



Hospitality and Tourism Career Cluster Cluster Knowledge and Skill Statements

The following Cluster (Foundation) Knowledge and Skill Chart provides statements that apply to all careers in the Hospitality and Tourism Cluster. Persons preparing for careers in the Hospitality and Tourism Cluster should be able to demonstrate these skills in addition to those found on the Essential Knowledge and Skills Chart. The Pathway Knowledge and Skill Charts are available in separate documents.

Cluster Topic HTC01	ACADEMIC FOUNDATIONS: <i>Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.</i>
HTC01.01	Utilize marketing techniques to sell hospitality and tourism products and services.
HTC01.01.01	Demonstrate knowledge of marketing techniques commonly used in the hospitality and tourism industry to sell a product or service.
<i>sample indicators</i>	Identify the elements of marketing. Compare/contrast different marketing packets. Develop strategies for making a sale.
HTC01.02	Apply information from cultural diversity and geographical studies to develop products and services for the hospitality and tourism industry.
HTC01.02.01	Identify the components of cultural diversity to understand their impact on the hospitality and tourism industry.
<i>sample indicators</i>	Define culture and cultural diversity. Categorize components of culture including religious customs, dietary habits and traditions. Give examples of how culture is relevant to the hospitality and tourism industry. Design a method of increasing multicultural awareness.
HTC01.02.02	Identify the elements of geography that affect hospitality and tourism customer service.
<i>sample indicators</i>	Identify the relevance of geography to hospitality and tourism including natural resources, climate, landforms and time zones. Identify the major countries important to the industry for importing goods. Apply the concepts of weather and climate to hospitality situations.
HTC01.03	Identify effects of the economy on the hospitality and tourism industry to effectively plan products and services.
HTC01.03.01	Summarize how to use the “state of the economy” to plan products and service.
<i>sample indicators</i>	Use exchange rate to exchange foreign funds. Describe how economics applies to the hospitality and tourism industry. Explain the effects that supply and demand has on the hospitality and tourism industry. Document the importance of the hospitality and tourism industry to the U.S. economy. Explain effects of changes in taxation on hospitality & tourism industry.



Hospitality and Tourism Career Cluster Cluster Knowledge and Skill Statements

HTC01.04 Identify the elements of management styles used in various types of hospitality and tourism establishments to gain familiarity with all types of venues.

HTC01.04.01 Identify management styles within a variety of organizational structures.
sample indicators Define industry management terms including yield, yield management, no-show, discount inventory control, overbooking and spoilage.
Compare/contrast management of different organizational structures including independently owned, chain affiliated and corporations in the industry.

**Cluster Topic
HTC02 COMMUNICATIONS: Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information.**

No additional statements in this topic beyond those found in the Essential Knowledge and Skills Chart.

**Cluster Topic
HTC03 PROBLEM-SOLVING AND CRITICAL THINKING: Solve problems using critical thinking skills (analyze, synthesize, and evaluate) independently and in teams. Solve problems using creativity and innovation.**

HTC03.01 Use principles of budgeting and forecasting to maximize profit and growth for hospitality and tourism establishments.

HTC03.01.01 Apply forecasting skills to identify potential cost and profit.
sample indicators Identify information needed to forecast bookings/reservations.
Calculate a no-show percentage.
Calculate a ten-day forecast.

HTC03.01.02 Apply budgeting skills to determine staffing levels for hospitality and tourism organizations.
sample indicators Determine labor hours for each level of booking/reservations.

Determine number of employees to schedule at each level of booking/reservations.
Set staffing schedules to balance labor costs and level of booking/reservations.

HTC03.02 Examine comments and suggestions from the customer service area to formulate improvements in services/products and training of staff.

HTC03.02.01 Use customer comments to guide customer satisfaction policies.
sample indicators Assess the importance of customer satisfaction.
Devise strategies for maximizing customer satisfaction.
Role-play customer dissatisfaction scenarios.

**Cluster Topic
HTC04 INFORMATION TECHNOLOGY APPLICATIONS: Use information technology tools specific to the career cluster to access, manage, integrate, and create information.**

No additional statements in this topic beyond those found in the Essential Knowledge and Skills Chart.



Hospitality and Tourism Career Cluster Cluster Knowledge and Skill Statements

Cluster Topic HTC05	SYSTEMS: <i>Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. Identify how key organizational systems affect organizational performance and the quality of products and services. Understand global context of industries and careers.</i>
HTC05.01	Manage and improve organizational systems used in hospitality and tourism to more effectively serve customers.
HTC05.01.01	Develop and manage plans and budgets to accomplish organizational goals and objectives.
HTC05.01.02	Develop plans to improve organizational performance.
HTC05.02	Identify and compare services and products from related industries to understand how they affect hospitality and tourism products and services.
HTC05.02.01	Describe feasible collaboration with other industries to provide an inclusive product to the customer.
<i>sample indicators</i>	Develop work plans and budgets that utilize people and resources effectively. Develop reports on performance and resource utilization. Modify plans and budgets to meet goals and objectives.
HTC05.02.02	Identify the characteristics of various hospitality and tourism-related organizations or businesses that best use available resources.
<i>sample indicators</i>	Identify and describe most critical performance problems. Identify opportunities for improvement of the system. Use structured problem-solving process to develop systematic improvements.
Cluster Topic HTC06	SAFETY, HEALTH AND ENVIRONMENTAL: <i>Understand the importance of health, safety, and environmental management systems in organizations and their importance to organizational performance and regulatory compliance. Follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.</i>
HTC06.01	Maintain safe and healthful working conditions and environment in order to promote well-being in hospitality and tourism workplaces.
HTC06.01.01	Assess workplace conditions with regard to safety and health.
<i>sample indicators</i>	Identify the types of risk of injury/illness at work. Identify those who are susceptible to risk of injury/illness at work. Describe ways to positively impact occupational safety and health.
HTC06.02	Conduct work tasks in accordance with employee rights and responsibilities and employers' obligations concerning occupational safety and health in order to promote safe and healthful working conditions in hospitality and tourism industries.
HTC06.02.01	State the rationale for rules and laws designed to promote safety and health in the workplace.
<i>sample indicators</i>	Identify key rights of employees related to occupational safety and health.



Hospitality and Tourism Career Cluster Cluster Knowledge and Skill Statements

Identify the responsibilities of employers related to occupational safety and health.
Explain the role of government agencies in providing a safe workplace.

HTC06.03 Assess types and sources of workplace hazards common to hospitality and tourism work settings in order to demonstrate a working understanding of key health and safety concerns.

HTC06.03.01 Demonstrate methods to correct common hazards.
sample indicators Identify and describe common hazards in the workplace.
Identify and describe major sources of information about hazards in the workplace (e.g., MSDS, work procedures, exposure control plans, training materials, labels, and signage).
Identify sources of combustible/flammable materials, fire and emergencies to establish a fire safe environment.
Interpret safety signs and symbols.

HTC06.04 Demonstrate methods to control hazards in the hospitality and tourism industry to maintain a safe environment.

HTC06.04.01 Demonstrate the application of personal and group health and safety practices.
sample indicators Identify procedures necessary for maintaining a safe work area.
Identify methods to correct common hazards.
Identify methods for disposing of hazardous materials.

Demonstrate principals of safe physical movement to avoid slips, trips, and spills.
Inspect and use protective equipment (PPE).

HTC06.04.02 Describe common sources of group health issues in the hospitality and tourism workplace.

HTC06.05 Review safety and sanitation procedures applicable to the work area to ensure a safe and healthy work environment.

HTC06.05.01 Examine overall safety procedures to maintain safe work areas in hospitality and tourism workplaces.

sample indicators Identify electrical and mechanical hazards.
Classify different types of fires and how to contain them.
Identify proper fire evacuation procedures.
Demonstrate the safe use of ladders.
Outline proper response to emergency situations.
Outline basic first aid and CPR procedures.

HTC06.05.02 Identify sanitation procedures that ensure facility is in compliance with health codes.

sample indicators Outline compliance requirements of sanitation and health inspections.
Demonstrate exemplary appearance and hygiene.
Use appropriate safety equipment and clothing.

HTC06.05.03 Practice personal safety while at the work site and on work related assignments to avoid injuries or accidents.

sample indicators Detail proper lifting and carrying procedures.
Demonstrate handling safety with mechanical, environmental, microwave radiation, vehicle, optical laser, radar, high frequency radio, and fiber optics.



Hospitality and Tourism Career Cluster Cluster Knowledge and Skill Statements

Demonstrate safe work habits and procedure related to application of electricity and static discharge.

Demonstrate the appropriate use of safety equipment and procedures, such as lockout/tagout, as required for work activity.

Demonstrate safe use of equipment commonly used in hospitality and tourism.

Adjust working routines to take advantage of ergonomic designs in the workplace.

HTC06.06 Analyze nutrition, stress, and exercise to measure their effect on hospitality and tourism employee performance.

HTC06.06.01 Identify personal lifestyle choices that prepare an individual for a career in the hospitality and tourism industry.

sample indicators

List the effects of exercise on job performance.

Discuss the effects of nutrition and dietary habits on job performance.

Interpret the effect of stress, fatigue and anxiety on job performance.

HTC06.07 Analyze the potential effects caused by common chemicals and hazardous materials used in the hospitality and tourism industry in order to prevent health problems that may result from exposure to these elements.

HTC06.07.01 Follow industry standards to comply with safety policies and procedures.

sample indicators

Apply Hazcom and Hazardous Material practices and MSDS Procedures for handling and disposing of chemicals.

Illustrate compliance with OSHA safety regulations and practices.

HTC06.08 Recognize potential, real and perceived hazards and emergency situations to implement appropriate safety and security measures.

HTC06.08.01 Outline safety and security issues for individuals and groups to minimize risks.

sample indicators

Create a solution to guests/customer exposure to a health hazard.

Identify ways to manage guests/customers facing a threat.

Identify ways to prevent common safety hazards.

Develop and role play mock emergency situations.

HTC06.08.02 Identify resources to utilize in various emergency situations for self, co-workers, and customers/guests.

sample indicators

Detail steps to use in medical emergencies.

List resources for assistance with environmental issues.

Name the resources for assistance in crimes or accidents.

Detail how to access help in a terrorist situation.

HTC06.08.03 Create response plans to cope with hazards and emergency situations applicable to the hospitality and tourism industries.

HTC06.09 Implement security measures to protect the guests/customers and staff and to limit the business's liability.

HTC06.09.01 Develop security measures to increase safety.

sample indicators

Describe how locking systems protect guests/customers.

Design a security system using surveillance cameras.

Design a security system using security personnel.



Hospitality and Tourism Career Cluster Cluster Knowledge and Skill Statements

Detail ways to use lighting to increase security.

Cluster Topic HTC07	LEADERSHIP AND TEAMWORK: <i>Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.</i>
HTC07.01	Resolve conflicts to satisfy hospitality and tourism staff, guests/customers and others.
HTC07.01.01	Use conflict management skills to facilitate solutions.
<i>sample indicators</i>	Identify sources of conflict. Include stakeholders in a problem-solving session. Agree on an implement steps to resolve conflict. Follow up on results of implementation.
Cluster Topic HTC08	ETHICS AND LEGAL RESPONSIBILITIES: <i>Know and understand the importance of professional ethics and legal responsibilities.</i>
HTC08.01	Review ethical and legal responsibilities of hospitality and tourism businesses to understand their implications on guest/customer and employee conduct.
HTC08.01.01	Demonstrate application of legal policies to comply with laws regarding hiring, harassment, and safety issues.
<i>sample indicators</i>	Define legal and ethical responsibilities for safety procedures. Identify how harassment and stereotyping can create an unhealthy work environment. Demonstrate understanding of legal interviewing processes. Interpret workman's compensation requirements and forms. Maintain and understand standards of confidentiality.
HTC08.01.02	Define ethical and legal guidelines relating to job performance.
<i>sample indicators</i>	Identify ethical and legal situations which occur in the workplace. Develop responses to situations based on legal responsibilities and employer policies. Develop responses to situations based on ethical considerations.
HTC08.02	Examine professional and workplace ethics and legal responsibilities to develop guidelines for conduct in hospitality and tourism industries.
HTC08.02.01	Demonstrate awareness of the responsibilities of different positions within the hospitality and tourism organization.
<i>sample indicators</i>	Explain legal responsibilities of employees to comply with government laws and regulations including responsible liability. Explain the major laws and regulations that define responsibilities for commercial, consumer, health, safety, environmental, and employment laws and regulations.
HTC08.03	Identify ethical issues and concerns in the hospitality and tourism career field to aid in making career choices.
HTC08.03.01	Describe observed ethical behavior in the workplace and the integral role these behaviors play in business.
<i>sample indicators</i>	Describe situations where ethical concerns can change the workplace.



Hospitality and Tourism Career Cluster Cluster Knowledge and Skill Statements

Identify problems that may arise if the workforce does not conduct itself ethically.

Identify regulations that must be followed on a continuous basis in a given career area.

List ethical liability issues that are specific to hospitality and tourism.

Cluster Topic HTC09	EMPLOYABILITY AND CAREER DEVELOPMENT: <i>Know and understand the importance of employability skills. Explore, plan, and effectively manage career. Know and understand the importance of entrepreneurship skills.</i>
HTC09.01	Explain written organizational policies, rules, and procedures to ensure hospitality and tourism employees effectively perform their jobs.
HTC09.01.01 <i>sample indicators</i>	Locate appropriate information on organizational policies in handbooks and manuals. Identify the contents of various organizational publications. Select the appropriate document(s) as reference for the situation.
HTC09.01.02 <i>sample indicators</i>	Identify and discuss the influence of specific organizational policies and rules on a specific work situation. Locate and identify specific organizational policy, rule or procedure to assist with a given situation. Explain specific organizational policy, rule or procedure to improve a given situation.
HTC09.02	Identify career opportunities in one or more hospitality and tourism career pathways to broaden awareness of careers available within the career cluster.
HTC09.02.01 <i>sample indicators</i>	Research career opportunities based upon their fit with personal career goals in the hospitality and tourism industries. Locate and interpret career information for at least one career cluster. Identify job requirements for career pathways.
HTC09.02.02 <i>sample indicators</i>	Identify educational and credentialing requirements for career cluster and pathways. Match personal interests and aptitudes to careers in the hospitality and tourism industry when researching opportunities within the pathways. Identify personal interests and aptitudes. Identify job requirements and characteristics of selected careers. Compare personal interests and aptitudes with job requirements and characteristics of career selected. Modify career goals based on results of personal interests and aptitudes with career requirements and characteristics.
HTC09.02.03	Examine entry-level, skilled level, and supervisory positions and the qualifications and skills needed for different levels of hospitality and tourism employment.
HTC09.02.04	Develop a career plan for advancement in hospitality and tourism careers.
HTC09.03	Review independently owned and chain-affiliated facilities in hospitality and tourism to compare and illustrate the advantages and disadvantages of working in each venue.



Hospitality and Tourism Career Cluster Cluster Knowledge and Skill Statements

HTC09.03.01 Distinguish how an independently owned facility differs from other hospitality and tourism facilities.

sample indicators List advantages and disadvantages of working for an independently owned facility.
List the advantages and disadvantages of working for a chain-affiliated facility.
Conclude which type provides the best working environment to suit personal characteristics and values.

HTC09.04 **Understand advancement procedures and the promotional work ladder within the hospitality and tourism industry to plan career objectives.**

HTC09.04.01 Evaluate personal skills that may determine individual potential for growth within the hospitality and tourism industry.

sample indicators Comprehend the career ladder for each industry.
Identify the head of each department and their responsibilities.

HTC09.04.02 Explain what projects need to be accomplished or skills acquired to achieve a promotion.

sample indicators Gather information on the skills of higher-level positions.

Identify the process of applying for promotional positions and the person(s) to contact.
Write a career pathway plan.

HTC09.05 **Understand roles within teams, work units, departments, organizations, inter-organizational systems and the larger environment to identify how they affect the quality of the product or service the hospitality and tourism industry offers.**

HTC09.05.01 Trace the development of the hospitality and tourism industry to understand the overall structure.

sample indicators Identify early stages of the hospitality and tourism industry.
Outline the growth of the hospitality industry.
Discuss current trends in society and how they affect hospitality and tourism.
Draw conclusions on the impact of the future economic, technological and social changes in the hospitality and tourism industry.

HTC09.05.02 Use organizational charts to analyze workplace operations.

sample indicators Learn the functions of the department or unit within the larger organization.

Integrate the functions of other departments or units to serve the guest/customer.

Cluster Topic HTC10

TECHNICAL SKILLS: *Use the technical knowledge and skills required to pursue the targeted careers for all pathways in the career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.*

HTC10.01 **Utilize recognized customer service skills needed to be successful in the hospitality and tourism industry.**

HTC10.01.01 Apply customer service skills to ensure guest satisfaction.

sample indicators Define customer service.
Evaluate customer service scenarios.
Determine appropriate customer service solutions.



Hospitality and Tourism Career Cluster Cluster Knowledge and Skill Statements

Describe how customer service affects a company's "bottom line."

HTC10.02

Utilize different types of payment options to facilitate customer payments for services.

HTC10.02.01

Process different types of payments to accommodate the guest/customer.

sample indicators

Accept cash payments.

Make a credit card transaction.

Settle a direct bill account.

Combine payment methods to serve guests/customers.