

**Florida Department of Education
Curriculum Framework**

Program Title: Hospitality and Tourism Management
Program Type: Career Preparatory
Career Cluster: Hospitality & Tourism

Secondary – Career Preparatory	
Program Number	8703100
CIP Number	0252090101
Grade Level	9-12, 30-31
Standard Length	5 credits
Teacher Certification	Refer to the Program Structure section.
CTSO	DECA FBLA FCCLA
SOC Codes	43-4081 – Hotel, Motel, and Resort Desk Clerks 43-4051 - Customer Service Representative 13-1121 – Meeting Convention and Event Planners 11-9081 – Lodging Managers
CTE Program Resources	http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.stml
Basic Skills Level	Mathematics: 9 Language: 9 Reading: 9

Purpose

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Hospitality & Tourism career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Hospitality & Tourism career cluster.

The content includes but is not limited to coursework that prepares students for employment in the hospitality & tourism industry as reservation and transportation agents, travel destination specialists, tour operators, transportation attendants, cruise ship consultants, or to provide supplemental training for those persons previously or currently employed in these occupations. This program includes components on planning, management, finance, technical and production skills, underlying principles of technology, labor issues, community issues, and health, safety, and environmental issues. **Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

Program Structure

This program is a planned sequence of instruction consisting of four occupational completion points.

To teach the course(s) listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the secondary program structure:

			Teacher Certification				
A	8850110	Introduction to Hospitality & Tourism	FAM CON SCI HOTEL TRNG 7 G MKTG MGMT @7 7 G TRANSPORT @7 7 G TC COOP ED @7 BUS ED 1 @2 MKTG 1 @2	1 credit	43-4081	2	VO
B	8703110	Technology for Hospitality & Tourism		1 credit	43-4051	2	VO
C	8703120	Hospitality & Tourism Marketing Management		1 credit	13-1121	3	VO
	8845130 or 8800420	Hospitality & Tourism Internship OR Hospitality & Tourism Cooperative Education - OJT		1 credit	43-4081	2	VO
D	8703130	Hospitality & Tourism Entrepreneurship		1 credit	11-9081	3	VO

(Graduation Requirement Abbreviations- EQ= Equally Rigorous Science, PA= Practical Arts, EC= Economics, VO= Career and Technical Education)

Academic Alignment Tables

Academic alignment is an ongoing, collaborative effort of professional educators specializing in the fields of science, mathematics, English/language arts, and Career and Technical Education (CTE). This initiative supports CTE programs by improving student performance through the integration of academic content within CTE courses. Career and Technical Education courses that have been aligned to the Next Generation Sunshine State Standards for Science and the Florida Standards for Mathematics and English/Language Arts will show the following data: the quantity of academic standards in the CTE course; the total number of standards contained in the academic course; and the percentage of alignment to the CTE course.

Courses	Anatomy/ Physiology Honors	Astronomy Solar/Galactic Honors	Biology 1	Chemistry 1	Earth- Space Science	Environmental Science	Genetics	Integrated Science	Marine Science 1 Honors	Physical Science	Physics 1
8850110	4/87 5%	6/80 8%	28/83 34%	5/69 7%	27/67 40%	4/70 6%	4/69 6%	29/82 35%	6/66 9%	29/74 39%	4/72 6%
8845140	2/87 2%	3/80 4%	25/83 30%	2/69 3%	26/67 39%	4/70 6%	3/69 4%	24/82 29%	5/66 8%	24/74 32%	2/72 3%
8845130	19/87 22%	19/80 24%	**	19/69 28%	**	19/70 27%	19/69 28%	**	14/66 21%	**	19/72 26%

8800420	**	**	**	**	**	**	**	**	**	**	**
8845120	23/87 26%	25/80 31%	3/83 4%	23/69 33%	#	31/70 44%	23/69 33%	1/66 1%	24/66 36%	2/74 3%	23/72 32%
8845120	**	**	**	**	**	**	**	**	**	**	**

** Alignment pending review

Alignment attempted, but no correlation to academic course

Courses	Algebra 1	Algebra 2	Geometry	English 1	English 2	English 3	English 4
8850110	20/67 30%	10/75 13%	17/54 31%	18/46 39%	18/45 40%	**	**
8845140	19/67 28%	10/75 13%	16/54 30%	16/46 35%	16/45 36%	**	**
8845130	8/67 12%	14/75 19%	8/54 15%	**	**	14/45 31%	14/45 31%
8800420	**	**	**	**	**	**	**
8845120	15/67 22%	23/75 31%	8/54 15%	**	**	12/45 27%	12/45 27%
8845120	**	**	**	**	**	**	**

** Alignment pending review

Alignment attempted, but no correlation to academic course

Florida Standards for Technical Subjects

Florida Standards (FS) for English Language Arts and Literacy in History/Social Studies, Science, and Technical Subjects are the critical reading and writing literacy standards designed for grade 6 and above. These standards are predicated on teachers of history/social studies, science, and technical subjects using their content area expertise to help students meet the particular challenges of reading, writing, speaking, listening, and language in their respective fields. The FS for Mathematical Practices are designed for grades K-12 and describe varieties of expertise that educators at all levels should seek to develop in their students. These practices rest on important “processes and proficiencies” with longstanding importance in mathematics education.

Instructors must incorporate the Florida Standards for Technical Subjects and Mathematical Practices throughout instruction of this CTE program. To access these standards, please click on the following link: <http://www.fldoe.org/core/fileparse.php/5652/urllt/FloridaStandardsTechSubjects.rtf>

Florida Standards for English Language Development (ELD)

English language learners communicate for social and instructional purposes within the school setting. ELD.K12.SI.1.1

English Language Development (ELD) Standards Special Notes:

Teachers are required to provide listening, speaking, reading and writing instruction that allows English language learners (ELL) to communicate for social and instructional purposes within the school setting. For the given level of English language proficiency and with visual, graphic, or interactive support, students will interact with grade level words, expressions, sentences and discourse to process or produce language necessary for academic success. The ELD standard should specify a relevant content area concept or topic of study chosen by curriculum developers and teachers which maximizes an ELL’s need for communication and social skills. To access an ELL supporting document which delineates performance definitions and descriptors, please click on the following link: <http://www.cpalms.org/uploads/docs/standards/eld/SI.pdf>.

For additional information on the development and implementation of the ELD standards, please contact the Bureau of Student Achievement through Language Acquisition at sala@fldoe.org.

National Standards (NS)

This program has been aligned to the [National Standards for Family and Consumer Sciences Education](#) developed by the National Association of State Administrators of Family and Consumer Science (NASAFACS). The NASAFACS is an affiliate of the Family and Consumer Science division of the Association for Career and Technical Education (ACTE). The NASAFACS and ACTE are members of the American Association of Family & Consumer Science's (AAFCS) FCS Alliance.

Common Career Technical Core – Career Ready Practices

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

Standards

After successfully completing this program, the student will be able to perform the following:

- 01.0 Identify careers in the hospitality and tourism industry.
- 02.0 Research the various aspects of the hospitality and tourism industry.
- 03.0 Demonstrate employability skills necessary for success in hospitality and tourism occupations.
- 04.0 Examine communication and technology skills in the hospitality and tourism industry.
- 05.0 Examine the guest cycle process.
- 06.0 Examine economic principles relating to the hospitality and tourism industry.
- 07.0 Examine marketing and business fundamentals as they relate to the hospitality and tourism industry.
- 08.0 Recognize mathematical operations related to hospitality and tourism operations.
- 09.0 Identify and describe the organizational structures and operations within various industry properties.
- 10.0 Research conservation and Green initiatives in the hospitality industry.
- 11.0 Identify functions of computer reservations systems utilized in the hospitality & tourism industry.
- 12.0 Exhibit the ability to utilize computer reservation system records.
- 13.0 Assess the impact of technology and automation on the travel reservation industry.
- 14.0 Summarize technology-related industry standards in the various segments of the hospitality and tourism industry.
- 15.0 Operate computer systems and the Internet.
- 16.0 Demonstrate an understanding of the guest cycle as it relates to technology.
- 17.0 Apply employability skills necessary for success in the hospitality & tourism industry.
- 18.0 Identify sales techniques and procedures appropriate for use in the hospitality and tourism industry.
- 19.0 Demonstrate sales and customer service skills and techniques in the selling of hospitality & tourism products.
- 20.0 Identify and demonstrate personal and business ethics related to management and marketing.
- 21.0 Apply higher level mathematical skills unique to hospitality & tourism marketing and management plans.
- 22.0 Summarize the value and uses of the Internet for hospitality & tourism marketing, including communication and evolving technology.
- 23.0 Compare and contrast the needs of a business vs. leisure traveler.
- 24.0 Demonstrate knowledge and organizational skills related to meetings, conventions, conference travel, and event planning.
- 25.0 Identify and analyze marketing and business fundamentals related to the different industries within the hospitality & tourism industry (i.e.: cruise/air travel/ ground travel/lodging industry/leisure travel/tour packages).
- 26.0 Explain strategies for selling hospitality & tourism products.
- 27.0 Develop a marketing plan and sales promotion tool for hospitality & tourism
- 28.0 Identify and demonstrate management skills needed to succeed in hospitality & tourism.
- 29.0 Demonstrate effective Guest Services Management (GSM) skills.
- 30.0 Identify the financial goal of a hotel or lodging property.
- 31.0 Examine facts and principles related to the branding process.
- 32.0 Explain the value and importance of marketing research.
- 33.0 Compare and contrast franchise vs. corporate owned vs. private market segments.
- 34.0 Compare and contrast marketing concepts, advertising and public relations.
- 35.0 Discuss the value, importance and trends related to Internet marketing and social media.
- 36.0 Illustrate effects of climate and geographic locations that affect the marketplace.
- 37.0 Demonstrate communication and human relations skills necessary for success in hospitality and tourism occupations.
- 38.0 Identify federal laws, legislation and regulations related to the hospitality & tourism industry.
- 39.0 Research conservation and Green initiatives and practices in the hospitality industry.
- 40.0 Exhibit the ability to follow state mandated guidelines for food service.

- 41.0 Apply safety and sanitation procedures in the handling, processing and storing of food products.
- 42.0 Demonstrate worker safety procedures with food product and processing equipment and facilities.
- 43.0 Summarize the procedures for food service operations.
- 44.0 Explain the daily sanitation operations of a food service facility.
- 45.0 Perform critical job skills.
- 46.0 Display professional work habits.
- 47.0 Demonstrate ethical behavior.
- 48.0 Perform designated job skills.
- 49.0 Demonstrate work ethics.
- 50.0 Apply entrepreneurship skills.
- 51.0 Demonstrate management skills.
- 52.0 Analyze federal, state and local tax regulations and laws in relation to hospitality and tourism entities.
- 53.0 Apply effective verbal and non-verbal communication skills (e.g. written, electronic, conflict resolution).
- 54.0 Demonstrate proficiency with technology and equipment use.
- 55.0 Demonstrate employability skills necessary for success.
- 56.0 Apply customer service skills.
- 57.0 Display ethical work behavior.
- 58.0 Describe and demonstrate personnel supervision techniques.

**Florida Department of Education
Student Performance Standards**

Course Title: Introduction to Hospitality and Tourism
Course Number: 8850110
Course Credit: 1

Course Description:

The purpose of this course is to introduce students to the skills necessary for success in the hospitality and tourism industry. Students will also have the opportunity to learn hospitality and tourism terminology and the mathematical, economic, marketing, and sales fundamentals of the industry.

Abbreviations:

FS-M/LA = Florida Standards for Math/Language Arts
 NGSSS-Sci = Next Generation Sunshine State Standards for Science
 NS = National Standards for Family & Consumer Sciences Education

CTE Standards and Benchmarks		FS-M/LA	NGSSS-Sci	NS
01.0	Identify careers in the hospitality and tourism industry. The student will be able to:			
01.01	List career positions in a variety of hospitality and tourism-related industry components (i.e., ground transportation, cruise, air travel, accommodations, food service, retail, corporate travel, leisure and recreation travel, conventions and special events, i.e., sports venues).	LAFS.910.W.1.1		10.1.2
01.02	Explain duties and responsibilities for the identified hospitality and tourism positions.	LAFS.910.W.1.1	SC.912.N.1.1	10.1.1; 10.1.3
01.03	Identify skills and knowledge needed by hospitality and tourism professionals.	LAFS.910.W.1.1	SC.912.N.1.1	10.1.1; 10.1.3
01.04	Identify requirements for entry and career advancement in the hospitality and tourism industry.	LAFS.910.W.1.1		10.1.2; 10.1.3
01.05	Identify advantages and disadvantages of working in the hospitality and tourism industry.	MAFS.912.S-IC.2.6 LAFS.910.W.1.3		10.1.2; 10.1.5
01.06	Complete a self-assessment and analysis of lifestyle goals and aspirations to evaluate for employment suitability in the hospitality and tourism industry.	MAFS.912.S-IC.2.6 LAFS.910.W.4.10		10.1.2; 10.1.5
01.07	Develop an individualized education and career plan related to the hospitality and tourism industry.	LAFS.910.W.4.10		10.1.3; 10.1.5

01.08	Develop an understanding of terminology and acronyms used the Hospitality & Tourism industry.			
01.09	Understand the differences between international, domestic and local hospitality and tourism.			
01.10	Identify business, professional, student industry associations and available industry certifications.			
02.0	Research the various aspects of the hospitality and tourism industry. The student will be able to:			
02.01	Summarize the history and development of the hospitality and tourism industry (i.e., airline deregulation, highway system, and globalization) as well as the changes and growth the lodging industry has experienced.	LAFS.910.SL.2.5		10.1.4
02.02	Identify the travel documents needed by travelers for both international and domestic travel and recognize the impact of improper documentation.			
02.03	Identify factors that influence a traveler to select a travel destination (e.g., weather, culture, climate, cost, natural resources, and medical factors).			
02.04	Distinguish features of different travel websites.			
02.05	Identify current trends in the hospitality and tourism industry (e.g. staycations, daycations, ecotourism, medical tourism).			
02.06	Identify modes and uses of transportation and discuss advantages and disadvantages of each (i.e., ground, air and sea transportation, and cruise).			
02.07	Identify types of lodging properties and ownership structures.			
02.08	Explain factors that affect room rates and package plans (such as seasonality).			
02.09	Discuss and identify aspects of the cruise industry and types of cruise ships (luxury, mega, adventure, and river).			
02.10	Identify types of food service operations, segments, and ownership structures.			
02.11	Identify components of leisure and business travel in the hospitality and tourism industry, including the role of conventions, sporting events and special events.			
02.12	Explain economic factors that affect the hospitality and tourism industry (i.e., fuel costs, airline industry consolidations, availability of consumer's discretionary money, state tax).			
02.13	Research the Florida tourism website (www.visitflorida.com) as well as your local tourism website and compare it to other state tourism sites and/or state vs. the local site.			
03.0	Demonstrate employability skills necessary for success in hospitality and tourism occupations. The student will be able to:			
03.01	Identify and utilize resources used in a job search for a hospitality and tourism related career (e.g., networking with professional organizations, social media, Internet).			
03.02	Participate in a discussion on ways social media may negatively impact job search and career.			

03.03	Identify steps in the application process and documents required when applying for employment (e.g., application, references, W-4, I-9).	LAFS.910.SL.1.1; LAFS.910.W.1.2		10.1.5
03.04	Create a customized resume, follow-up letter, cover letter and thank you letter.			
03.05	Generate and organize a professional portfolio of student work and projects.			
03.06	Identify and demonstrate appropriate dress and grooming for employment.			
03.07	Identify and demonstrate effective interviewing skills (e.g., behavioral), including effective responses to common interview questions.			
03.08	Identify strategies for handling illegal interview and application questions.			
03.09	Discuss importance of drug tests and criminal background checks in the application process and how it may impact job securement.			
03.10	Demonstrate the use of software products as they pertain to the industry (i.e. \word processing, spreadsheet, and industry-related products).			
03.11	Demonstrate time management skills with on-task behavior and self-pacing in accomplishing work assignments.			
03.12	Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility).			
03.13	List qualities necessary to be an effective team player (e.g., respect).	LAFS.910.SL.1.1		
03.14	Demonstrate ability to work cooperatively with team members, supervisors, and guests from diverse cultural backgrounds.			
03.15	Identify sensitive workplace issues and the laws that regulate them (e.g., gender equity, cultural diversity, professional ethics, sexual harassment, disability, age discrimination).	LAFS.910.RI.3.9		
03.16	Identify, define, and demonstrate professional interpersonal skills and personality traits.	LAFS.910.SL.1.1		10.3.2
03.17	Demonstrate ability to use creative problem-solving, decision-making, and critical-thinking strategies.	LAFS.910.SL.1.1		10.3.5
03.18	Compare & contrast appropriate/inappropriate workplace social behavior and work ethics.	LAFS.910.SL.1.1		
03.19	Listen to others with respect and accept feedback/constructive criticism.	LAFS.910.W.1.2		
03.20	Explain importance of maintaining confidentiality of business matters	LAFS.910.RI.1.1; LAFS.910.W.1.1		
03.21	Express importance of supporting and following company policies and procedures (e.g., attendance, tardiness).	LAFS.910.L.3.6		10.1.1
04.0	Examine communication and technology skills in the hospitality and tourism industry. The student will be able to:			

04.01	Describe effective staff communication and its uses (i.e., interpersonal, departmental, interdepartmental, company).	LAFS.910.L.1.1; LAFS.910.L.3.4		
04.02	Identify, read, and comprehend written communications and forms utilized in the workplace.	LAFS.910.L.2.3; LAFS.910.L.3.4		
04.03	Prepare a business letter, memo, e-mail, and company social media communications, such as a press release.	LAFS.910.W.1.2; LAFS.910.W.2.6		
04.04	Research social and professional networking websites (Twitter, Facebook, LinkedIn, etc.), and explain how these sites affect the hospitality industry and its employees.	LAFS.910.W.3.7; LAFS.910.W.3.9	SC.912.N.1.4	
04.05	Describe positive guest/client relations and identify circumstances that lead to negative customer experiences.			
04.06	Identify and demonstrate conflict resolution techniques related to customer service (i.e., resolving complaints, disputes, and negotiations).			
04.07	Identify techniques of appropriate phone etiquette (i.e. answering, placing on hold, recording messages, transferring and complaint telephone calls).			
04.08	Demonstrate effective etiquette/netiquette in a business situation.			
04.09	Discuss importance of developing networking skills to expand contacts within the industry.			
04.10	Discuss importance of providing clear directions, interpretations, descriptions, and explanations.	LAFS.910.W.1.2		
04.11	Create and deliver an oral presentation using appropriate software.			
04.12	Locate and explain information found in trade journals, manuals, graphs, schedules, charts, diagrams, maps, and Internet to prepare an itinerary.			
05.0	Examine the guest cycle process. The student will be able to:			
05.01	Identify the stages of the guest experience cycle and the activities associated with each stage.			
05.02	Recognize the impact social media has on the guest cycle process.			
05.03	Discuss the value of customer feedback in surveys on the guest cycle process.			
05.04	Explain the importance and impact of sensitivity to cultural diversities in relation to the guest cycle process.			
05.05	Recognize the effect communication (body language, foreign phrases) has on the guest cycle process.			
05.06	Explain the objective of providing seamless guest experiences.			
05.07	Identify the role of guest recovery during the handling of guest complaints, issues, or problems.			
05.08	Explain how and why guest satisfaction measurements help a business run smoothly and profitably.			

06.0	Examine economic principles relating to the hospitality and tourism industry. The student will be able to:			
06.01	Identify economic opportunities in the industry from both entrepreneurship and employment perspectives.	LAFS.910.W.1.2	both	
06.02	Explain the impact of tourism on local, state, national, and international economies.	MAFS.912.S-IC.2.6 LAFS.910.W.1.2		10.1.4
06.03	Identify advantages and disadvantages of primary forms of business ownership.	LAFS.910.SL.2.4; LAFS.910.W.1.1	SC.912.N.1.1	
06.04	Discuss role of employee productivity in contributing to profit margin (bottom line).	LAFS.910.W.1.2		
07.0	Examine marketing and business fundamentals as they relate to the hospitality and tourism industry. The student will be able to:			
07.01	Explain marketing and its role in the industry and the free enterprise system.	LAFS.910.RI.1.1; LAFS.910.W.1.2		10.6.5
07.02	Identify elements in the marketing mix (price, product, promotion, place, and people).	LAFS.910.SL.1.1; LAFS.910.W.1.2		10.6.5
07.03	Identify functions of the business and marketing plan.	LAFS.910.SL.1.1; LAFS.910.W.1.2		10.6.5
07.04	Distinguish between concepts of service vs. product marketing strategies.	LAFS.910.SL.1.1; LAFS.910.W.1.2		10.6.5
07.05	Recognize concept of target markets and market identification (e.g., market segmentation).	LAFS.910.SL.1.1; LAFS.910.W.1.2		10.6.5
07.06	Recognize various marketing channels used to promote destinations and products.	LAFS.910.SL.1.1		10.6.5
07.07	Identify niche markets (customer segmentation) and specialty markets (product segmentation, sports, shopping, religion, etc.).	LAFS.910.L.3.6		10.6.5
07.08	Recognize cultural customs and taboos.	LAFS.910.L.3.6		10.6.5
07.09	Discuss the role of federal, state and local regulatory agencies related to the hospitality and tourism industry.	LAFS.910.L.3.6		10.6.5

07.10	Identify methods of gathering customer feedback.	LAFS.910.SL.1.1		
07.11	Recognize purpose, principles, and importance of selling.			
07.12	Discuss the importance of meeting specialized sales needs (e.g., business travel, conventions and meetings, conferences).			
07.13	Identify effective sales techniques (e.g., steps in sales process, cross-selling, upselling and alternative options).			
07.14	Explain motivation, needs, and expectations of the hospitality and tourism consumer and how it affects their lodging selection.			
08.0	Recognize mathematical operations related to hospitality and tourism occupations. The student will be able to:			
08.01	Recall universal terminology used in hospitality and tourism sales-related transactions (e.g., cash, checks, debit cards, credit cards, discounts, etc.).			
08.02	Recognize problem-solving techniques utilized in Hospitality & Tourism ledger statements.	LAFS.910.W.1.1	SC.912.N.1.1	
08.03	List different payment options (e.g., cash, personal checks, traveler's checks, credit cards, debit cards, incentive program points).	LAFS.910.W.1.3		
08.04	Understand the value and impact of calculation of hotel occupancy, average daily rate (ADR) and revenue available room (RevPAR).			
09.0	Identify and describe the organizational structures and operations within various industry properties. The student will be able to:			
09.01	Identify the organizational structure of security departments including: facilities and engineering departments, food and beverage departments, human resource departments, controller/finance departments, sales and marketing departments and rooms/housekeeping departments.			
09.02	Describe the importance of a safety plan for all departments accounting for various emergency situations (e.g. hurricane, evacuation, tornado, homeland security threat, and fire).			
09.03	Describe front desk functions of various industry properties making distinguishes between property types (i.e.: cruise ship vs. resort vs. hotel vs. restaurant).			
10.0	Research conservation and Green initiatives in the hospitality industry. The student will be able to:			10.2
10.01	Identify common green practices of facilities management departments, food and beverage departments, and housekeeping departments			10.2.5
10.02	Identify common green practices used to reduce a property's carbon footprint and reduce operating costs.			10.2.4
10.03	Explore the State of Florida "palm tree" initiative for hotels and their level of "green-ness".			

**Florida Department of Education
Student Performance Standards**

Course Title: Technology for Hospitality & Tourism
Course Number: 8703110
Course Credit: 1

Course Description:

This course is designed to provide an introduction to computer technology and to develop entry-level skills for computer-related careers in the hospitality & tourism industry.

Abbreviations:

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 NGSSS-Sci = Next Generation Sunshine State Standards for Science
 NS = National Standards for Family & Consumer Sciences Education

CTE Standards and Benchmarks		FS-M/LA	NGSSS-Sci	NS
11.0	Identify functions of computer reservation systems utilized in the hospitality & tourism industry. The student will be able to:			10.5
11.01	Identify major travel computerized reservation systems.			
11.02	Demonstrate an awareness of emerging technologies and how it relates to the hospitality and tourism industry.			
11.03	Identify ethical issues resulting from technological advances (e.g., computer snooping, hacking) and how it relates to the hospitality and tourism industry.			
11.04	Identify and perform routine tasks of computer reservations agents (e.g., creating Passenger Name Records [PNRs], retrieving/maintaining/modifying PNRs, airspace, quoting airfares, pricing itineraries, rental cars, hotel accommodations).			10.5.6
11.05	Understand and create itineraries.			10.5.4
11.06	Identify and cite sources of major travel documents needed by travelers.			10.5.5
11.07	Describe components of each of the different industry areas within the H&T industry: ground transportation, cruise, air, lodging, food & beverage, retail and corporate travel, leisure and recreation, conventions, special events, sports venues.			
11.08	Identify the tasks performed by computer reservations agents.			
11.09	Create a CRS itinerary.	LAFS.910.W.2.4		

11.10	Explain the ticketing process.	LAFS.910.W.4.10		
11.11	Identify the agencies that set standards and monitor ticketing processes such as issuance, payment, and refunds.	LAFS.910.W.2.5		
11.12	Demonstrate a functional understanding of how to handle a segment status change.	LAFS.910.SL.2.4		
12.0	Exhibit the ability to utilize computer reservation system records. The student will be able to:			
12.01	Identify, define explain, and create a Passenger Name Record (PNR), including optional components (e.g., Special Services Requests [SSR], Other Service Information [OSI], remarks).	LAFS.910.L.3.4		
12.02	Retrieve and modify a PNR.			
13.0	Assess the impact of technology and automation on the travel reservation industry. The student will be able to:			
13.01	Research current trends in the use of computers in the travel reservation industry.	LAFS.910.L.3.4		
13.02	Analyze major uses and effects of the Internet on the travel reservation industry.	LAFS.910.L.3.4		
13.03	Contrast the value-added services offered by a travel consultant vs. online services.	LAFS.910.SL.2.4		
14.0	Summarize technology-related industry standards in the various segments of the hospitality and tourism industry. The student will be able to:			10.6
14.01	Describe components/procedures and standards of air travel and ground transportation; food/beverage services; event planning; cruise industry; and lodging/accommodations industry.			
14.02	Describe state and federal labor laws related to the hospitality and tourism industry.			
14.03	Compare and contrast functions associated with reservations related to cruises, lodging, ground and air travel.			
15.0	Operate computer systems and the Internet. The student will be able to:			
15.01	Use information technology tools specific to hospitality service careers to access, manage and create information.			
15.02	Describe types of technology used to manage hospitality service operations.			
15.03	Explain how availability, room status, and other standard operating guidelines are used to assign rooms to arriving guests.			
15.04	Explain how methods of payment are established with arriving guests to clarify payment procedures.			
15.05	Explain how a hotel's computer system is used to create guest accounts.			
15.06	Utilize Internet fundamentals (e.g., E-mail, portals/search engines).			
15.07	Identify and describe the function of office technology equipment.			
15.08	Utilize a desktop publishing program to design a webpage for the schools hospitality & tourism program.			

15.09	Compare the uses of the Internet, including electronic mail, as used to communicate quickly with suppliers, customers, and other agencies.			
15.10	Manipulate the Internet as a research tool to answer client questions (such as weather, sightseeing, transportation, restaurants, documentation requirements, entertainment).			
15.11	Analyze past, present, and future impact of technology on the hospitality & tourism industry (i.e., liquor portion control system, hospitality information systems, food and beverage information systems, club management software).			
15.12	Describe security concerns related to information control, electronic key systems and technology use,			
15.13	Use personal technological devices appropriately (e.g. cell phones, mobile devices, and computers).			
15.14	Practice telephone techniques for placing, answering, placing on hold, transferring telephone calls and cording and relaying accurate messages.			
15.15	Create an itinerary.			
15.16	Summarize basic computer knowledge (e.g., hardware, software, operating systems, terminology, etc.) and demonstrate proper keyboarding techniques.			
15.17	Utilize common office production software to create presentations (such as spreadsheet, database, presentation and word-processing).			
16.0	Demonstrate an understanding of the guest cycle as it relates to technology. The student will be able to:			
16.01	Perform routine computer tasks associated with the guest cycle from registration process to check out.			
16.02	Practice positive, quality and effective customer service skills.			
16.03	Analyze how guests are affected by employee attitude, appearance and actions.			10.3 section
16.04	Demonstrate verbal, nonverbal, written, and electronic communication skills.			10.3
16.05	Explain how social media impacts guest relations.			10.3
16.06	Explain procedures to meet guest needs, including guest registration, rate assignment, room assignment, and determination of payment methods.			10.3
16.07	Evaluate current and emerging technologies to improve guest services.			10.3
16.08	Summarize the importance of check-out procedures to ensure guest satisfaction and verify account settlement.			10.3
16.09	Describe the necessary information collected during the registration process to correctly register guests.			10.3
17.0	Apply employability skills necessary for success in the hospitality & tourism industry. The student will be able to:			

17.01	Investigate key career skills necessary to be successful in the hospitality & tourism industry (e.g., geography, sales, customer service, telephone, computer, foreign language, and math, written and oral communication).	MAFS. 912.N-Q.1.1; MAFS. 912.N-Q.1.2; MAFS. 912.N-Q.1.3 LAFS.910.W. 3.8		10.1.3
17.02	Research currently available job opportunities and/or post-secondary programs.	LAFS.910.W. 3.8		10.1.2
17.03	Understand required elements of and create a resume and cover letter.	LAFS.910.W. 4.10		10.1.5
17.04	Evaluate and update career portfolio (e.g., resume, letters of recommendation, awards, and evidence of participation in service and work-based learning activities, employer evaluations).	LAFS.910.W. 4.10		10.1.5
17.05	Assess skills needed for a successful interview (research company, anticipate questions, prepare questions).	LAFS.910.W. 3.7		10.1.6
17.06	Participate in community leadership and teamwork opportunities to enhance professional skills; display positive attitudes and good work habits.			
17.07	Demonstrate a proactive understanding of self-responsibility and self-management.			
17.08	Identify and demonstrate appropriate attire for interviews and workplace.			
17.09	Understand the importance of personal hygiene.			
17.10	Identify and demonstrate positive work behaviors and personal qualities for employability.			
17.11	Identify the rules of written and electronic communication (i.e.: positive first impressions, recording accurate message, etc.).			

18.0

**Florida Department of Education
Student Performance Standards**

Course Title: Hospitality & Tourism Marketing Management
Course Number: 8703120
Course Credit: 1

Course Description:

The purpose of this course is to provide students necessary career specific instruction in hospitality and tourism marketing management. Students will learn sales and management techniques, marketing principles, and entrepreneurship skills necessary to succeed in the hospitality and tourism industry. This course incorporates marketing and management principles and procedures of the hospitality and tourism industry as well as employment qualifications and opportunities.

FS-M/LA = Florida Standards for Math/Language Arts
 NGSSS-Sci = Next Generation Sunshine State Standards for Science
 NS = National Standards for Family & Consumer Sciences Education

CTE Standards and Benchmarks		FS-M/LA	NGSSS-Sci	NS
18.0	Identify sales techniques and procedures appropriate for use in the hospitality and tourism industry. The student will be able to:			
18.01	Explain purpose, principles, and the components of Supply and Demand, the importance of selling and how it relates to the hospitality and tourism industry.			
18.02	Describe the differences between a product-based business and a service-based business and how it relates to the hospitality and tourism industry.			
18.03	Identify effective sales techniques (e.g., steps in sales process, cross-selling, upselling and alternative options).			
18.04	Explain motivation, needs, and expectations of the hospitality and tourism consumer and how it affects their lodging selection.			
18.05	Discuss importance of the five (5) P's of the marketing mix: product, place, price, promotion, and people and how it impacts the hospitality and tourism industry.			
18.06	Outline an effective sales presentation (e.g., feature-benefit analysis) including the importance of promoting products and services (e.g., publicity, public relations, press release, community events, advertising, Internet).			
18.07	Discuss the importance of meeting specialized sales needs (e.g., business travel, conventions and meetings, conferences, physically and/or mentally challenged).			
18.08	Explain the pros and cons of using the Internet as a sales tool.			
19.0	Demonstrate sales and customer service skills and techniques in the selling of hospitality & tourism products. The student will be able to:			
19.01	Explain the pros and cons of using the Internet as a sales tool.			

19.02	Discuss profit motive and its impact on business.			
19.03	Define different aspects of guest communication.			
19.04	Identify the different types of competition and explain its impact on business (e.g., direct, indirect, price, non-price, competitive position) within the hospitality and tourism industry.			
19.05	Describe how managers can lead employees to meet the needs of global guest audiences.			
19.06	Analyze the challenges and opportunities in welcoming diverse cultures to your property.			
19.07	Identify the leadership skills and processes that lead to a seamless guest cycle.			
19.08	Describe how employee empowerment contributes to effective guest recovery.			
19.09	Describe proper workplace etiquette for listening, speaking, and writing.			
19.10	Propose a marketing plan in response to customer survey results.			
19.11	Recognize importance of sequence and language in developing customer survey questions without leading or influencing customer responses.			
20.0	Identify and demonstrate personal and business ethics related to management and marketing. The student will be able to:			
20.01	Explain the need for respect and value for diversity in the hospitality and tourism industry.			
20.02	List characteristics related to personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting).			
20.03	Describe why modeling inclusive behavior is an important skill for hospitality and tourism managers.			
20.04	Explain the concept of corporate social responsibility, and describe examples of how hospitality and tourism companies are including CSR initiatives in their organization.			
21.0	Apply higher level mathematical skills unique to hospitality & tourism marketing and management plans. The student will be able to:			
21.01	Create a business plan based on survey results that identify holes in current plan or standard operating procedures.			
21.02	Analyze/evaluate survey results, produce a plan and provide both an executive summary and detailed report.			
21.03	Determine sales trends and benchmarks and predict future growth/decline based on sales momentum and trend.			
21.04	Determine year over year change in revenue/profit/EBITDA.			
21.05	Determine statistical significance of data results.			
21.06	Gather and present data from overall business segments and determine percentage of business from specific segment.			

21.07	Apply problem-solving techniques to hospitality and tourism sales-related transactions (e.g., cash, checks, debit cards, credit cards, discounts, etc.).	MAFS. 912.A-CED. 1.1; MAFS. 912.A-CED. 1.2; MAFS. 912.A-REI. 2.3 LAFS. 1112.L.3.6		
21.08	Explain quantitative information from tables, charts, and graphs relating to the hospitality & tourism related workplace.			
21.09	Using standard industry formulas relative to discount date and due date, compute amount of payment on an invoice.			
21.10	Calculate commissions, gratuities, taxes, and miscellaneous charges.			
21.11	Calculate refunds and exchange transactions for hospitality and tourism related services.			
21.12	Discuss the importance of meeting specialized sales needs (e.g., business travel, conventions and meetings, conferences).			
22.0	Summarize the value and uses of the Internet for hospitality & tourism marketing, including communication and evolving technology. The student will be able to:			
22.01	Identify viable, credible and applicable Internet sources that offer solutions to specific business questions.			
28.01 22.02	Describe cloud-based data storage, the threats and how to protect data.			
22.03	Identify laws pertaining to data collection, email marketing and personal information usage.			
22.04	Be able to identify productive uses of CRM systems; understand the basic framework of use; and make connections between CRM and the sales process.			
22.05	Compare and contrast marketing activities that engage customers (such as blogs and giveaways).			
22.06	Define the use of current social media channels, comparing and contrasting each venue, as to culture, purpose, and target audience.			
22.07	Write posts for current social media channels (such as Twitter, Facebook, Instagram, Snapchat).			
22.08	Summarize effective use of live streaming on current social media (such as Periscope and Facebook Mentions).			
23.0	Compare and contrast the needs of a business vs. leisure traveler. The student will be able to:			
23.01	Define business traveler and identify the needs of a business traveler.	LAFS. 1112.SL.1.1; LAFS. 1112.SL.2.4		

23.02	Define leisure traveler and identify the recreational wants of a leisure traveler.			
23.03	Define educational and editorial travelers and identify their needs.			
23.04	Identify features vs benefits of hotel and airline offerings for each market.			
23.05	Develop a ROI analysis for travel on a business trip; including all travel expenses and potential business opportunity gains.			
23.06	Understand and explain the different planning processes and timeframes that lead up to travel for business vs leisure.			
24.0	Demonstrate knowledge and organizational skills related to meetings, conventions, conference travel and event planning. The student will be able to:			
24.01	Outline positions available to event planners and describe the benefits of meetings and conventions to food and beverage operations.			
24.02	Explain how meetings and conventions are booked and planned.			
24.03	Summarize how meeting and conventions prepare to provide service to clients during an event (i.e.: setting up function rooms, scheduling staff, and food preparation and storage).			
24.04	List challenges that managers and staff members face during meetings and conventions and list examples of protocol issues.			
24.05	Create a budget including all elements of event (e.g. catering, décor, supplies, entertainment, and admission).			
25.0	Identify and analyze marketing and business fundamentals related to the different industries within hospitality & tourism (i.e.: cruise/air travel/ ground travel/lodging industry/leisure travel/tour packages). The student will be able to:			
25.01	Explain the benefits of packaging for travelers, vendors, hotels, travel planners, tour operators and airlines.			
25.02	Communicate related financial benefits to travelers of selling packages from a travel planner salesperson perspective.			
25.03	Analyze the savings and profit increases related to packaging for travelers, planners and destinations.			
25.04	Compare and contrast the experience and finances of separate vendors in various locations as a component of a package (hotel in one area, activities on a different property, and restaurants at a different location) vs. an all-inclusive resort.			
25.05	Effectively communicate the benefits of packaging a travel experience to consumers.			
26.0	Explain strategies for selling hospitality & tourism products. The student will be able to:			
26.01	Describe training techniques managers can use to build an effective sales team.			
26.02	Identify methods used to motivate an effective sales team.			
26.03	List tools and processes used to sell to global audiences.			
26.04	Outline the needs of special market segments and the sales strategies used to reach those segments.			
26.05	Summarize strategies for selling to the digital traveler.			

27.0	Develop a marketing plan and sales promotion tool for hospitality & tourism. The student will be able to:			
27.01	Describe the organization of the marketing department, and explain management's role in marketing.			
27.02	Summarize the marketing mix: the five P's (Price, Promotion, Product, Place, People); and the four C's (Client, Cost, Communication, Convenience).			
27.03	Identify the steps of a marketing plan.			
27.04	Describe the channels of distribution within the hospitality and tourism industry.			
27.05	Explain how to prepare a marketing budget.			
27.06	Maintain brand consistency throughout your marketing plan.			
28.0	Identify and demonstrate management skills needed to succeed in hospitality & tourism. The student will be able to:			
28.01	Identify the types of leadership positions available in the hospitality and tourism industry.			
28.02	Identify why leaders must create leadership development goals and a path for meeting those goals.			
28.03	Define power and empowerment and summarize how these concepts transpire in centralized and decentralized organizations.			
28.04	Identify the leadership skills and processes that lead to a seamless guest cycle.			
28.05	Create an IDP (Individual Development Plan) based on your strengths and opportunities for improvement.			
28.06	Be able to honestly and objectively conduct a self-evaluation of strengths and weaknesses.			
28.07	Define traditional management styles.			
28.08	Explain the importance of varying your leadership style in response to organization and employee styles and needs.			
28.09	Identify 21 st century leadership styles.			
28.10	Explain how problem solving contributes to leadership processes in hospitality and tourism.			
29.0	Demonstrate effective Guest Services Management (GSM) skills. The student will be able to:			
29.01	Identify how managers apply property standards to the guest experience.			
29.02	Identify the role of Guest Service Measurement (GSM) in managing the guest experience.			
29.03	Develop a process for resolving guest service issues.			
30.0	Identify the financial goal of a hotel or lodging property. The student will be able to:			
30.01	Discuss how revenue centers and cost centers are managed to ensure a property's profitability.			
30.02	Identify the components of income statements and balance sheets.			
30.03	Explain the purpose of revenue management in the hospitality and tourism industry.			

30.04	Identify the tax responsibilities a hospitality and tourism leader must manage.			
31.0	Examine facts and principles related to the branding process. The student will be able to:			
31.01	Tell the story of their product/destination in a way that effectively speaks to the target market.			
31.02	Summarize the effect colors, sounds, music and visual cues have on developing a brand.			
31.03	Explain and cite examples of consistency in communication to market; both visually and in language.			
31.04	Develop a brand (i.e.: logo, tag line, blog, email marketing templates, sample images, videos, music, etc.).			
31.05	Communicate a brand promise to the target market through the proper communication channels of the target market.			
32.0	Explain the value and importance of marketing research. The student will be able to:			
32.01	Identify trends that affect marketing in the hospitality and tourism industry.			
32.02	Cite marketing challenges (shifts or changes in travel trends) and respond to their potential occurrence.			
32.03	Determine the difference between a credible source and non-credible source of data or information.			
32.04	Set a knowledge-based goal; present research applicable to that goal.			
33.0	Compare and contrast franchise vs. corporate owned vs. private market segments. The student will be able to:			
33.01	Recognize the obligations of a franchise to the corporation.			
33.02	Communicate the financial (ROI or annual profits) differences among the organization types and to whom the rewards go (individual, corporation, franchise owner, etc.).			
34.0	Compare and contrast marketing concepts, advertising and public relations. The student will be able to:			
34.01	Author a press release in the proper format including all applicable elements.			
34.02	Differentiate between editorial and advertorial content and writing techniques.			
35.0	Discuss the value, importance and trends related to Internet marketing and social media. The student will be able to:			
35.01	Identify like-minded groups that fit in the target audience and/or market of their brand or business.			
35.02	Demonstrate ethical behavior in personal and work-related social media communications.			
36.0	Illustrate effects of climate and geographic locations that affect the marketplace. The student will be able to:			

36.01	Explain how season change affects peak times and consistency in business and planning for related business shifts.			
36.02	Summarize effects of population migration as it relates to business location selection and general business operations.			
37.0	Demonstrate communication and human relations skills necessary for success in hospitality and tourism occupations. The student will be able to:			
37.01	Summarize effects of population migration as it relates to business location selection and general business operations.			
37.02	Demonstrate the ability to use problem-solving, decision-making and critical thinking strategies.			
37.03	Offer and accept constructive feedback.			
37.04	Explain importance of maintaining confidentiality relating to business matters.			
37.05	Demonstrate legal and ethical behavior within the scope of job responsibilities.			
37.06	Demonstrate effective etiquette/netiquette in a business situations (such as cell phone use, general courtesy, manners).			
37.07	Demonstrate appropriate and effective oral presentation skills.			
37.08	Identify and demonstrate conflict resolution strategies related to customer service and with co-workers, vendors (i.e., resolving complaints, disputes, and negotiations).			
37.09	Plan and participate in a meeting/conference.			
37.10	Apply leadership skills through involvement in community and/or school activities.			
37.11	Demonstrate techniques for making and maintaining a positive first impression.			
37.12	Explain business policies to customers/vendors.			
37.13	Propose techniques to resolve complaints.			
37.14	Apply networking skills.			
37.15	Evaluate team performance.			
37.16	Differentiate between appropriate and inappropriate business attire and grooming.			
37.17	Debate current issues impacting the industry.			
37.18	Explain verbal and nonverbal communication.			
37.19	Recognize and respond to guest needs			
38.0	Identify federal laws, legislation and regulations related to the hospitality & tourism industry. The student will be able to:			
38.01	Identify the employment laws that impact the hospitality and tourism industry and the role of human resources managers in applying these laws.			
38.02	Identify the laws, legislation, and regulations that affect the hospitality & tourism industry.			
38.03	Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, Sexual Harassment, EEOC, ADA, FMLA, and OSHA).			
38.04	Discuss the role of federal, state and local regulatory agencies as it relates to hospitality and tourism.			
38.05	Identify ways to follow OSHA requirements.			

39.0	Research conservation and Green initiatives and practices in the hospitality industry. The student will be able to:			
39.01	Describe the benefits of green practices and the role hospitality and tourism managers play implementing them.	LAFS. 1112.W.3.7	SC.912.L. 17.16; SC. 912.L.17.17; SC.912.L. 17.18; SC. 912.L.17.19; SC.912.L. 17.20	
39.02	Identify green practices that can be initiated and implemented by the front office.	LAFS. 1112.W.2.4	SC.912.L. 17.16; SC. 912.L.17.17; SC.912.L. 17.18; SC. 912.L.17.19; SC.912.L. 17.20	
39.03	Discuss housekeeping management's role in promoting sustainable green practices.			
39.04	Explain the benefits of using green building materials.			
39.05	Identify ways the facilities management team can reduce a property's carbon footprint.			
39.06	Explain how food and beverage operations address guest requests (such as healthier food options, sustainable foods, and food allergy issues).			
40.0	Exhibit the ability to follow state mandated guidelines for food service. The student will be able to:			
40.01	Demonstrate and utilize proper techniques for transporting, cooking and holding food (proper ways to cool/reheat food; holding temperatures).			
40.02	Demonstrate and utilize proper cleaning, sanitizing, and disinfecting techniques (cleaning vs. sanitizing; storing cleaning supplies; proper procedures for cleaning equipment).			
40.03	Describe symptoms of food borne illness and how it can be prevented.			
40.04	Describe cross contamination and incorporate strategies to prevent this from occurring.			
40.05	Demonstrate and utilize proper pest control procedures.			
40.06	Use acquired knowledge to obtain Employee Food Handler Training Certificate that is valid in Florida (http://www.myfloridalicense.com/dbpr/hr/food-lodging/employee-training.html)			
40.07	Demonstrate knowledge of food safety manager training/certification programs that are accredited in Florida (http://www.myfloridalicense.com/dbpr/hr/food-lodging/ManagerCertification.html).			

40.08	Demonstrate proper knowledge and technique to sanitarily set and clear a table in a dining room.			
41.0	Apply safety and sanitation procedures in the handling, processing and storing of food products. The student will be able to:			
41.01	Explain techniques and procedures for the safe handling of food products.			
41.02	Evaluate food product handling procedures.			
41.03	Demonstrate approved food product handling techniques.			
41.04	Describe the importance of performing quality-assurance tests on food products.			
41.05	Perform quality-assurance tests on food products.			
41.06	Describe the effects food-borne pathogens have on food products and humans.			
41.07	Explain the importance of microbiological tests in food product preparation, listing common spoilage and pathogenic microorganisms.			
41.08	Conduct and interpret microbiological tests for food-borne pathogens and implement corrective procedures.			
41.09	Explain the importance of record keeping in a food products and processing system.			
41.10	Discuss documentation procedures in a food products and processing system.			
41.11	Demonstrate proper record keeping in a food products and processing system.			
42.0	Demonstrate worker safety procedures with food product and processing equipment and facilities. The student will be able to:			
46.01	Explain safety standards that must be observed in facility design and equipment use.			
46.02	Outline guidelines for personnel safety in the food products and processing industry.			
46.03	Evaluate a facility to determine the implementation of safety procedures.			
43.0	Summarize the procedures for food service operations. The student will be able to:			
43.01	Facilitate proper use of current general inspection guidelines.			
43.02	Explain general storage guidelines.			
43.03	Compare storage guidelines for specific types of food.			
43.04	Explain proper procedures for cook food. (See current Food Code for temperature information).			
43.05	Recommend proper cooling and reheating procedures for various food items. (See current Food Code for temperatures).			
43.06	Explain procedures for holding food for service.			
43.07	Demonstrate proper techniques in serving food.			
43.08	Develop a plan for offsite service handling of food.			
44.0	Explain the daily sanitation operations of a food service facility. The student will be able to:			
44.01	Develop a cleaning program that includes proper procedures for cleaning, sanitizing, dish washing and facility.			

44.02 Explain the importance of (IPM) Integrated Pest Management programs.

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**Florida Department of Education
Student Performance Standards**

Course Title: Hospitality and Tourism Operations Internship
Course Number: 8845130
Course Credit: 1

Course Description:

The Hospitality and Tourism Internship course provides students the opportunity to demonstrate human relations, communications, and employability skills necessary for entry-level employment in the hospitality & tourism industry. Additionally, it will enhance the instruction and competencies developed through classroom instruction.

Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.
 NS = National Standards for Family & Consumer Sciences Education

45.0	Perform critical job skills. The student will be able to:			
45.01	Apply literacy skills in technical reading, computing and calculating.			
45.02	Perform tasks as outlined in the individualized job performance skills plan.			
45.03	Maintain relevant employment documents.			
45.04	Sustain mentoring relationships in the workplace.			
45.05	Communicate in business settings by listening, writing, speaking and presenting with professional demeanor.			
45.06	Collaborate, communicate and interact utilizing technology.			
45.07	Offer alternative suggestions or solutions rather than simply rejecting others ideas.			
45.08	Contribute to team efforts by fulfilling responsibilities and valuing diversity.			
45.09	Explore networking opportunities through professional associations.			
45.10	Exercise proper judgment in decision making.			
45.11	Adapt to changing organizational environments with flexibility.			
45.12	Build a portfolio reflecting experiences and skills gained during the internship (i.e. research paper, etc.)			
46.0	Display professional work habits. The student will be able to:			
46.01	Report as expected, on time, appropriately dressed and groomed and ready to work.			
46.02	Create a positive professional image through proper introductions, eye contact, and a firm handshake.			
46.03	Model acceptable work habits and conduct in the workplace as defined by company policy.			
46.04	Complete and follow through on tasks and take initiative as warranted.			

46.05	Respond to internal and external customers' needs and concerns.			
46.06	Practice business etiquette and social sensitivity in face to face interaction, on the telephone and the Internet.			
46.07	Build bridges between conflicting attitudes and ways of thinking.			
47.0	Demonstrate ethical behavior. The student will be able to:			
47.01	Compare business activities to professional standards.			
47.02	Show empathy, respect and support for others.			
47.03	Value confidentiality and privacy.			
47.04	Recognize gender and culturally inappropriate behaviors.			

Florida Department of Education
Student Performance Standards

Course Title: Hospitality and Tourism Cooperative Education - OJT
Secondary Course Number: 8800420
Course Credit: 1

48.0	Perform designated job skills. The student will be able to:
48.01	Perform tasks as outlined in the training plan.
48.02	Demonstrate job performance skills.
48.03	Demonstrate safety procedures on the job.
48.04	Maintain appropriate records.
48.05	Attain an acceptable level of productivity.
48.06	Demonstrate appropriate dress and grooming habits.
49.0	Demonstrate work ethics. The student will be able to:
49.01	Follow directions.
49.02	Demonstrate good human relations skills on the job.
49.03	Demonstrate good work habits.
49.04	Demonstrate acceptable business ethics.

**Florida Department of Education
Student Performance Standards**

Course Title: Hospitality & Tourism Entrepreneurship
Course Number: 8703130
Course Credit: 1

Course Description:

The purpose of this course is to provide with the academic and technical preparation to pursue high-demand and high-skill careers in hospitality related industries. In addition, this course is designed so that performance standards meet employer expectations, enhancing the employability of students.

50.0	Apply entrepreneurship skills. The student will be able to:
50.01	Analyze industry trends in the food service and hospitality industry.
50.02	Identify the elements of a business plan to include vision, goals, strategies, and action plans
50.03	Display an understanding of the marketing channels used in promoting destinations and products.
50.04	Identify “niche market” marketing strategies.
50.05	Identify and summarize common lodging industry references (e.g., Official Hotel Guide, Hotel and Travel Index, OAG Business Travel Planner, CRS display).
50.06	Compare and contrast benefits of joining or starting a new business.
50.07	Summarize profit and loss statements.
50.08	Examine loss prevention factors (such as safety, sanitation, food handling, ware handling, maintenance, insurance, and environmental effects).
50.09	Explain the Florida Green Lodging program and the requirements to receive the Green Certification. (http://www.dep.state.fl.us/greenlodging).
50.10	Explain LEED and how it affects the hospitality& tourism industry.
50.11	Participate in a competitive event or project related to the hospitality & tourism industry (e.g. FCCLA, FBLA, DECA).
50.12	Plan and execute themed special event (such as a student showcase or party) including event production costs.
50.13	Understand the difference between having franchised property vs. starting a business from scratch.
51.0	Demonstrate management skills. The student will be able to:
51.01	Identify characteristics of an effective manager.
51.02	Identify the roles and responsibilities of the general manager and assistant manager(s).and recognize the effectiveness of delegation techniques.
51.03	Recognize the needs of diverse populations.
51.04	Identify, demonstrate, and utilize fundamentals of customer service and addressing difficult customers.
51.05	Develop employee guidelines and standard operating procedures (such as job descriptions, training, and scheduling).
51.06	Identify and explain techniques of front-of-the-house and back-of-the-house responsibilities (including dining room setup, greeting, order-taking, serving, clearing, check presentation, bussing, and cashiering) resulting in the performance of duties to meet customer needs.

51.07	Summarize characteristics of successful teams (i.e., mission statement, code of conduct, effective leadership).
51.08	Identify and discuss stages of team development (i.e., forming, storming, norming, performing, transforming).
51.09	Compare and contrast positive and negative roles individuals play in a team situation, including team building strategies.
51.10	Apply dispute resolution skills to staff grievances, conflicts, disputes, and/or complaint and recognize employee incentive programs.
51.11	Describe corporate hospitality roles within lodging operations, housekeeping, engineering, food & beverage, and culinary departments.
51.12	Understand what defines excellent service and attributes of exceptional guest service.
51.13	Define "moments of truth," and explain the role you play.
52.0	Analyze federal, state and local tax regulations and laws in relation to hospitality and tourism entities. The student will be able to:
52.01	Follow federal, state, and local sanitation and safety codes.
52.02	Analyze laws, legislation, and regulations that affect the lodging industry.
52.03	Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, sexual harassment, EEOC, ADA, FMLA, and OSHA).
52.04	Discuss the role of federal, state and local regulatory agencies as it relates to hospitality and tourism.
53.0	Apply effective verbal and non-verbal communication skills (e.g. written, electronic, conflict resolution). The student will be able to:
53.01	Demonstrate making eye contact with every guest and smile in face to face conversations.
53.02	Demonstrate proper telephone etiquette techniques (including answering a telephone call, enunciating, call holds, and transfers).
53.03	Demonstrate an understanding of acceptable personal email addresses and acceptable personal references on social media.
53.04	Demonstrate an understanding of acceptable personal cell phone etiquette (i.e.: appropriate voice mail messages on their cell phone and proper answering techniques).
53.05	Demonstrate effective listening skills and awareness of "service failures", timely "service recovery" and personal responsibility.
53.06	Respond effectively with appropriate form of communication (Example: when to use email vs. text message vs. phone call).
53.07	Delegate/assign tasks to employee and/or leave information for next shift or manager when appropriate.
53.08	Respond appropriately to social media comments about venue or property on travel sites (such as Trip Advisor and/or other media outlet).
54.0	Demonstrate proficiency with technology and equipment use. The student will be able to:
54.01	Identify computer software available for food service and hospitality management.
54.02	Use appropriate software to develop an accounting and record-keeping system that includes purchasing, receiving, storing and inventory.
54.03	Describe various media and marketing tools utilized to promote lodging establishments.
54.04	Create and deliver an oral presentation using technology.
54.05	Locate and explain information found in trade journals, manuals, graphs, schedules, charts, diagrams, maps, and Internet resources.
54.06	Identify technology used in social media marketing and software used to communicate between guest and the venue.
54.07	Demonstrate the ability to understand types of AV equipment needed in events and lodging to support operations.
54.08	Demonstrate the ability to understand and know what CRM is and what tools are used to communicate within the property and/or venue.
55.0	Demonstrate employability skills necessary for success. The student will be able to:
55.01	Assess characteristics of successful teams (i.e., mission statement, code of conduct, effective leadership).

55.02	Identify and demonstrate appropriate dress and grooming for employment.
55.03	Identify and demonstrate effective interviewing skills (e.g., behavioral), including effective responses to common interview questions.
55.04	Maintain hygiene, professional appearance, and a positive attitude.
55.05	Identify and demonstrate how to request and fill out an application using appropriate professional language.
55.06	Demonstrate the ability to understand phone etiquette when receiving a call back for an interview and how to leave voicemails.
55.07	Understand the importance of the first 90 days of being new on the job.
55.08	The importance of networking and how to network into job opportunities.
55.09	Fill out an application.
55.10	Understand the importance of volunteering and how to turn that into a job opportunity.
56.0	Apply customer service skills. The student will be able to:
56.01	Demonstrate accurately taking a guest's hotel reservation via the phone.
56.02	Demonstrate proper communication skills and questioning techniques in order to identify the needs of customers and guest services.
56.03	Analyze and apply the steps to conflict resolution using assertiveness and stress management techniques during customer interactions.
56.04	Analyze individual traits related to teamwork, self-improvement, and professional growth within hospitality careers.
56.05	Analyze guest services by focusing on the guest's perspective, and common tools used to provide exceptional service.
56.06	Role play effective mirroring techniques to handle guest service complaints and/or employee disagreements.
56.07	Apply appropriate customer service techniques for various guest interactions, including verbal and non-verbal communication (i.e. telephone etiquette, written correspondence, etc.).
57.0	Display ethical work behavior. The student will be able to:
57.01	Demonstrate acceptable work habits and conduct in the workplace as defined by company policy.
57.02	Demonstrate legal and ethical behavior within the scope of job responsibilities, including use of social media within and outside job responsibilities.
58.0	Describe and demonstrate personnel supervision techniques. The student will be able to:
58.01	Provide delegation skills to subordinates with clear, understandable objectives, including time management and performance expectations.
58.02	Summarize the concept of "Management by Wandering Around" (MBWA) while setting positive examples of professional behavior.
58.03	Demonstrate the art of "catching employees doing things correctly" and positively reinforce when appropriate.
58.04	Understand the concept of thorough training on specific job duties; documentation; group training and personal training files.

Additional Information

Laboratory Activities

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations

benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

Special Notes

The occupational standards and benchmarks outlined in this secondary program correlate to the standards and benchmarks of the postsecondary program with the same Classification of Instructional Programs (CIP) number.

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student. Access MyCareerShines by visiting: www.mycareershines.org.

Students who choose the internship option must work a minimum of 150 hours to earn one credit. Introduction to Hospitality & Tourism, Technology for Hospitality & Tourism and Hospitality & Tourism Marketing Management should be completed prior to enrollment in Hospitality and Tourism Internship. Each student intern is required to have a job performance skills plan, signed by the student/intern, teacher, and employer. This plan should include competencies developed through classroom experiences, a list of on-the-job duties and tasks to be performed, and identification of student performance standards. The Hospitality & Tourism Internship may provide paid or non-paid work experience based on the needs of the student and availability of positions.

The Certified Hospitality Instructor (CHI) is a training and designation offered through the American Hotel and Lodging Educational Institute. For information - <https://www.ahlei.org/CHI/>
For CHI application - <https://www.ahlei.org/uploadedFiles/MainSite/Content/Certification/chiApplication.pdf>

Career and Technical Student Organization (CTSO)

Family, Career and Community Leaders of America (FCCLA); Future Business Leaders of America (FBLA) and Florida DECA are the intercultural career and technical student organizations providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

Cooperative Training – OJT

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

Accommodations

Federal and state legislation requires the provision of accommodations for students with disabilities as identified on the secondary student's Individual Educational Plan (IEP) or 504 plan or postsecondary student's accommodations' plan to meet individual needs and ensure equal access. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

In addition to accommodations, some secondary students with disabilities (students with an IEP served in Exceptional Student Education (ESE)) will need modifications to meet their needs. Modifications change the outcomes or what the student is expected to learn, e.g., modifying the curriculum of a secondary career and technical education course. Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Some secondary students with disabilities (ESE) may need additional time (i.e., longer than the regular school year), to master the student performance standards associated with a regular Occupational Completion Point (OCP) or a Modified Occupational Completion Point (MOCP). If needed, a student may enroll in the same career and technical course more than once. Documentation should be included in the IEP that clearly indicates that it is anticipated that the student may need an additional year to complete an OCP/MOCP. The student should work on different competencies and new applications of competencies each year toward completion of the OCP/MOCP. After achieving the competencies identified for the year, the student earns credit for the course. It is important to ensure that credits earned by students are reported accurately. The district's information system must be designed to accept multiple credits for the same course number for eligible students with disabilities.

Additional Resources

For additional information regarding articulation agreements, Bright Futures Scholarships, Fine Arts/Practical Arts Credit and Equivalent Mathematics and Equally Rigorous Science Courses please refer to:

<http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.stml>.