

# Hospitality and Tourism

Exam Information	Description												
<b>Exam number</b> <b>410</b>  <b>Items</b> <b>38</b>  <b>Points</b> <b>52</b>  <b>Prerequisites</b> <b>None</b>  <b>Recommended course length</b> <b>One semester</b>  <b>National Career Cluster</b> <b>Hospitality &amp; Tourism</b> <b>Marketing</b>  <b>Performance standards</b> <b>Included (Optional)</b>  <b>Certificate available</b> <b>Yes</b>	<p>The Hospitality and Tourism industry certification exam assesses an understanding of one of the largest industries in the world. It covers the four segments of Hospitality &amp; Tourism: Lodging, Transportation, Food and Beverage, and Entertainment and Recreation. The exam evaluates knowledge of career opportunities in tourism and the importance of hospitality and tourism's impact on the economy.</p>												
	Exam Blueprint												
	<table> <tr> <th>Standard</th><th>Percentage of exam</th></tr> <tr> <td>1. General Understanding</td><td>27%</td></tr> <tr> <td>2. Lodging</td><td>19%</td></tr> <tr> <td>3. Transportation</td><td>21%</td></tr> <tr> <td>4. Food and Beverage</td><td>19%</td></tr> <tr> <td>5. Recreation and Entertainment</td><td>13%</td></tr> </table>	Standard	Percentage of exam	1. General Understanding	27%	2. Lodging	19%	3. Transportation	21%	4. Food and Beverage	19%	5. Recreation and Entertainment	13%
Standard	Percentage of exam												
1. General Understanding	27%												
2. Lodging	19%												
3. Transportation	21%												
4. Food and Beverage	19%												
5. Recreation and Entertainment	13%												

## Standard 1

Students will develop an understanding of the importance of hospitality and tourism marketing.

**Objective 1** Students will understand key terms within the hospitality and tourism industry.

1. Differentiate between the hospitality and tourism industries.
  - a. Hospitality industry: focuses on the relationship between guest and host
  - b. Tourism industry: people traveling to a location for business or pleasure
2. Identify the 4 segments of the Hospitality and Tourism Industry: Lodging, Transportation, Food and Beverage, Recreation and Entertainment.
  - a. Define each of the 4 segments and provide examples of each type of business
    - i. Lodging: sleeping accommodations for one or more nights
      1. Examples - hotels, motels, campgrounds, resorts, rental properties
    - ii. Transportation: moving people from one place to another
      1. Examples - buses, taxis, trams, subways, planes, car rentals, ferries
    - iii. Food and Beverage: preparing of meals, snacks, and beverages
      1. Examples - fast food, bars, lounges, food trucks, catering
    - iv. Recreation and Entertainment:
      1. Examples - zoos, museums, theaters, gyms, sport venues

**Objective 2** Students will understand the importance of customer service in hospitality and tourism.

1. Define Hospitality: the friendly and generous reception and entertainment of guests and visitors often referred to as exceptional customer service.
2. Define customer service: the assistance and advice provided by a company to those people who buy or use its products or services.
3. Know and Implement the 3 main objectives of hospitality and tourism into practical applications (implementation can occur through DECA role plays).
  1. Make the guest feel welcomed.
  2. Make sure the product and services work for the guest.
  3. Make sure the operation continues to provide service and make a profit.

**Objective 3** Students will understand the impact of hospitality and tourism on the economy. Define the following terms that highlight the

1. Ecotourism: responsible travel to natural areas which conserves the environment and improves the welfare of local people.
2. Multiculturalism: appreciating ethnic diversity within a society and encouraging people to learn from the contributions of those diverse ethnic backgrounds.

Discuss the social, cultural, economic, and environmental impacts of hospitality and tourism.

1. Emphasize the impact of social customs and traditions, appeal of the destination, benefit and detriment to the local community
2. Explain the ripple effect on an economy from tourism.

Discuss the importance of a strong infrastructure.

1. Can the communities sustain an influx of tourists or the absence of tourism?
2. Discuss the impact of technology on the hospitality and tourism industry.

**Objective 4** Students will understand basic marketing principles.

1. Define and apply destination marketing, target market, segmentation, and the marketing mix to the hospitality and tourism segments.

**Standard 1 Performance Evaluation included below (Optional)**

**Standard 2**

Lodging - Students will develop an understanding of the lodging industry.

**Objective 1** Students will understand the various aspects of the lodging industry.

1. Classify hotels according to their types.
  1. Guest (business and leisure)
  2. Price (budget/economy, mid price, upscale/luxury)
  3. Location (airport, freeway, downtown, conference center)
  4. Style (suite, extended stay, bed and breakfast, spa, timeshare, retreat)
  5. Vacation Rentals (AirBNB, VRBO)
2. List and discuss the various hotel amenities, a desirable or useful feature, that influences the consumers' decision.
  1. Pool, gym, breakfast, WiFi, and parking

**Objective 2**

1. Define and discuss yield management: setting different prices for goods and services in an effort to maximize revenue when a limited capacity is a factor
2. Discuss the concept of supply and demand and how it relates to yield management
3. Identify the different types of room rates (rack, AARP/AAA, government/state)
4. Identify variables that affect room rates.
  1. Dates/days
  2. Occupancy rates
  3. Room types
  4. Room location (View from)

**Objective 3** Students will be able to identify basic hotel operations.

1. Explain front-of-the-house (front desk, auditor, bellhop, concierge) and back-of-the-house (reservations, management, housekeeping, human resources, marketing).

**Objective 4** Define staycation: a vacation spent at home or nearby

**Standard 2 Performance Evaluation included below (Optional)**

**Standard 3**

Transportation - Students will develop an understanding of the different types of transportation used in international and domestic tourism.

**Objective 1** Students will understand the importance of aviation to the hospitality and tourism industry.

1. Discuss how the hub and spoke system works.
2. Describe airline boarding procedures and security methods.
3. Discuss the current trends and current events in the aviation industry.
4. Identify the career opportunities and necessary training required to work in the airline industry.
  1. Flight attendant schools
  2. Pilot programs
  3. Ground crew
  4. Reservation and Gate agents
  5. TSA and Security
  6. Air Traffic Control
  7. Sky Cap

**Objective 2** Students will develop an understanding of the difference between domestic and international travel.

1. Passports a official document issued by a government, certifying the holder's identity and citizenship and entitling them to travel under its protection to and from foreign countries.
2. Visas an endorsement on a passport indicating that the holder is allowed to enter, leave, or stay for a specified period of time in a country.
3. Understand the concept of the 24-hour clock, time zones, and the International date line.
4. Be able to convert money using current exchange rates is a rate at which one currency will be exchanged for another currency.

**Objective 3** Students will understand the importance of ground transportation.

List the various types of ground transportation that exist.

1. Explain rental car policies and procedures.
2. The importance of public transportation and rail and subway systems
  1. Explore major cities use of rail systems and the importance to local economies
3. Discuss shuttle service and charter bus tours.
4. Rideshares and taxi services opportunities for careers or supplemental income.
5. Identify the career opportunities and necessary training required to work in the ground transportation industry.

**Objective 4** Students will demonstrate knowledge of the cruise industry

1. Define embarkation, debarkation, and port-of-call.
  1. Embarkation is the process of loading a passenger ship or an airplane with passengers
  2. Debarkation the process of unloading a ship or airplane of passengers
  3. Port-of-call a place where a ship stops on a voyage

Explore different cruising areas around the world.

1. Research activities available both on and off the ship.
  1. Explain shore excursions.

Discuss ship layouts and cabin rates, gratuity and amenities.

1. Cabin location.
2. Cabin view
3. Cabin size

Identify the career opportunities and necessary training required to work in the cruise industry.

1. Presales and booking
2. Entertainment and Activity Director
3. Food and beverage
4. Hotel division
5. Marine division
6. Medical & Morgue

### Standard 3 Performance Evaluation included below (Optional)

## Standard 4

Food and Beverage - Students will develop an understanding of the different aspects of the restaurant industry.

**Objective 1** Students will understand the key terms and functions of a restaurant business.

1. Define a restaurant a place where meals are prepared and served to paying customers:
2. Understand the difference between an eating market, biological needs are met, and dining markets, social needs are met.
3. Describe the three types of restaurants:
  1. Quick-service, fast food, offering fast, basic services, convenience, and a consistent quality at a low price (Taco Bell, Pizza Hut)
  2. Full-service, a customer sits at a table, gives an order, and is served (IHOP, Olive Garden)
  3. Casual dining, speed of service and efficiency is more important than a gourmet experience (Chipotle, Cafe Rio)

**Objective 2** Students will understand the types of restaurant, including non-traditional food and beverage sectors.

1. Food trucks, buffets, pop-up restaurants, to-go foodservice, catering as the provision of food and drink at a social event or other gathering, typically as a professional service. , bars and taverns, ghost kitchens as a delivery-only restaurant, single-item as a, and concession restaurants

**Objective 3** Students will understand the considerations of opening and operating restaurants.

1. Competition, decor, pricing, food, beverages, location, target market, and menu
2. Explore trends in consumer behavior and the elements that influence them
  1. Reviews
  2. Ease of ordering
  3. Word-of-Mouth
  4. Location
  5. Payment Methods
3. Employee recruitment, training and retention

**Objective 4** Students will identify different jobs, careers, and opportunities in the restaurants.

1. Front of the house - bartenders, servers, hosts, bussers
2. Back of the house - chefs, line cooks, prep cooks, owner

## Standard 5

Recreation and Entertainment - Students will explore the difference between indoor and outdoor recreation and entertainment.

**Objective 1** Students will identify and describe outdoor recreation businesses.

1. Examples to include: (skiing and snowboarding, rock climbing, river running)
2. Identify and describe indoor recreation businesses (movie theaters, roller skating, axe throwing, indoor climbing gyms, laser tag)
3. Discuss seasonality and consumer motivation for travel in your state.
  1. Extrinsic and Intrinsic
  2. VFR: Visiting Family and Relatives
  3. Conference sites: Business/Leisure travel
  4. Scenery and Recreation

**Objective 2** Students will examine different special events offered throughout their state. (i.e. ski resorts, desert activities, and the economic impact of past and future Olympics or National events.)

**Objective 3** Students will identify and locate National Parks in their state and the recreation opportunities within the parks and surrounding area.

1. Discuss the impact of economic growth that the national parks provide for smaller communities
  1. Jobs
  2. Housing
  3. Restaurants
  4. Recreation opportunities
  5. Community development and infrastructure
2. Explore the career opportunities that are provided in both indoor and outdoor entertainment and recreation. Agencies include the BLM Bureau of Land Management, Forest Service, Park Service, State Parks, State Forest and private agencies. Examples to include:
  1. National Park Rangers
  2. State Park
  3. Tour Guides
  4. River Guides
  5. Fishing & Hunting Guides
  6. Survivalist Guides

**Standard 5 Performance Evaluation included below (Optional)**

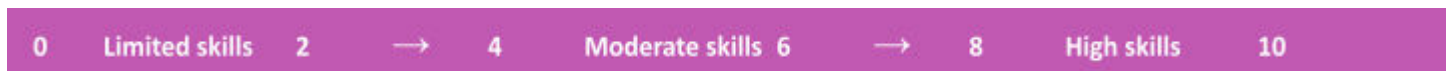
### Hospitality and Tourism

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of 8 or higher on the rating scale. Students may be encouraged to repeat the objectives until they average 8 or higher.

**Student's Name:** \_\_\_\_\_

**Class:** \_\_\_\_\_

## Performance standards rating scale



### Standard 1 – General Understanding

**Score:**

- Research and share cultural differences of countries and compare them to the United States in a visual presentation.
- Research and evaluate a case study to solve an ecotourism problem in the hospitality and tourism industry Example: Starbuck discontinues straws  
Reuse of Linen  
Eating Locally  
Green initiatives in destinations or entertainment venues

### Standard 2 – Lodging

**Score:**

- Explore and create an infographic for 3 different types of hotel accommodations at a local attraction for a potential staycation. Your infographic should include the following
  - Hotel types, Hotel rates, Amenities offered, and your selection for a specific date.
- Perform a mock interview for a specific career in the lodging industry with a focus on communicating your understanding of the industry.

### Standard 3 – Transportation

**Score:**

- Compare and contrast ground transportation and rail service in the United States with that of other countries. Create a presentation that describes the differences between another country and our own.
- Plan a national or international vacation itinerary that includes at least two examples of transportation and links to their chosen options. Other segments of hospitality and tourism should be included.

### Standard 5 – Recreation and Entertainment

**Score:**

- Report on guest speaker or field trip experience from a local expert or after visiting a business in the recreation area.
- Create media or digital advertisements highlighting one of your state's products or your state and National parks as a tourist destination.

## Performance standard average score:

Evaluator Name: \_\_\_\_\_

Evaluator Title: \_\_\_\_\_

Evaluator Signature: \_\_\_\_\_

Date: \_\_\_\_\_