Hospitality, Tourism, and Recreation II

8203 36 weeks / 280 hours

Table of Contents

Acknowledgments ................................................................................................................................................................... 1
Course Description .................................................................................................................................................................. 2
Task Essentials Table .............................................................................................................................................................. 2
Curriculum Framework ........................................................................................................................................................... 4
SOL Correlation by Task ...................................................................................................................................................... 75
Entrepreneurship Infusion Units ........................................................................................................................................... 76
Appendix: Credentials, Course Sequences, and Career Cluster Information ................................................................. 77

Acknowledgments

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

**Suggested Grade Level:** 11 or 12  
**Prerequisites:** 8202

Students continue preparation for employment in hospitality industries by focusing on principles of operations in travel and tourism, lodging, food services, hospitality planning, and business relations. Special attention is paid to the development of skills used in the lodging industry (rooms, sales and marketing, front office, and housekeeping divisions) 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>8203</th>
<th>Tasks/Competencies</th>
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<tr>
<td>☐</td>
<td>Analyze the meaning of work and the meaning of family.</td>
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<tr>
<td>☐</td>
<td>Compare how families affect work life and how work life affects families.</td>
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<td>☐</td>
<td>Identify management strategies for balancing work and family roles.</td>
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<td>Demonstrate sanitation methods in all areas of the hospitality industry.</td>
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<td>Implement a plan of action to address health and emergency hazards.</td>
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<td>Predict health, safety, and sanitation trends in government regulations in the hospitality industry.</td>
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<td>Demonstrate the responsibilities of personnel during an emergency situation.</td>
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<td>☐</td>
<td>Research hospitality industry conservation practices.</td>
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<td>☐</td>
<td>Complete incident reports.</td>
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<td>Implement the organizational structure of a hotel and the roles of each division.</td>
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<td>☐</td>
<td>Implement the duties of front-office personnel.</td>
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<tr>
<td>☐</td>
<td>Outline fees, policies, amenities, and rates.</td>
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<tr>
<td>☐</td>
<td>Accommodate guests with special needs.</td>
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<tr>
<td>☐</td>
<td>Detail the duties of uniformed services.</td>
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<td>☐</td>
<td>Check in a guest, using front-office technology and communication systems.</td>
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<tr>
<td>☐</td>
<td>Demonstrate communication etiquette.</td>
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<tr>
<td>☐</td>
<td>Identify the duties of housekeeping personnel.</td>
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<tr>
<td>☐</td>
<td>Clean guest rooms, public areas, employee areas, and offices, according to SOPs.</td>
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<tr>
<td>☐</td>
<td>Describe the procedures for laundering linens, according to SOP, if not outsourced.</td>
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<tr>
<td>☐</td>
<td>Inventory linens and supplies.</td>
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<tr>
<td>☐</td>
<td>Demonstrate a marketing promotion, using various media.</td>
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<tr>
<td>☐</td>
<td>Evaluate a variety of sales promotions or offers.</td>
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<td>☐</td>
<td>Perform a cost-benefit analysis of advertising through various channels of mass media.</td>
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<td>☐</td>
<td>Analyze the value of potential market segments in a specific industry.</td>
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<td>☐</td>
<td>Identify the duties of back-of-the-house personnel.</td>
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<td>Task</td>
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<tr>
<td>○</td>
<td>Operate commercial kitchen equipment and hand tools.</td>
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<td>○</td>
<td>Demonstrate basic food preparation methods and techniques.</td>
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<td>○</td>
<td>Demonstrate food presentation techniques.</td>
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<tr>
<td>○</td>
<td>Observe the receiving and storage process.</td>
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<tr>
<td>○</td>
<td>Examine the duties of front-of-the-house personnel.</td>
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<td>○</td>
<td>Demonstrate foods and beverage service.</td>
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<tr>
<td>✤</td>
<td>Compare foods, beverages, and cultural etiquette of travel destinations.</td>
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<td>✤</td>
<td>Prepare a travel packet for a specific destination.</td>
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<tr>
<td>✤</td>
<td>Compare modes of transportation available for a variety of destinations.</td>
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<tr>
<td>✤</td>
<td>Describe the laws related to the hospitality industry.</td>
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<td>✤</td>
<td>Explore the potential legal outcome for a case study.</td>
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<td>✤</td>
<td>Describe methods for protecting guest information.</td>
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<tr>
<td>✤</td>
<td>Demonstrate customer relations by providing information and directions, handling inquiries, and solving problems or complaints.</td>
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<tr>
<td>✤</td>
<td>Describe how customer service affects customer choice.</td>
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<td>✤</td>
<td>Evaluate customer service satisfaction.</td>
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<td>✤</td>
<td>Strategize resolutions for customer-service complaints.</td>
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Legend: ✤Essential ○Non-essential ✗Omitted

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**Curriculum Framework**

**Balancing Work and Family**

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**Task Number 39**
Analyze the meaning of work and the meaning of family.

Definition

Analysis should 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 of family
- describing the roles and responsibilities of employees and family members
- determining the effects of interdependence on 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 be considered when analyzing work and family structures?
- What criteria should be used to assess work and family systems?

Communication

- How can the workplace be respectful of the family and individuals?
- How can the importance of values of work and family be communicated to others?

Leadership

- What leadership techniques are used to develop workplace strategies for change?
- How can the family and the employer develop leadership skills in individuals?

Management

- How does one develop a life plan that reflects family values?
- How can an individual's management skills be integrated into the family? Into the workplace?

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
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 issues involved in work and family roles.

Process/Skill Questions

Thinking

- 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 family members at different stages of the family life cycle communicate their values and choices?

Leadership

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

Management

- What resources help determine work and family values?

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
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 responsibility does an employer have for a worker's well-being at home?
• When is it appropriate for an employer to intervene in an employee's personal and/or family life?
• What is the relationship between community activities and responsibilities and work and family roles?
• How do management strategies for balancing work and family roles change as the family progresses through its life cycle?

Communication

• When is it appropriate for an employee to communicate personal/family problems to an employer?
• What communication skills are necessary to develop strategies for balancing work and family roles?
• How is communication important in balancing work and family roles?

Leadership

• What leadership techniques can one use to address conflict regarding work and family roles?
• What skills do family members need to become leaders?
• What criteria should be used to assess efforts at balancing work and family roles?

Management

• What management skills are needed to set priorities at work and at home?
• How can one develop management strategies for balancing work and family roles?
• What management skills are needed to deal with issues at different stages of the family life cycle?

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
FCCLA: STAR Events (2019)

Career Investigation

Check the national [FCCLA portal](#).

Entrepreneurship

Professional Presentation

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**Demonstrating Health, Safety, and Environmental Awareness**

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**Task Number 42**

Demonstrate sanitation methods in all areas of the hospitality industry.

Definition
Demonstration should be based on

- local and state regulations of the health department
- Occupational Safety and Health Administration (OSHA) regulations
- standard operating procedures (SOP) and basic cleanliness principles
  - wearing appropriate clothing
  - maintaining personal hygiene
  - preventing infectious diseases
- bloodborne pathogens training.

Process/Skill Questions

Thinking

- What is the importance of preventive measures taken against bloodborne pathogens?
- Why must employees follow local and state guidelines regarding sanitation?

Communication

- How can employers remind employees to maintain sanitary conditions in the kitchen and dining areas?
- What kind of training in food poisoning prevention should employees have?

Leadership

- How can leaders emphasize the importance of kitchen cleanliness?
- How can leaders keep abreast of new methods of preventing food poisoning?

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
Task Number 43

Implement a plan of action to address health and emergency hazards.

Definition

Implementation should include a review of management's responsibilities, including

- establishing and enforcing safety rules, policies, and procedures
- following a system for documenting and investigating reports related to safety, security, and environmental issues
- providing safety and emergency information in employee training and continuing education programs
- providing fire extinguishers and first-aid kits
- correcting safety violations recorded by safety committees or safety enforcement agencies.

In addition, employees' responsibilities include recognizing and reporting hazards such as

- broken equipment, lights, locks, electrical outlet covers, and glass
- burned-out lights
- 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
- hazardous materials
- access to automated external defibrillator (AED)
- 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 for both guests and employees?

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

Management

- How can management benefit from its employees' ability to work cooperatively?
- What resources are available to management to learn about relevant changes in laws?

National Standards for Family and Consumer Sciences Education

10.2.2
Demonstrate procedures for assuring guest or customer safety.

10.2.3
Evaluate evacuation plans and emergency procedures.

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
Task Number 44

Predict health, safety, and sanitation trends in government regulations in the hospitality industry.

Definition

Prediction should include researching trends in at least one of the following agencies or regulations and predicting the emergence of future standards or regulatory guidelines:

- 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 (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?

Communication

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

• How can leaders ensure that the property creates and maintains a safe environment?
• How can leaders motivate guests and staff to engage in health, safety, and sanitation practices?

Management

• How can management use its employees to maintain a property that is safe for both employees and guests?
• What resources are available to management to learn about changes in OSHA guidelines?

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

National Programs in Action

Professional Presentation

Task Number 45
Demonstrate the responsibilities of personnel during an emergency situation.

Definition
Demonstration should include following the emergency plans and procedures set in place for various situations.

Process/Skill Questions

Thinking
- What responsibilities do employees have during a fire, weather, or medical emergency?
- How should these responsibilities be determined?

Communication
- What communications can ensure the safety of employees and guests during emergencies?
- What is the chain of command inside a property for communicating an emergency?

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

Management
- How can management ensure compliance with 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

10.2.2 Demonstrate procedures for assuring guest or customer safety.
10.2.3 Evaluate evacuation plans and emergency procedures.

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
Task Number 46

Research hospitality industry conservation practices.

Definition

Research should include examples of how operations have adopted or established programs in the areas of

- water conservation
- energy (i.e., utilities) conservation
- materials conservation (e.g., construction)
- chemical conservation (e.g., cleaning products)
- waste disposal and recycling
- sustainability
- green technologies (e.g., hydroculture)
- local sourcing.

Process/Skill Questions

Thinking

- What is conservation?
- Why is recycling important?

Communication

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

Leadership

- What are green technologies? How do they affect management's 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.

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
Sustainability Challenge
Task Number 47

Complete incident reports.

Definition

Completion of written incident reports must include factual information including all aspects of an incident: who, when, where, why, and what. It should be written in the first person.

The employee cannot admit any guilt on the part of the property while receiving this information.

Process/Skill Questions

Thinking

- How can oral and written incident reports be used in court?
- How is accurate chronology an integral part of reporting an incident?

Communication

- Why is clarity important to an oral or written report?
- Why are spelling, punctuation, and grammar important elements of a written report?

Leadership

- How can leaders be sure that employees present incident reports in a professional manner?
- Why must events or incidents be reported thoroughly and impartially?

Management

- What kind of training should management offer to employees about recording events accurately?
- What kind of incident form could help the employee record the incident?

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
Implement the organizational structure of a hotel and the roles of each division.

Definition

Implementation should include the following divisions and their roles:

- Property maintenance and repair
- Guest services
- Room attendant
- Property security
- Purchasing
- Sales and marketing
• Front office
• Accounting
• Personnel or human resources
• Food and beverage

Process/Skill Questions

Thinking

• Why is upkeep of a facility's physical condition and equipment important to the success of the facility?
• Why must a property spend money in order to make money?
• How could the housekeeping division become a financial asset to the facility?
• What role does the marketing department play in a hotel's financial success?

Communication

• How can employers best communicate the importance of daily maintenance inspections?
• How should each division communicate its budget requirements to management?
• How often should the financial division or head bookkeeper evaluate each division’s spending?
• What are the most common customer complaints concerning the housekeeping division?

Leadership

• What criteria should be used to evaluate the appearance of a property?
• How can leaders ensure that budget discussions and appropriations are equitable to all divisions?
• How do employee benefits have an impact on the total financial picture of a property?

Management

• Why should management be involved in developing new marketing strategies?
• What resources are available to management to learn about developments in marketing?
• Why is the head of the food and beverage division a crucial member of the management team?
• How can management make employees aware of the total costs of food production? Why should employees be aware of the total costs?

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
Task Number 49

Implement the duties of front-office personnel.

Definition

Implementation should include

- greeting guests
- checking in guests
- assigning rooms (e.g., preparing keys)
- taking reservations
- handling telecommunications
- performing guest transactions
- providing information about area activities and attractions.

Process/Skill Questions

Thinking

- What procedures need to be in place when greeting and checking in guests?
- What expectations does a customer have when checking in?
Communication

- How important are verbal and nonverbal messages to a customer as he/she checks in?
- What communication skills are needed at the front office for maximizing customer satisfaction?

Leadership

- How does a business determine who will be stationed at the front office when handling guest transactions?
- How is conflict handled when it arises at check in?

Management

- What special skills are needed to manage front office duties?
- What skills are needed when completing guest transactions?

National Standards for Family and Consumer Sciences Education

10.4.1
Demonstrate front desk, office, and customer service 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)

Career Investigation

Check the national FCCLA portal.

Entrepreneurship

Hospitality, Tourism, and Recreation

Interpersonal Communications

Job Interview
Task Number 50

Outline fees, policies, amenities, and rates.

Definition

Outline should include

- basic fees, policies, and rates (e.g., room rates, television services, technology access, room-service fees, laundry fees, taxes, and fees for other amenities
- history of the building itself
- services the hotel offers
- attractions in the local area
- suggestions about travel in the area.

Process/Skill Questions

Thinking

- What kind of information should front-desk employees give guests about fees and pricing?
- What kinds of questions should front-desk employees anticipate from guests?

Communication

- How can front desk employees explain fees and pricing in writing?
- Why should front desk employees make every effort to offer a complete explanation of the charges guests may expect?

Leadership

- What role should leadership play in handling complaints from guests about charges?
- What kind of leadership training should be offered to employees at the front desk?

Management

- How can management ensure guests' charges are accurate?
- What are some of the other amenities a hotel might offer guests?
- What kind of computer software is available to front-desk staff to create accurate invoices for billing?

National Standards for Family and Consumer Sciences Education
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

Interpersonal Communications

National Programs in Action

Professional Presentation

Task Number 51

Accommodate guests with special needs.

Definition

Accommodation should include

- using problem-solving and communication skills to address the needs of guests with special needs
- providing specific building features to meet access needs (e.g., ramps, automatic doors, bathroom facilities, pool, and exercise equipment).
Process/Skill Questions

Thinking

• What are the laws and regulations that protect the rights of those with disabilities and ensure facilities are accessible?
• What physical difficulties can front-desk employees alleviate for a customer?

Communication

• How can front-desk employees communicate special considerations available to a customer with disabilities?
• How can a person securing reservations be sure to address the needs of a customer with disabilities?

Leadership

• What role should leaders play in ensuring the needs of customers with disabilities are met?
• What kind of training should leaders offer employees who interact with customers?

Management

• How can management be sure all employees meet the needs of all customers?
• How does management ensure compliance with the most current legislation?
• How can management train staff to be equitable in the way they treat guests with disabilities?

National Standards for Family and Consumer Sciences Education

10.3.5
Demonstrate effective cultural awareness and customer relations to meet the hospitality, tourism, and recreation needs of special populations.

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

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**Task Number 52**

**Detail the duties of uniformed services.**

**Definition**

Detailing should include the following:

- The bell person
  - assists guests with luggage in the hotel and takes guests and their luggage to their rooms
  - describes the hotel's amenities and special features to guests
  - handles guest laundry, dry cleaning, and shoe repair.

- The door person
  - opens car doors
  - helps guests with their luggage and places the luggage on a cart
  - hails taxi cabs and works with the parking and transportation staff.

- The valet
  - parks automobiles
  - retrieves automobiles
  - ensures the curbside safety of guests.

- The concierge
  - provides guests with information about the community and hotel services
  - makes entertainment and dining recommendations and arrangements.

- Security
  - secures the property
  - writes accident reports.

**Process/Skill Questions**
Thinking

- What kind of information should a bell person be able to give a customer about a hotel?
- What kinds of questions should uniformed services anticipate from customers?
- What ethical guidelines must the uniformed services follow?

Communication

- What kinds of communication skills should a bell person have?
- How is nonverbal communication by uniformed services as important as verbal communication?

Leadership

- What kind of training should bell persons have?
- How can leaders instill a positive attitude in uniformed services personnel?

Management

- What standards of attire should uniformed services follow?
- What are some of the hotel amenities a bell person should point out to customers?

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
Task Number 53

Check in a guest, using front-office technology and communication systems.

Definition

Checking in a guest with a reservation should include following company policy.

Process/Skill Questions

Thinking

- What is the difference between a guaranteed and non-guaranteed reservation?
- How does one solve an overbooking situation?

Communication

- How does a front-desk agent use sales techniques?
- What personal data should be included with a reservation?

Leadership

- What should a front-desk agent know about the geographic area?
- What are amenities that could be offered to customers?

Management

- What is overbooking?
- How is overbooking handled with an unsatisfied client?
- What causes room rates to change?

National Standards for Family and Consumer Sciences Education

10.4.1
Demonstrate front desk, office, and customer service 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)

Career Investigation

Check the national FCCLA portal.

Entrepreneurship

Hospitality, Tourism, and Recreation

Interpersonal Communications

Job Interview

National Programs in Action

Professional Presentation

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**Task Number 54**

**Demonstrate communication etiquette.**

**Definition**

Demonstration should include

- answering calls (e.g., provide name, company, courtesy, and salutation)
- directing calls to appropriate guests/departments
- using positive and professional verbal, nonverbal, and electronic communication
- protecting privacy
- taking messages
• setting wake-up calls
• using elements of etiquette (e.g., using a pleasant tone, responding quickly and accurately, providing full attention, enunciating, and addressing caller by name).

**Process/Skill Questions**

**Thinking**

• What information is required to take a message for a customer?
• When answering the phone, how can personnel make their greetings a reflection of brand identity? What are the benefits of this behavior?

**Communication**

• What constitutes an appropriate salutation?
• What is the procedure to set a wake-up call?
• What is the routing procedure for transferring calls?

**Leadership**

• What are some steps that ensure communication privacy?
• How does management encourage proper telecommunications etiquette?

**Management**

• What are effective training procedures for telecommunications etiquette?
• How are guest complaints handled?

**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)**
Task Number 55

Identify the duties of housekeeping personnel.

Definition

Identification should include the responsibilities of

- the executive housekeeper, who
  - creates schedules
  - supervises all housekeeping employees
  - motivates all housekeeping employees
  - implements training programs
  - conducts periodic employee evaluations
  - maintains inventory
  - develops inventory (i.e., supplies) budgets
- the executive housekeeper/manager, who
  - follows sanitation procedures
  - plans and prepares employee work schedules
  - performs or assists with cleaning duties, as necessary
  - investigates complaints about service and equipment and takes corrective action
  - coordinates activities with other departments to ensure that services are provided in an efficient and timely manner
  - checks equipment to ensure that it is in working order
  - inspects and evaluates the physical condition of facilities to determine the type of work required
  - selects the most suitable cleaning materials for different types of linens, furniture, flooring, and surfaces
  - instructs staff in work policies and procedures and the use and maintenance of equipment
- the housekeeping inspector, who inspects work performed to ensure that it meets specifications and established standards
- the public space cleaner, who cleans lobbies, lounges, restrooms, corridors, elevators, stairways, locker rooms, and other work areas so that health standards are met
- the room attendant, who

Entrepreneurship

Hospitality, Tourism, and Recreation

Interpersonal Communications

National Programs in Action

Professional Presentation

Check the national FCCLA portal.
- provides clean linens, towels, and toilet items
- cleans rooms with cleaning supplies, using wheeled carts to clean hallways
- disposes of waste, trash, and ashtrays
- replenishes customer supplies such as drinking glasses, writing supplies, and hygiene items
- keeps storage areas and carts well-stocked, clean, and tidy
- dusts and polishes furniture and equipment
- sweeps, scrubs, waxes, and/or polishes floors, using brooms, mops, and/or powered scrubbing and waxing machines
- cleans rugs, carpets, upholstered furniture, and/or draperies, using vacuum cleaners and/or shampooers
- washes windows, walls, ceilings, and woodwork, waxing and polishing when necessary
- hangs draperies and dusts window blinds.

**Process/Skill Questions**

**Thinking**

- Why must the executive housekeeper set the procedures for cleaning and maintaining guest rooms, public areas, office areas, and linens?
- What resources are available to help the executive housekeeper maintain accurate and current inventory?

**Communication**

- What communication skills must the executive housekeeper use to ensure that staff know the expectations of the housekeeping division?
- How often should the executive housekeeper evaluate employees?

**Leadership**

- What leadership techniques should the executive housekeeper employ to organize and distribute housekeeping duties?
- What kinds of training should the executive housekeeper provide for new employees?

**Management**

- Why is the executive housekeeper an integral part of the management team?
- What responsibilities for security does the housekeeping staff have?
- How often will updated training take place for OSHA and safety data sheets (SDS) application?

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

**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**
Task Number 56

Clean guest rooms, public areas, employee areas, and offices, according to SOPs.

Definition

Cleaning should include

- providing linens, towels, and toilet items
- using wheeled carts for cleaning supplies
- maintaining hallways
- disposing of waste, trash, and ashtrays
- replenishing customer supplies (e.g., drinking glasses, writing supplies, and hygiene items)
- keeping storage areas and carts well-stocked, clean, and tidy
- checking lights and appliances to ensure that they are working
- stocking in-room bars and refrigerators, as necessary
- deep cleaning.
Process/Skill Questions

Thinking

• Why must the room attendants be trained in professional cleaning techniques?
• How do small in-room amenities improve guest expenses?

Communication

• What communication methods must room attendants use to ensure the needs of guests are met?
• How can the housekeeping staff communicate willingness to meet the needs of the guests?

Leadership

• How can leaders ensure that room attendants complete their jobs thoroughly?
• What kind of training should new housekeeping employees undergo?
• Who should set the standards for cleaning?

Management

• Why is the room attendant an integral part of the total team?
• Why is routine important in cleaning guest rooms?
• What is the best way to include all employees in team building?

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

Event Management

Food Innovations

Hospitality, Tourism, and Recreation

Interpersonal Communications

Job Interview

National Programs in Action

Professional Presentation

Task Number 57

Describe the procedures for laundering linens, according to SOP, if not outsourced.

Definition

Description should be based on company SOP reference materials and include procedures for sorting, washing, drying, folding, stacking, and storing hotel linens.

Process/Skill Questions

Thinking

- Why must attendants follow a definite procedure when laundering hotel linens?
- What kinds of inspection should housekeeping staff give linens after laundering?

Communication

- How can facility standards be effectively communicated to laundry attendants?
- What kind of inventory should be maintained? How often should the inventory be updated?

Leadership

- How can leaders make sure that laundry attendants meet facility standards?
- What resources are available to guide purchasing decisions regarding appropriate appliances and equipment for the facility?
Management

- How can management set the appropriate standards for handling and cleaning laundry?
- What can management do to discourage theft of linens?

National Standards for Family and Consumer Sciences Education

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
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Entrepreneurship

Hospitality, Tourism, and Recreation
Interpersonal Communications

Job Interview

National Programs in Action

Professional Presentation

Task Number 58

Inventory linens and supplies.
Definition

Inventory, or linen control, should include

- maintaining an accurate inventory
- discarding and replacing soiled and tattered linens
- maintaining a schedule for changing and laundering linens
- receiving items
- storing items.

Process/Skill Questions

Thinking

- How do employees benefit from an organized method of storing supplies?
- Why is an accurate inventory important to an efficient housekeeping department?
- When would it be best to use off-site linen services?

Communication

- What communication techniques should an employee use to ensure efficiency and thoroughness in receiving goods?
- What kind of inventory should be kept when receiving and storing supplies?
- What written communications can remind employees of inventory control and the schedule for changing and laundering linens?
- What kind of daily inventory should be maintained?

Leadership

- What training should leaders give employees for receiving and storing goods?
- What environmental concerns should leaders consider in terms of creating a schedule for changing and laundering linens?
- What are the financial concerns of linen control?

Management

- How can management be sure that employees use quality control in receiving and storing goods?
- How can management arrange the storerooms to achieve maximum storage space and efficiency?
- What methods can the employer use to protect against theft of linens by guests and by employees?
- Who should be in charge of linen control?

National Standards for Family and Consumer Sciences Education

10.4.6
Apply facility management, maintenance, and service skills to hospitality and lodging operations.

FCCLA National Programs

Career Connection: My Career
Task Number 59

Demonstrate a marketing promotion, using various media.

Definition

Demonstration should include

- identifying media providers and their functions
- identifying how media is currently used to market products
- pairing marketing strategies with providers.

Process/Skill Questions
Thinking

- What resources are available for locating marketing strategies using social media?
- Why is product promotion important?

Communication

- What makes social media a good means of communication? What are the benefits and drawbacks to using social media?
- How can promotions be made to entice customers?

Leadership

- Why should target audience be considered when using social media?
- What types of promotions might be best suited for using social media as a marketing tool?

Management

- How does management analyze whether social media might be effective for its sales promotion?
- How often should management launch a new promotion through social media if they are in the habit of offering promotions?

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: Take the Lead
Power of One: Working on Working

FCCLA: STAR Events (2019)

Career Investigation

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Task Number 60

Evaluate a variety of sales promotions or offers.

Definition

Evaluation should include

- comparing prices and options from different vendors and promotions
- identifying priorities for the consumer experience and purchase (e.g., duration of stay or event, cost, amenities, extras included)
- analyzing the pros and cons of a promotion.

Process/Skill Questions

Thinking

- How can promotions improve sales?
- Why is it important to offer a variety of sales promotions?

Communication

- How do customer loyalty or rewards systems encourage customer returns? How are these types of programs considered promotions?

Leadership

- What are some ways to design a sales promotion using social media?
- How does leadership determine whom to target for a specific sales promotion?

Management

- How often should management run sales promotions?
• How might management determine the effectiveness of sales promotions?

National Standards for Family and Consumer Sciences Education

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

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

FACTS: People

FACTS: Roads

FACTS: Vehicles

Power of One: A Better You

Power of One: Take the Lead

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 61

Perform a cost-benefit analysis of advertising through various channels of mass media.

Definition

Performance should include

- defining return on investment (ROI)
- describing the advantages of doing a cost-benefit analysis
- following the steps of a cost-benefit analysis (e.g., assigning all elements a dollar value, identifying an end point or future moment to target the analysis, accounting for inflation, and evaluating savings).

Process/Skill Questions

Thinking

- What effect does advertising have on sales?
- What is the value of identifying strengths and weaknesses of various channels of mass media?

Communication

- How are sales promotions advertised through mass media?
- Why is it important to follow up on sales promotion effectiveness?

Leadership

- How is cost-benefit analysis useful?
- How is social media currently used to offer sales promotions?

Management

- How often should management evaluate its advertising venues?
- How can management use information from a cost-benefit analysis?

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

Career Connection: My Life
Task Number 62

Analyze the value of potential market segments in a specific industry.

Definition

Analysis should include

- defining potential market segments
- assessing the market segments, based on demographic data
- ranking demographic elements
- forecasting opportunity based on number of customers and revenue potential
- estimating the market share (i.e., competition).

Process/Skill Questions
Thinking

- How might demographics influence marketing strategy?
- Why is it important to identify potential market segments within a specific industry?

Communication

- Why is it important to identify the needs of a particular demographic area?
- What might be inferred about a market from a demographic survey?

Leadership

- How can leadership consider other perspectives on the potential of a market?
- Why is it important to encourage cooperation with a potential market population?

Management

- How does management evaluate a potential market segment?
- How can surveys inform community values?

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)
Exploring Responsibilities of the Back of the House in the Food and Beverage Industry

Task Number 63

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

Definition

Identification should include the duties of personnel such as

- manager
- executive chef
- sous chef
- station chef
- cook
- dishwasher
- steward
- expeditor
- receiving clerk

Process/Skill Questions

Thinking

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

Communication

• How can staff be reminded of individual duties throughout the course of the working day?
• How can responsibilities be communicated using modern technologies?

Leadership

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

Management

• Why is organization important to the successful operation of 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

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Entrepreneurship

Hospitality, Tourism, and Recreation
Task Number 64

Operate commercial kitchen equipment and hand tools.

Definition

Operation should include

- knives and hand tools
- 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 important for the safe and proper operation of kitchen equipment and tools?
- How is nonverbal communication used in food preparation?
- Why is active listening vital within the food service industry?

Leadership

- Why is it important to have trained leaders on kitchen crews?
- How do kitchen personnel keep a kitchen organized? How does this benefit kitchen staff?

Management

- Why is safety one of the most important responsibilities of a 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
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
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Entrepreneurship
Hospitality, Tourism, and Recreation
Job Interview
National Programs in Action
Professional Presentation

Task Number 65

Demonstrate basic food preparation methods and techniques.

Definition
Description should include
• dry-heat cooking methods
• moist-heat cooking methods
• preparation methods for uncooked foods, including sandwiches and salads.

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?
• What is an example of an uncooked food item for a menu?

Communication

• What communication skills are needed to prepare a dish using a recipe?
• 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 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.

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 66

Demonstrate food presentation techniques.

Definition

Demonstration should include

- making the food look appetizing on the plate or serving dish
- using proper cooking techniques
- being neat and professional when plating foods
- understanding plating techniques.

Process/Skill Questions

Thinking

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

Communication

- How is plating a type of communication?
- How can the importance of food presentation be communicated to employees?
- What does an unattractive dish communicate to customers?

Leadership

- How can managers determine what style of plating to use?
- How can plating create a positive restaurant experience?
- Why are presentation and garnishing important?
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

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 67
Observe the receiving and storage process.
Definition

Observation should include

- counting or weighing items when received
- comparing amounts and quality of items received with invoice and recording differences, if any
- checking temperature of goods requiring refrigeration
- checking for damage
- stamping the received invoice
- handling food and beverage supplies according to standards set by the facility and government agencies
- placing items in appropriate storage areas, addressing refrigerated 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) in order 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?
- Why is accurate inventory important?
- Why are proper receiving practices important?
- What will happen if materials are not received and stored properly?

Communication

- What are proper/improper storage techniques?
- What are the financial effects of poor storage practices?

Leadership

- What are receiving procedures?
- What is storeroom control?

Management

- Who is responsible for receiving food and beverage supplies?
- How is theft detected?

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
Implementing Responsibilities of the Front of the House in the Food and Beverage Industry

Task Number 68

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

Definition

Examination should include

- defining front of the house in terms of hospitality
- listing job titles of front-of-the-house personnel (e.g., maître d'hôtel or manager, beverage or bar manager).
Process/Skill Questions

Thinking

• Why is it important to be able to define each front-of-the-house position?
• Why is it important 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?

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
Task Number 69

Demonstrate foods and beverage service.

Definition

Demonstration should include

- setting up
- delivering foods and beverages
- bussing tables
- performing side work 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, and bar and club services).

Process/Skill Questions

Thinking

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

Communication

- What communication skills are necessary for effective production in the kitchen?
- Why is effective communication particularly important between the chef and his/her staff?
- Why is it important for front-of-the-house personnel to work effectively 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 the chef need to run a successful operation?

Management
Why should the manager of the facility have a positive working relationship with the executive chef?

**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

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Entrepreneurship

Hospitality, Tourism, and Recreation

Interpersonal Communications

Job Interview

National Programs in Action

Professional Presentation

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**Implementing the Responsibilities of the Travel and Tourism Industry**
Task Number 70

Compare foods, beverages, and cultural etiquette of travel destinations.

Definition

Comparison should include major factors of dining etiquette, such as

- guest-host relations (e.g., manners)
- cultural expectations (e.g., dining hours, gratuity, and dress)
- food and beverage health concerns
- types of food and spices
- size of portions
- prices.

Process/Skill Questions

Thinking

- What food and beverage safety concerns should travelers keep in mind?
- What precautions can travelers take to prevent problems with foods and beverages consumed abroad?

Communication

- What is the importance of guest-host relations?
- What are the cultural expectations for a particular travel destination?

Leadership

- Why is it important to be able to adapt to the cultural practices of different regions?
- Why is it important to research the prevailing foods in different travel destinations?

Management

- How do food prices abroad compare with domestic prices?
- What is gratuity?

National Standards for Family and Consumer Sciences Education

10.5.3
Apply knowledge of food, beverage, and etiquette of various regions and countries to decisions about hospitality, lodging, tourism, and recreation.

FCCLA National Programs
Task Number 71

Prepare a travel packet for a specific destination.

Definition

Preparation should include information on

- transportation
- itinerary
- lodging
- dining
- entertainment
• points of interest
• cultural expectations
• basic language guides (if foreign)
• directions (e.g., maps)
• currency
• passport requirements.

Process/Skill Questions

Thinking

• What is a visa, and why is one needed?
• What is the planning process?

Communication

• What resources provide lodging, dining, entertainment, and points-of-interest information?

Leadership

• What are factors that influence traveling?
• How is an itinerary established?

Management

• How can one learn about the modes of transportation available at a destination?
• How is a passport obtained?

National Standards for Family and Consumer Sciences Education

10.5.5
Create travel documents and itineraries, utilizing current technology.

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
Task Number 72

Compare modes of transportation available for a variety of destinations.

Definition

Comparison should include

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

Process/Skill Questions

Thinking

- What might influence a travel agent to choose one mode of transportation over another?
- What are the advantages and disadvantages of each mode of transportation or type of travel?
• How do costs compare among the modes? What factors influence costs?

Communication

• How might travel reservations be made for each mode?
• Who should be contacted if there are problems with booking travel?

Leadership

• Which modes of transportation allow for the most individual control and personal choice?
• How do government regulations influence travel options and the travel experience?

Management

• What U.S. agencies oversee safety regulations for each mode of transportation?
• What new types of transportation are emerging for travelers?

National Standards for Family and Consumer Sciences Education

10.5.5
Create travel documents and itineraries, utilizing current technology.

10.5.6
Analyze travel arrangements, using computerized systems.

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)
Examining Legal and Ethical Considerations in the Hospitality Industry

Task Number 73

Describe the laws related to the hospitality industry.

Definition

Description should include

- referencing the basic laws and legal principles that govern the hospitality services industry, customers, owners, and service providers
- locating hotel policies, including food and beverage policy
- comparing laws and hotel policies.

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?
• Which law enforcement agencies monitor practices within hospitality businesses?

Communication

• How should management ensure that employees are cognizant of hospitality laws?
• How do federal, state, and local governments ensure that a facility is following laws related to the industry?

Leadership

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

Management

• How can management keep up with laws and communicate the importance of these laws 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

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 74

Explore the potential legal outcome for a case study.

Definition

Exploration should predict the legal outcome of at least one case study related to

- fraud in personal and business transactions and relationships
- offences common to hospitality, such as theft, assault, and privacy violations
- unprofessional conduct
- purchasing and selling goods and services
- discrimination/harassment.

Process/Skill Questions

Thinking

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

Communication

- What communication skills are essential in professional ethics?

Leadership

- How can leaders encourage and promote ethical behavior from the entire staff?
- Why do customers care about a facility’s ethical standards?
• Why should ethics be part of a facility’s vision statement?
• How can discrimination affect a workplace?

Management

• What marks of ethical behavior should an employer look for in prospective employees?
• What training can management offer to teach and reinforce ethical behavior?
• How should a business handle accidental damages to the property of patrons? Should the situation be handled differently if it was not an accident?
• How can management prevent and discourage harassment?

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)

Career Investigation

Check the national FCCLA portal.

Entrepreneurship

Hospitality, Tourism, and Recreation
Task Number 75

Describe methods for protecting guest information.

Definition

Description should include

- key control
- privacy of guests room numbers and room telephone numbers
- camera surveillance.

Process/Skill Questions

Thinking

- What kind of surveillance can a hotel use to protect guests?
- How can a hotel protect guests from intruders?
- What modern technologies allow guests to be better protected?

Communication

- How should the front desk explain security measures to customers?
- Why should safety guidelines be posted in every guest room?
- What are the implications of safety guidelines not being displayed properly?

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
10.4.1
Demonstrate front desk, office, and customer service 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)**

Career Investigation

Check the national [FCCLA portal](#).

Entrepreneurship

Hospitality, Tourism, and Recreation

Interpersonal Communications

National Programs in Action

Professional Presentation

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**Demonstrating Techniques for Guest and Customer Service**

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**Task Number 76**
Demonstrate customer relations by providing information and directions, handling inquiries, and solving problems or complaints.

Definition

Demonstration, regardless of the level of customer interaction, should include

- maintaining a positive, helpful attitude
- ensuring the customer's experience is pleasant
- addressing and solving customer problems in ways that least inconvenience the customer
- determining the relationship between employees’ attitudes and actions and customer satisfaction
- taking notes.

Process/Skill Questions

Thinking

- Why is customer convenience an important part of customer service?
- How can customer relations make or break a facility?

Communication

- What type of training should employees have in customer relations?
- How can nonverbal communication be used in a positive way in customer relations?

Leadership

- How can leaders set the tone for customer relations?
- What types of customer complaints should management ignore?

Management

- How is management ultimately responsible for the success of the facility's customer service?
- Why do customer relations vary from customer to customer?

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

Task Number 77

Describe how customer service affects customer choice.

Definition

Description should include

- influence that public and professional reviews have on a business's reputation, due to meeting and exceeding or failing to meet customer service expectations
- benefits to employees who provide excellent customer service.

Process/Skill Questions

Thinking

- Why is word-of-mouth one of the best forms of advertising?
- Why does a facility depend on return business by its customers?

Communication

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

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 78

Evaluate customer service satisfaction.

Definition

Evaluation should include using

- surveys
- online media
- internal audits.

Process/Skill Questions

Thinking

- What are the options for conducting an evaluation?
- What are the flaws with any evaluation?

Communication

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

Leadership

- How do leaders reward employees or procedures that are receiving consistent positive evaluations?

Management

- How can managers encourage customers to complete surveys?
- Why are some complaints best handled by management only?

National Standards for Family and Consumer Sciences Education

10.3.3
Apply a system to evaluate and resolve employee, employer, guest, or customer complaints.

FCCLA National Programs

Career Connection: My Career

Career Connection: My Life

Career Connection: My Path

Career Connection: My Skills
Task Number 79

Strategize resolutions for customer-service complaints.

Definition

Strategizing should be based on a written case study and include the goals of

- improving accommodations
- promoting equity
- improving customer relations and business reputation
- increasing repeat business
- improving community relations.

Process/Skill Questions

Thinking

- What is repeat business?
- What are the consequences of not providing for the needs of special populations?

Communication

- What accommodations should be available for special-needs populations?
- How does accommodating special-needs populations affect a business's community standing?
- What can employees do to improve customer relations with special-needs populations?

**Leadership**

- Why is it important to accommodate the needs of special populations?
- What strategies can be practiced to eliminate repeat complaints?

**Management**

- Why is repeat business important?
- Why does management document case studies in their customer service history, especially when there are negative outcomes?
- How can management ensure employees use problem resolution skills to handle customer complaints?

**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
# SOL Correlation by Task

<table>
<thead>
<tr>
<th>Task</th>
<th>Task Description</th>
<th>Subject Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>39</td>
<td>Analyze the meaning of work and the meaning of family.</td>
<td>History and Social Science: GOVT.15</td>
</tr>
<tr>
<td>40</td>
<td>Compare how families affect work life and how work life affects families.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>41</td>
<td>Identify management strategies for balancing work and family roles.</td>
<td></td>
</tr>
<tr>
<td>42</td>
<td>Demonstrate sanitation methods in all areas of the hospitality industry.</td>
<td></td>
</tr>
<tr>
<td>43</td>
<td>Implement a plan of action to address health and emergency hazards.</td>
<td>English: 11.1, 12.1</td>
</tr>
<tr>
<td></td>
<td>History and Social Science: VUS.14, WG.17, WHII.14</td>
<td>Science: CH.1</td>
</tr>
<tr>
<td>44</td>
<td>Predict health, safety, and sanitation trends in government regulations in the hospitality industry.</td>
<td>English: 11.5, 11.8, 12.5, 12.8</td>
</tr>
<tr>
<td></td>
<td>History and Social Science: VUS.13</td>
<td></td>
</tr>
<tr>
<td>45</td>
<td>Demonstrate the responsibilities of personnel during an emergency situation.</td>
<td></td>
</tr>
<tr>
<td>46</td>
<td>Research hospitality industry conservation practices.</td>
<td>English: 11.8, 12.8</td>
</tr>
<tr>
<td></td>
<td>History and Social Science: VUS.14, WG.16, WG.17, WHII.14</td>
<td></td>
</tr>
<tr>
<td>47</td>
<td>Complete incident reports.</td>
<td></td>
</tr>
<tr>
<td>48</td>
<td>Implement the organizational structure of a hotel and the roles of each division.</td>
<td></td>
</tr>
<tr>
<td>49</td>
<td>Implement the duties of front-office personnel.</td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>Outline fees, policies, amenities, and rates.</td>
<td>English: 11.6, 12.6</td>
</tr>
<tr>
<td>51</td>
<td>Accommodate guests with special needs.</td>
<td></td>
</tr>
<tr>
<td>52</td>
<td>Detail the duties of uniformed services.</td>
<td>English: 11.6, 12.6</td>
</tr>
<tr>
<td>53</td>
<td>Check in a guest, using front-office technology and communication systems.</td>
<td></td>
</tr>
<tr>
<td>54</td>
<td>Demonstrate communication etiquette.</td>
<td></td>
</tr>
<tr>
<td>55</td>
<td>Identify the duties of housekeeping personnel.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>56</td>
<td>Clean guest rooms, public areas, employee areas, and offices, according to SOPs.</td>
<td></td>
</tr>
<tr>
<td>57</td>
<td>Describe the procedures for laundering linens, according to SOP, if not outsourced.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>58</td>
<td>Inventory linens and supplies.</td>
<td>English: 11.6, 12.6</td>
</tr>
<tr>
<td>59</td>
<td>Demonstrate a marketing promotion, using various media.</td>
<td></td>
</tr>
<tr>
<td>60</td>
<td>Evaluate a variety of sales promotions or offers.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td></td>
<td>Task Description</td>
<td>Language Code: English: 11.3, 11.5, 12.3, 12.5</td>
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<tr>
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<td>--------------------------------------------------</td>
</tr>
<tr>
<td>61</td>
<td>Perform a cost-benefit analysis of advertising through various channels of mass media.</td>
<td>English: 11.3, 11.5, 12.3, 12.5</td>
</tr>
<tr>
<td>62</td>
<td>Analyze the value of potential market segments in a specific industry.</td>
<td>English: 11.3, 11.5, 12.3, 12.5</td>
</tr>
<tr>
<td>63</td>
<td>Identify the duties of back-of-the-house personnel.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>64</td>
<td>Operate commercial kitchen equipment and hand tools.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>65</td>
<td>Demonstrate basic food preparation methods and techniques.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>66</td>
<td>Demonstrate food presentation techniques.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>67</td>
<td>Observe the receiving and storage process.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>68</td>
<td>Examine the duties of front-of-the-house personnel.</td>
<td>English: 11.3, 11.5, 12.3, 12.5</td>
</tr>
<tr>
<td>69</td>
<td>Demonstrate foods and beverage service.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>70</td>
<td>Compare foods, beverages, and cultural etiquette of travel destinations.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>71</td>
<td>Prepare a travel packet for a specific destination.</td>
<td>English: 11.5, 11.6, 12.5, 12.6</td>
</tr>
<tr>
<td>72</td>
<td>Compare modes of transportation available for a variety of destinations.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>History and Social Science: VUS.14, WG.17, WHII.14</td>
</tr>
<tr>
<td>73</td>
<td>Describe the laws related to the hospitality industry.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>74</td>
<td>Explore the potential legal outcome for a case study.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>75</td>
<td>Describe methods for protecting guest information.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>76</td>
<td>Demonstrate customer relations by providing information and directions, handling inquiries, and solving problems or complaints.</td>
<td>English: 11.5, 11.6, 12.5, 12.6</td>
</tr>
<tr>
<td>77</td>
<td>Describe how customer service affects customer choice.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>78</td>
<td>Evaluate customer service satisfaction.</td>
<td>English: 11.5, 11.6, 11.8, 12.5, 12.6, 12.8</td>
</tr>
<tr>
<td>79</td>
<td>Strategize resolutions for customer-service complaints.</td>
<td>English: 11.5, 12.5</td>
</tr>
</tbody>
</table>

**Entrepreneurship Infusion Units**

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 I (8202/36 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&lt;br&gt;Executive Housekeeper&lt;br&gt;Front Desk Clerk&lt;br&gt;Front Office Manager</td>
</tr>
<tr>
<td>Career Cluster: Hospitality and Tourism</td>
<td></td>
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<tr>
<td>---------------------------------------</td>
<td></td>
</tr>
<tr>
<td><strong>Pathway</strong></td>
<td><strong>Occupations</strong></td>
</tr>
<tr>
<td>Restaurants and Food and Beverage Services</td>
<td>Reservationist</td>
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<tr>
<td></td>
<td>Caterer</td>
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<tr>
<td></td>
<td>Food Service Manager</td>
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<td></td>
<td>Host, Hostess</td>
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<tr>
<td>Travel and Tourism</td>
<td>Director of Convention and Visitors Bureau</td>
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<td></td>
<td>Director of Tourism Development</td>
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<tr>
<td></td>
<td>Meeting and Convention Planner</td>
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<tr>
<td></td>
<td>Tour, Travel Guide</td>
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<td></td>
<td>Travel Agent</td>
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