.1
Investigate geography, climate, sites, time zones, and political and global influences of various regions and countries.

FCCLA National Programs

Career Connection: My Career

Career Connection: My Life
Task Number 89

Determine the responsibilities of recreation, leisure, and themed services employees.

Definition

Determination should include

- creating a safe environment in which guests may exercise
- maintaining equipment so that all equipment (e.g., exercise equipment, hot tub, swimming pool, sauna, and steam room) is clean, sanitized, and in good working order
- staying knowledgeable about the operation and use of equipment
- acquiring knowledge and certifications to assist clients in emergency situations
- assisting guests when necessary
- following OSHA guidelines for recreation, leisure, and themed services.

Process/Skill Questions

Thinking
• What liabilities might a facility face because of its recreation/fitness services?
• How can recreation/fitness services enhance a guest's stay?

Communication

• What kinds of communication can a facility use to remind guests of safety rules?

Leadership

• How can leaders encourage guests to follow safety regulations?
• How can leaders be aware of governmental guidelines involving recreation/fitness services?

Management

• How can management determine the types of fitness equipment to buy?
• What resources are available to determine the quality of the equipment available?

National Standards for Family and Consumer Sciences Education

10.1.1
Explain the roles and functions of individuals engaged in hospitality, tourism, and recreation careers.

FCCLA National Programs

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Power of One: A Better You
Power of One: Working on Working
Student Body: The Fit You

FCCLA: STAR Events (2019)

Career Investigation
Check the national FCCLA portal.

Entrepreneurship

Hospitality, Tourism, and Recreation
Task Number 90

Manage guests' use of health/fitness facilities.

Definition

Management should include

- using a scheduling system to organize appointments
- allowing for fair and equitable use of facilities and equipment by all guests, based on requests, policy, and management priorities
- handling requests in person, on the telephone, or online
- identifying consequences of misuse, including legal matters that arise from equipment malfunction, employee negligence, and customer injury
- business challenges that arise from customer and community dissatisfaction.

Process/Skill Questions

Thinking

- Why would a facility need a schedule for the health/fitness area?

Communication

- How are guests made aware of this schedule?

Leadership

- How can leaders encourage guests to use the health/fitness area?
- Why might management limit or restrict the use of certain equipment?

Management

- How can management determine a schedule for use of the health/fitness area that would suit most guests?
- Who should manage the recreation and fitness facilities and equipment?

National Standards for Family and Consumer Sciences Education
Demonstrate management of recreation, leisure, and other programs and events.

**FCCLA National Programs**

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Power of One: A Better You
Power of One: Working on Working
Student Body: The Fit You
Student Body: The Healthy You
Student Body: The Real You
Student Body: The Resilient You

**FCCLA: STAR Events (2019)**

Career Investigation

Check the national [FCCLA portal](#).

Entrepreneurship

Hospitality, Tourism, and Recreation

Interpersonal Communications

National Programs in Action

Professional Presentation

Sports Nutrition

---

**Task Number 91**
Plan for an event or activity.

Definition

Planning should include

- assessing needs
- defining metrics of success
- addressing themes, timelines, budgets, agendas, and itineraries
- listing event planning steps/considerations/tasks
- using teamwork skills
- delegating tasks
- locating resources
- managing programs or events for specific age groups or populations, including
  - age-specific groups (e.g., children and elderly)
  - client needs (e.g., families, those with disabilities, persons with cultural sensitivities, dietary accommodations, religion).

Process/Skill Questions

Thinking

- What types of events or activities are common to recreation and fitness services?
- What are appropriate and inappropriate ways to delegate tasks?

Communication

- Why is it important to follow the chain of command?
- What is a good work ethic?

Leadership

- Why is teamwork important?
- What are the consequences of failing to work as a team?

Management

- What resources are available to assist planning an event?
- Who manages the planning and coordinating of events?

National Standards for Family and Consumer Sciences Education

10.6.2
Design themes, timelines, budgets, agendas, and itineraries for specific programs and events.

FCCLA National Programs

Career Connection: My Career
Task Number 92

Identify locations, facilities, suppliers, and vendors for an event or activity.

Definition

Identification should include

- vendor relationships
- locations and services reservations (i.e., contract)
- prices
- size of group attending the service or event
- infrastructure and accessibility
• roles of location, facilities, suppliers, and vendors and their interdependence.

Process/Skill Questions

Thinking

• What types of vendors are associated with specific events?
• What is a contract?

Communication

• Why is a contract necessary?
• How does the size of a group and the required products or services affect pricing?

Leadership

• What are the benefits of local vendor relationships?
• What considerations/criteria are used to evaluate the facility?

Management

• What are the benefits of vendor relationships?
• How are the divisions of the hospitality industry interrelated?

National Standards for Family and Consumer Sciences Education

10.6.3
Organize resources and information about locations, facilities, suppliers, and vendors for specific services.

FCCLA National Programs

Career Connection: My Career

Career Connection: My Life

Career Connection: My Path

Career Connection: My Skills

Financial Fitness: Earning

Financial Fitness: Protecting

Financial Fitness: Saving

Financial Fitness: Spending

Power of One: A Better You
Task Number 93

Plan strategies to promote or publicize events.

Definition

Planning should include

- defining constraints
  - publicity budget
  - personnel
  - time/duration
  - feasibility
  - season/weather
  - current events
  - economic/social conditions
  - security
  - size of event/audience
- making use of location and demographic of target audience to create a theme
- using in-house and/or outsourced development options
- planning for the distribution of event materials
- evaluating previous data campaigns.

Process/Skill Questions
Thinking

- How does one determine the duration of the promotion?
- How does one determine whether the promotion should be in-house or outsourced?

Communication

- What factors should be promoted when preparing for an event?
- How should event planners react to unforeseen circumstances?
- What is the purpose of a crisis communication plan?

Leadership

- How can previous successes and/or failures affect the promotion planning of the event?
- What should be included in the budget?

Management

- What types of media can be used when advertising for an event?
- How can one make use of the location to promote an event?

National Standards for Family and Consumer Sciences Education

10.6.5
Demonstrate skills related to promoting and publicizing events.

FCCLA National Programs

Career Connection: My Career

Career Connection: My Life

Career Connection: My Path

Career Connection: My Skills

Power of One: A Better You

Power of One: Working on Working

FCCLA: STAR Events (2019)

Career Investigation

Check the national FCCLA portal.

Entrepreneurship
Task Number 94

Identify trends in recreation and leisure programs that promote health and wellness.

Definition

Identification should include providing customers with

- accessible facilities
- age-sensitive and special-needs considerations
- continuous weather reports
- diverse programs and activities with a schedule
- valuable and adequate health, fitness, or nutrition personnel.

Process/Skill Questions

Thinking

- What are types of recreation, events, or leisure programs that promote health and wellness?
- How does the size of the group affect program planning?

Communication

- What facilities should or should not be required to provide recreation, leisure programs, or events that promote health and wellness?
- What nutritional guidelines should employees be aware of when planning events?
- What type of promotion should be used to notify the public of an event?

Leadership

- What training would a person need to lead a recreational activity, a leisure program, or an event that promotes health and wellness?
- How might social media be used to encourage participation in fitness and leisure activities?

Management
• What provisions should be made available for persons with disabilities?
• How might the age and fitness level of participants affect the planning of recreational events?

**National Standards for Family and Consumer Sciences Education**

10.6
Demonstrate management of recreation, leisure, and other programs and events.

**FCCLA National Programs**

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Power of One: A Better You
Power of One: Working on Working
Student Body: The Fit You
Student Body: The Healthy You
Student Body: The Real You
Student Body: The Resilient You

**FCCLA: STAR Events (2019)**

Career Investigation

Check the national [FCCLA portal](#).

Entrepreneurship

Event Management

Hospitality, Tourism, and Recreation

Interpersonal Communications

National Programs in Action

Nutrition and Wellness
Task Number 95

Identify modes of transportation available for a variety of destinations.

Definition

Identification should include

- commercial air travel (e.g., airplane)
- commercial water travel (e.g., ship)
- commercial rail
- personal automobile
- bus, taxi, or limousine service
- ride-sharing services (e.g., Uber, Lyft).

Process/Skill Questions

Thinking

- What are ways to assist a client in choosing a mode of transportation to a destination?
- What information is needed to complete a travel itinerary?

Communication

- What forms of advertising assist in creating an itinerary?
- What communication skills are necessary when setting up a client's travel plans?

Leadership

- How is customer satisfaction evaluated once the trip is complete?
- What leadership techniques are required when analyzing travel-related services?

Management

- How can travel related services be handled efficiently?
- What goals are set when planning transportation for the client?

National Standards for Family and Consumer Sciences Education

10.5
Demonstrate practices and skills for travel-related services.
FCCLA National Programs

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills

FACTS: People
FACTS: Roads
FACTS: Vehicles

Power of One: A Better You
Power of One: Working on Working

FCCLA: STAR Events (2019)

Career Investigation
Check the national FCCLA portal.

Entrepreneurship
Event Management
Hospitality, Tourism, and Recreation

National Programs in Action
Professional Presentation

Examining Legal Considerations in the Hospitality Industry

Task Number 96
Identify laws related to the hospitality industry.

Definition

Identification should include

- the [Americans with Disabilities Act (ADA)](https://www.ada.gov) and the [FDA Food Code](https://www.fda.gov/Food/Laws/)
- legal principles that govern the hospitality services industry, customers, owners, and service providers
- standard hotel policies (e.g., food and beverage)
- the difference between laws and hotel policies
- OSHA.

Process/Skill Questions

Thinking

- Why should employers and employees be aware of changes in laws affecting the hospitality industry?
- Why are laws protecting the disabled of particular importance to the hospitality industry?

Communication

- How can management ensure that employees are cognizant of hospitality laws?
- How do federal, state, and local governments ensure that a facility is following laws governing the industry?

Leadership

- How can leaders ensure that employees follow the hospitality laws?
- How do laws protect both the customer and the owner of the facility?

Management

- How can management keep abreast of laws pertaining to hotel operations?
- What resources are available to help management guide employees?

National Standards for Family and Consumer Sciences Education

10.1.6
Analyze the role of professional organizations in the hospitality, tourism, and recreation professions.

10.2
Demonstrate procedures applied to safety, security, and environmental issues.

10.5.4
Research regulations and cultural expectations to determine information needed for diverse cliental for domestic and international travel.

FCCLA National Programs

Career Connection: My Career
Task Number 97

Explore legal matters.

Definition

Exploration should include

- contracts, crime, confidentiality, non-compete clause
- ethics in personal and business transactions and relationships
- offenses common to the hospitality industry (e.g., theft, assault, privacy violations)
- liability of criminal activity
- professional conduct
- purchasing and selling of goods and services
- discrimination.

Process/Skill Questions

Thinking
• What are some ethical issues relevant to the hospitality industry?
• How can a property benefit from a strong sense of morality on the part of the staff?
• Why are ethics especially important to an industry that serves others?

Communication

• What communication skills are essential in displaying professional ethics?

Leadership

• How can leaders encourage and promote ethical behavior among staff?
• Why do customers care about a facility's ethical standards?
• Why should ethics be part of a facility's vision statement?

Management

• What attributes should an employer look for in prospective employees in terms of identifying ethical behavior?
• What training can management offer to teach and to reinforce ethical behavior?

National Standards for Family and Consumer Sciences Education

10.1.6
Analyze the role of professional organizations in the hospitality, tourism, and recreation professions.

FCCLA National Programs

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Financial Fitness: Earning
Financial Fitness: Protecting
Financial Fitness: Saving
Financial Fitness: Spending
Power of One: A Better You
Power of One: Working on Working

FCCLA: STAR Events (2019)
Task Number 98

Identify privacy concerns related to the hospitality industry.

Definition

Identification should include

- key control
- guest room number and room telephone number privacy
- camera surveillance
- payment information
- social media
- guest information confidentiality.

Process/Skill Questions

Thinking

- What kind of surveillance can a hotel use to protect guests?
- How can a hotel protect its guests from intruders?

Communication

- How should the front desk explain security measures to customers?
- Why should safety guidelines be posted in every guest room?

Leadership

- What resources are available to leaders to learn about new security methods?
- How can leaders train employees to follow safety guidelines?

Management
• How can management make guest safety an integral part of the check-in procedure?
• What safety features should management install in each guest room?

**National Standards for Family and Consumer Sciences Education**

**10.3**
Apply concepts of quality service to ensure customer satisfaction.

**FCCLA National Programs**

Career Connection: My Career

Career Connection: My Life

Career Connection: My Path

Career Connection: My Skills

Power of One: A Better You

Power of One: Working on Working

**FCCLA: STAR Events (2019)**

Career Investigation

Check the national [FCCLA portal](#).

Entrepreneurship

Hospitality, Tourism, and Recreation

Interpersonal Communications

National Programs in Action

Professional Presentation

---

**Applying Customer Service Skills**

---

**Task Number 99**
Correlate the importance of customer service to successful business operations.

Definition

Correlation should include the

- influence that public reviews have on businesses’ reputations
- relationship between employees’ attitudes and actions and customer satisfaction
- ability to encourage repeat business/clients
- financial success of business operations.

Process/Skill Questions

Thinking

- Why is word-of-mouth one of the best forms of advertising?
- Why does a facility depend on return business?
- How do employees benefit when providing great customer service?

Communication

- What impact can negative word-of-mouth have on a facility?
- Why are customers more likely to talk about negative experiences than positive experiences?

Leadership

- How can leaders encourage personalized customer service?
- How can managers make employees aware of the importance of good customer service?

Management

- What kind of training should employees have in dealing with customers in a positive manner?

National Standards for Family and Consumer Sciences Education

10.3
Apply concepts of quality service to ensure customer satisfaction.

FCCLA National Programs

Career Connection: My Career

Career Connection: My Life

Career Connection: My Path

Career Connection: My Skills
Task Number 100

Identify the steps to resolve a customer complaint.

Definition

Identification should include the following steps:

- Identify the customer’s problem.
- Acknowledge the concern.
- Listen with empathy.
- Follow through with a solution.
- Escalate the problem to a manager, as needed.
- Follow up with the customer.

Process/Skill Questions

Thinking

- Why is it important to follow the steps for resolving problems?
- Why should a customer be allowed to express his/her ideas preferred solution to a problem?
Communication

- What kinds of communication demonstrate an employee's desire to answer a customer's complaint?
- How should one deal with an unreasonable customer?

Leadership

- How does the leadership team set the tone for customer satisfaction when resolving complaints?
- When should leadership end discussion with an unreasonable customer?

Management

- How can managers make sure that employees are aware of and use the steps for resolving all problems?
- Why are some complaints best handled by management only?

National Standards for Family and Consumer Sciences Education

10.3
Apply concepts of quality service to ensure customer satisfaction.

FCCLA National Programs

Career Connection: My Career
Career Connection: My Life
Career Connection: My Path
Career Connection: My Skills
Power of One: A Better You
Power of One: Working on Working

FCCLA: STAR Events (2019)

Career Investigation

Check the national FCCLA portal.

Entrepreneurship

Hospitality, Tourism, and Recreation

Interpersonal Communications

National Programs in Action
# SOL Correlation by Task

<table>
<thead>
<tr>
<th>Task Number</th>
<th>Task Description</th>
<th>English:</th>
<th>History and Social Science:</th>
</tr>
</thead>
<tbody>
<tr>
<td>39</td>
<td>Analyze the meaning of work and the meaning of family.</td>
<td>10.5, 11.5</td>
<td>GOVT.1</td>
</tr>
<tr>
<td>40</td>
<td>Compare how families affect work life and how work life affects families.</td>
<td>10.5, 11.5</td>
<td>GOVT.1</td>
</tr>
<tr>
<td>41</td>
<td>Identify management strategies for balancing work and family roles.</td>
<td>10.5, 11.5</td>
<td>GOVT.1</td>
</tr>
<tr>
<td>42</td>
<td>Describe the evolution of the hospitality industry.</td>
<td>10.5, 11.5</td>
<td>WG.12, WG.16, WHI.14, WHII.2, WHII.14</td>
</tr>
<tr>
<td>43</td>
<td>Describe the concept of hospitality.</td>
<td>10.5, 11.5</td>
<td></td>
</tr>
<tr>
<td>44</td>
<td>Describe the atmosphere of hospitality.</td>
<td>10.5, 11.5</td>
<td>WHI.3, WHI.7, WHI.9, WHI.11, WHI.13, WHII.15</td>
</tr>
<tr>
<td>45</td>
<td>Identify the segments of the hospitality industry.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>46</td>
<td>Describe technology skills needed for employment in the hospitality industry.</td>
<td></td>
<td>VUS.14, WHII.14</td>
</tr>
<tr>
<td>47</td>
<td>Identify trends in the hospitality industry.</td>
<td></td>
<td>WG.14, WG.15</td>
</tr>
<tr>
<td>48</td>
<td>Research the effects of the hospitality industry on local, state, national, and global economies.</td>
<td>10.5, 10.8, 11.5, 11.8</td>
<td>GOVT.7, GOVT.8, GOVT.9, GOVT.13, GOVT.15</td>
</tr>
<tr>
<td>49</td>
<td>Describe external events that affect the industry.</td>
<td>10.5, 11.5</td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>Describe the role of sourcing and purchasing products pertaining to each segment of the hospitality industry.</td>
<td>10.5, 11.5</td>
<td>VUS.14, WG.17, WHII.14</td>
</tr>
<tr>
<td>51</td>
<td>Describe the functional role of a management structure.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>52</td>
<td>Analyze the financial viability of a hospitality property.</td>
<td>10.5, 11.5</td>
<td></td>
</tr>
<tr>
<td>53</td>
<td>Describe the responsibilities of the personnel or human resources division.</td>
<td>10.5, 10.6, 11.5, 11.6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Task Description</td>
<td>Subject Area(s)</td>
<td>English:</td>
</tr>
<tr>
<td>---</td>
<td>---------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>54</td>
<td>Identify methods that promote sanitation in all areas of the hospitality industry.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>55</td>
<td>Describe the vital role of the housekeeping division in a lodging operation.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>56</td>
<td>Describe possible hazards to the health and safety of employees and guests.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>57</td>
<td>Identify government regulations pertaining to health, safety, and sanitation practices in the hospitality industry.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>58</td>
<td>List emergency situations that affect the hospitality industry.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>59</td>
<td>Plan strategies to promote customer and employee safety.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>60</td>
<td>Identify sustainability issues in the hospitality industry.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>61</td>
<td>Describe the importance of professionalism.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>62</td>
<td>Identify the consequences of noncompliance with health and safety practices.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>63</td>
<td>Describe the concept of service as a product.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>64</td>
<td>Identify the influence of social media on sales.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>65</td>
<td>Identify the elements of sales and marketing.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>66</td>
<td>Describe the effect of sales on other departments within a hospitality enterprise.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>67</td>
<td>Describe the relationship between sales and marketing departments.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>68</td>
<td>List the functions of the sales and marketing department(s).</td>
<td></td>
<td></td>
</tr>
<tr>
<td>69</td>
<td>Identify potential market segments within the hospitality industry.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>70</td>
<td>Identify the food and beverage industry vendors.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>71</td>
<td>Identify duties of back-of-the-house personnel.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>72</td>
<td>Identify national nutritional guidelines.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>73</td>
<td>Identify commercial kitchen equipment and culinary utensils.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>74</td>
<td>Write an order ticket as a member of a waitstaff.</td>
<td>English: 10.6, 11.6</td>
<td></td>
</tr>
<tr>
<td>75</td>
<td>Set a table.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>76</td>
<td>Plan a meal.</td>
<td>English: 10.6, 11.6</td>
<td></td>
</tr>
<tr>
<td>77</td>
<td>Apply principles of nutrition to menu development.</td>
<td>English: 10.5, 11.5, 11.8</td>
<td></td>
</tr>
<tr>
<td>78</td>
<td>Identify various types of restaurant menus.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>79</td>
<td>Describe basic food preparation methods and innovative techniques.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>80</td>
<td>Demonstrate food presentation techniques.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>81</td>
<td>Inventory food and supplies.</td>
<td>English: 10.6, 11.6</td>
<td></td>
</tr>
<tr>
<td>82</td>
<td>Describe the receiving and storage process.</td>
<td>English: 10.5, 11.5</td>
<td></td>
</tr>
<tr>
<td>83</td>
<td>Identify the duties of front-of-the-house personnel.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>84</td>
<td>Set up dining area.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>85</td>
<td>Describe how menu items are prepared.</td>
<td>English: 10.1, 11.1</td>
<td></td>
</tr>
<tr>
<td>86</td>
<td>Serve foods and beverages.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>87</td>
<td>Manage payment options.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>88</td>
<td>Identify geography, climate, locations, and time zones of specific regions and countries and their cultural expectations.</td>
<td>English: 10.5, 11.5</td>
<td></td>
</tr>
<tr>
<td>89</td>
<td>Determine the responsibilities of recreation, leisure, and themed services employees.</td>
<td>English: 10.5, 10.8, 11.5, 11.8 History and Social Science: VUS.13</td>
<td></td>
</tr>
<tr>
<td>90</td>
<td>Manage guests' use of health/fitness facilities.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>91</td>
<td>Plan for an event or activity.</td>
<td>English: 10.1, 10.3, 10.5, 11.1, 11.3, 11.5</td>
<td></td>
</tr>
<tr>
<td>92</td>
<td>Identify locations, facilities, suppliers, and vendors for an event or activity.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>93</td>
<td>Plan strategies to promote or publicize events.</td>
<td>English: 10.3, 10.5, 11.3, 11.5</td>
<td></td>
</tr>
<tr>
<td>94</td>
<td>Identify trends in recreation and leisure programs that promote health and wellness.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>95</td>
<td>Identify modes of transportation available for a variety of destinations.</td>
<td>History and Social Science: VUS.14, WG.17, WHII.14</td>
<td></td>
</tr>
<tr>
<td>96</td>
<td>Identify laws related to the hospitality industry.</td>
<td>English: 10.5, 11.5 History and Social Science: GOVT.15</td>
<td></td>
</tr>
<tr>
<td>97</td>
<td>Explore legal matters.</td>
<td>English: 10.5, 11.5 History and Social Science: GOVT.15</td>
<td></td>
</tr>
<tr>
<td>98</td>
<td>Identify privacy concerns related to the hospitality industry.</td>
<td>History and Social Science: GOVT.15, VUS.14, WG.17, WHII.14</td>
<td></td>
</tr>
<tr>
<td>99</td>
<td>Correlate the importance of customer service to successful business operations.</td>
<td>English: 10.5, 11.5</td>
<td></td>
</tr>
<tr>
<td>100</td>
<td>Identify the steps to resolve a customer complaint.</td>
<td>English: 10.1, 11.1</td>
<td></td>
</tr>
</tbody>
</table>

**Entrepreneurship Infusion Unit**

Entrepreneurship Infusion Units may be used to help students achieve additional, focused competencies and enhance the validated tasks/competencies related to identifying and starting a new business venture. Because
the unit is a complement to certain designated courses and is not mandatory, all tasks/competencies are marked “optional.”
Appendix: Credentials, Course Sequences, and Career Cluster Information

Industry Credentials: Only apply to 36-week courses

- Certified Front Desk Representative Examination
- Certified Guest Service Professional Examination
- Certified Hospitality and Tourism Management Professional Examination
- College and Work Readiness Assessment (CWRA+)
- Hospitality Management—Food and Beverage Assessment
- Hospitality Management—Lodging Assessment
- Leadership Essentials Assessment
- Lodging Assessment
- National Career Readiness Certificate Assessment
- Recreation, Amusements, and Attractions Assessment
- Restaurant, Food and Beverage Services Assessment
- Travel and Tourism Assessment
- Workplace Readiness Skills for the Commonwealth Examination

Concentration sequences: A combination of this course and those below, equivalent to two 36-week courses, is a concentration sequence. Students wishing to complete a specialization may take additional courses based on their career pathways. A program completer is a student who has met the requirements for a CTE concentration sequence and all other requirements for high school graduation or an approved alternative education program.

- Career, Community and Family Connections (8205/18 weeks)
- Career, Community and Family Connections (8282/36 weeks)
- Family Relations (8223/18 weeks)
- Family Relations (8225/36 weeks)
- GRADS (Graduation, Reality, and Dual-Role Skills): Family Focus (8277/18 weeks)
- GRADS (Graduation, Reality, and Dual-Role Skills): Family Focus (8278/36 weeks)
- GRADS (Graduation, Reality, and Dual-Role Skills): Work Focus (8213/36 weeks)
- Hospitality, Tourism, and Recreation II (8203/36 weeks, 280 hours)
- Independent Living (8214/18 weeks)
- Independent Living (8219/36 weeks)
- Individual Development (8209/18 weeks)
- Individual Development (8210/36 weeks)
- Introduction to Hospitality, Tourism, and Recreation (8258/18 weeks)
- Introduction to Hospitality, Tourism, and Recreation (8259/36 weeks)
- Life Planning (8226/18 weeks)
- Life Planning (8227/36 weeks)
- Nutrition and Wellness (8228/18 weeks)
- Nutrition and Wellness (8229/36 weeks)

Career Cluster: Hospitality and Tourism

<table>
<thead>
<tr>
<th>Pathway</th>
<th>Occupations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging</td>
<td>Concierge</td>
</tr>
<tr>
<td></td>
<td>Executive Housekeeper</td>
</tr>
<tr>
<td></td>
<td>Front Desk Clerk</td>
</tr>
<tr>
<td></td>
<td>Front Office Manager</td>
</tr>
<tr>
<td>Pathway</td>
<td>Occupations</td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td>Reservationist</td>
<td>Restaurant and Food and Beverage Services</td>
</tr>
<tr>
<td>Caterer</td>
<td></td>
</tr>
<tr>
<td>Food Service Manager</td>
<td></td>
</tr>
<tr>
<td>Host, Hostess</td>
<td></td>
</tr>
<tr>
<td>Director of Convention and Visitors Bureau</td>
<td></td>
</tr>
<tr>
<td>Director of Tourism Development</td>
<td></td>
</tr>
<tr>
<td>Meeting and Convention Planner</td>
<td></td>
</tr>
<tr>
<td>Tour, Travel Guide</td>
<td></td>
</tr>
<tr>
<td>Travel Agent</td>
<td></td>
</tr>
</tbody>
</table>