

North Carolina CTE

Hospitality and Tourism Management I (2024)

Understand the structure of the hospitality and tourism industry. 1.00

1 Understand the various hospitality and tourism industry sectors and segmentation of guests. 1.01

A Describe the origins of the hospitality and tourism industry and explain how it has changed over time. 1.01.A

1 Development of lodging and transportation. 1.01.A.1

2 Technological advancements. 1.01.A.2

B Describe the size and scope of the hospitality and tourism industry as a major employer. 1.01.B

C Describe how market segmentation of guests is used for hospitality and tourism destinations. 1.01.C

1 Demographic 1.01.C.1

2 Psychographic 1.01.C.2

3 Geographic 1.01.C.3

4 Behavioral 1.01.C.4

5 Social, Military, Educational, Religious, and Fraternal (SMERF) 1.01.C.5

6 Meetings, Incentives, Conferences, and Exhibitions (MICE) 1.01.C.6

D Categorize the sectors of the hospitality and tourism industry and the types of businesses operating in each sector. 1.01.D

1 Accommodations. 1.01.D.1

a Bed and breakfasts 1.01.D.1.A

b Campsites 1.01.D.1.B

c Hostels 1.01.D.1.C

d Hotels 1.01.D.1.D

e Motels 1.01.D.1.E

2 Food and beverage. 1.01.D.2

a Cafeterias. 1.01.D.2.A

b Catering services 1.01.D.2.B

c Fast food 1.01.D.2.C

d Food trucks 1.01.D.2.D

e Restaurants 1.01.D.2.E

f Snack bars 1.01.D.2.F

3 Transportation 1.01.D.3

a Airplanes 1.01.D.3.A

b Buses 1.01.D.3.B

c Ferries 1.01.D.3.C

d Rental Cars 1.01.D.3.D

- e Rideshare 1.01.D.3.E
 - f Trains 1.01.D.3.F
 - 4 Attractions 1.01.D.4
 - a Museums 1.01.D.4.A
 - b Performing arts centers 1.01.D.4.B
 - c Recreational nature areas 1.01.D.4.C
 - d Sports arenas 1.01.D.4.D
 - e Theme parks 1.01.D.4.E
- E Identify different ownership types within the hospitality and tourism industry. 1.01.E
 - 1 Independent business 1.01.E.1
 - 2 Chain 1.01.E.2
 - 3 Franchise 1.01.E.3
 - 4 Managed business 1.01.E.4

2 Understand the components of the lodging industry. 1.02

A Summarize the classifications of lodging properties. 1.02.A

- 1 Type of service. 1.02.A.1
 - a Full service 1.02.A.1.A
 - b Select service 1.02.A.1.B
 - c Limited service 1.02.A.1.C
 - d Luxury 1.02.A.1.D
 - e Boutique 1.02.A.1.E
 - f Resort 1.02.A.1.F
 - g Extended stay/residential 1.02.A.1.G
 - h Convention 1.02.A.1.H
 - i Timeshare 1.02.A.1.I
- 2 Specialty accommodations. 1.02.A.2
 - a Cruise ship 1.02.A.2.A
 - b Sharing economy 1.02.A.2.B
 - c Campground 1.02.A.2.C
- 3 Location 1.02.A.3
 - a Urban 1.02.A.3.A
 - b Suburban 1.02.A.3.B
 - c Highway 1.02.A.3.C
 - d Airport 1.02.A.3.D
- 4 Market segments 1.02.A.4
 - a Business 1.02.A.4.A
 - b Leisure 1.02.A.4.B
 - c Group/convention 1.02.A.4.C
- 5 Ownership 1.02.A.5
 - a Owner 1.02.A.5.A
 - b Independent 1.02.A.5.B
 - c Franchise 1.02.A.5.C
 - d Management Company 1.02.A.5.D

B Explain the rating systems used for lodging properties. 1.02.B

- 1 Industry ratings 1.02.B.1
 - a Diamond ratings from the American Automobile Association (AAA) 1.02.B.1.A
 - b Stay ratings 1.02.B.1.B

- c HotelStars union 1.02.B.1.C
 - 2 Guest experience ratings 1.02.B.2
 - a Guest survey 1.02.B.2.A
 - b User-generated content/online reviews 1.02.B.2.B
- C Outline the responsibilities of key departments in a lodging property. 1.02.C
 - 1 Rooms Division 1.02.C.1
 - a Front office 1.02.C.1.A
 - b Housekeeping 1.02.C.1.B
 - 2 Food and beverage 1.02.C.2
 - 3 Engineering/Security 1.02.C.3
 - 4 Sales and marketing 1.02.C.4
 - 5 Human resources 1.02.C.5
 - 6 Finance/accounting 1.02.C.6
 - 7 Other divisions 1.02.C.7
 - a IT 1.02.C.7.A
 - b Recreation 1.02.C.7.B
 - c Gaming/entertainment 1.02.C.7.C
 - d Spa 1.02.C.7.D
 - e Retail outlets 1.02.C.7.E
 - f Third-party vendors 1.02.C.7.F
 - 8 Support staff 1.02.C.8

3 Understand the food and beverage industry. 1.03

A Distinguish between the different segments of foodservice. 1.03.A

1 Commercial. 1.03.A.1

- a Full-service 1.03.A.1.A
- b Quick-service 1.03.A.1.B
- c Catering 1.03.A.1.C
- d Food delivery 1.03.A.1.D
- e Concession 1.03.A.1.E

2 Non-commercial 1.03.A.2

- a Schools 1.03.A.2.A
- b Healthcare facilities 1.03.A.2.B
- c Private employers 1.03.A.2.C
- d Government 1.03.A.2.D

B Outline department organization in the food and beverage industry. 1.03.B

1 Front of the house 1.03.B.1

- a Employees 1.03.B.1.A
- b Responsibilities 1.03.B.1.B

2 Back of the house 1.03.B.2

- a Employees 1.03.B.2.A
- b Responsibilities 1.03.B.2.B

3 Communication between departments 1.03.B.3

4 Staff retention 1.03.B.4

C Identify the main styles of table service and how they are executed. 1.03.C

1 Service styles 1.03.C.1

- a Plated service 1.03.C.1.A
- b American service 1.03.C.1.B
- c French service 1.03.C.1.C
- d English service 1.03.C.1.D
- e Russian service 1.03.C.1.E
- f Buffet service 1.03.C.1.F
- g Cafeteria service 1.03.C.1.G
- h Drive-through service 1.03.C.1.H
- i Over-the-counter service 1.03.C.1.I

2 Ghost kitchens 1.03.C.2

D List the steps in menu planning and design. 1.03.D

1 Menu types 1.03.D.1

a Fixed 1.03.D.1.A

b Cyclical 1.03.D.1.B

c À la carte 1.03.D.1.C

d Prix Fixe 1.03.D.1.D

2 Parts of a menu 1.03.D.2

3 Steps in menu planning 1.03.D.3

4 Menu design 1.03.D.4

5 Evaluation 1.03.D.5

6 Standardized recipes 1.03.D.6

E Explain how food and beverage operations are incorporating healthier food options. 1.03.E

1 Nutrition 1.03.E.1

2 Healthy menu options 1.03.E.2

3 Dietary restrictions 1.03.E.3

4 Balance healthier options and cost 1.03.E.4

4 Understand the elements of travel and tourism. 1.04

A Compare different modes of travel. 1.04.A

- 1 Air travel 1.04.A.1
- 2 Train travel 1.04.A.2
- 3 Bus travel 1.04.A.3
- 4 Car travel 1.04.A.4
- 5 Water travel/Cruises 1.04.A.5
 - a Ocean 1.04.A.5.A
 - b River 1.04.A.5.B
 - c Adventure 1.04.A.5.C
 - d Luxury 1.04.A.5.D
 - e Amenities 1.04.A.5.E

6 Miscellaneous types of transportation 1.04.A.6

- a Ride-sharing services 1.04.A.6.A
- b Trolley ride 1.04.A.6.B
- c Horse-drawn carriage 1.04.A.6.C
- d Pedicab/rickshaw 1.04.A.6.D
- e Gondola 1.04.A.6.E

B Categorize travel administration and documentation. 1.04.B

1 Airport regulatory agencies 1.04.B.1

- a Transportation Security Administration (TSA) 1.04.B.1.A
- b Federal Aviation Administration (FAA) 1.04.B.1.B
- c International Airport Transportation Association (IATA) 1.04.B.1.C

2 Travel Documentation 1.04.B.2

- a REAL ID 1.04.B.2.A
- b Passport Book 1.04.B.2.B
- c Passport card 1.04.B.2.C
- d Visa 1.04.B.2.D

C Describe the different methods for booking travel. 1.04.C

- 1 Online book websites 1.04.C.1
- 2 Travel agencies 1.04.C.2

D Summarize the different reasons why people travel. 1.04.D

- 1 Business tourism 1.04.D.1
- 2 Leisure tourism 1.04.D.2

- E Classify tourism based on where people travel. 1.04.E
 - 1 Domestic tourism 1.04.E.1
 - 2 International tourism 1.04.E.2
 - 3 Niche tourism 1.04.E.3
 - a Agritourism 1.04.E.3.A
 - b Heritage tourism 1.04.E.3.B
 - c Ecotourism 1.04.E.3.C
 - d Sustainable tourism 1.04.E.3.D
 - e Dark Tourism 1.04.E.3.E
 - 4 Destination marketing increasing travel to a destination 1.04.E.4
- F Explain how geography, seasonality, culture, and politics affect travel and tourism. 1.04.F
 - 1 Political considerations 1.04.F.1
 - 2 Environmental considerations 1.04.F.2
 - 3 Social/cultural considerations 1.04.F.3
 - 4 Technological considerations 1.04.F.4
 - 5 Economic considerations 1.04.F.5
 - 6 Legal considerations 1.04.F.6
- G Identify personal factors that might influence a traveler to select a travel destination. 1.04.G
 - 1 Personal motivation 1.04.G.1
 - 2 Logistical motivation 1.04.G.2

5 Understand the facets of attractions and event management. 1.05

A Explain how the attractions sector intersects with the hospitality and tourism industry. 1.05.A

1 Impact on tourism. 1.05.A.1

- a Increased need for hospitality sectors. 1.05.A.1.A
- b Increases employment 1.05.A.1.B
- c Increase taxes 1.05.A.1.C
- d Destination marketing organizations (DMO) 1.05.A.1.D

2 Types of attractions 1.05.A.2

- a Commercially-produced 1.05.A.2.A
 - 1 Amusement parks 1.05.A.2.A.1
 - 2 Theme parks 1.05.A.2.A.2
- b Natural attractions 1.05.A.2.B
- c Cultural attractions 1.05.A.2.C
- d Events 1.05.A.2.D

3 Importance of infrastructure 1.05.A.3

B Distinguish between types of entertainment available to travelers. 1.05.B

1 Resorts 1.05.B.1

2 Clubs 1.05.B.2

- a Country 1.05.B.2.A
- b Dining 1.05.B.2.B
- c Yacht 1.05.B.2.C
- d City 1.05.B.2.D

3 Gaming 1.05.B.3

- a Land-based 1.05.B.3.A
- b Riverboat 1.05.B.3.B
- c Specialty 1.05.B.3.C

C Compare different types of meetings, conventions, and events. 1.05.C

1 General Events 1.05.C.1

- a Conventions 1.05.C.1.A
- b Concerts 1.05.C.1.B
- c Festivals 1.05.C.1.C
- d Sporting events 1.05.C.1.D
- e Wellness events 1.05.C.1.E
- f Regional events 1.05.C.1.F

Understand safety and security challenges and safe food handling practices. 2.00

1 Understand safety and security processes for employees and guests. 2.01

- A Summarize the legal rights and responsibilities of guests and the lodging property. 2.01.A
 - 1 Innkeeper laws 2.01.A.1
 - 2 Legal considerations 2.01.A.2
 - a Reasonable care 2.01.A.2.A
 - b Negligence 2.01.A.2.B
 - c Liability 2.01.A.2.C
 - d Protecting guest's privacy 2.01.A.2.D
- B Outline the organization of a security department. 2.01.B
 - 1 Director of Security/Security manager 2.01.B.1
 - 2 Security supervisor 2.01.B.2
 - 3 Security officer 2.01.B.3
 - 4 Role of all employees in security 2.01.B.4
- C Identify safety and security challenges. 2.01.C
 - 1 Human trafficking 2.01.C.1
 - 2 Common Hazards and threats 2.01.C.2
 - a Biological 2.01.C.2.A
 - 1 Covid-19 2.01.C.2.A.1
 - 2 Bloodborne pathogens 2.01.C.2.A.2
 - b Chemical 2.01.C.2.B
 - 1 Chemical spill 2.01.C.2.B.1
 - 2 Gas leak 2.01.C.2.B.2
 - c Physical 2.01.C.2.C
 - 1 Power outages 2.01.C.2.C.1
 - 2 Noise pollution 2.01.C.2.C.2
 - d Natural 2.01.C.2.D
 - 1 Weather 2.01.C.2.D.1
 - 2 Wildfires 2.01.C.2.D.2
 - e Human 2.01.C.2.E
 - 1 Theft 2.01.C.2.E.1
 - 2 Disputes/violence 2.01.C.2.E.2
 - 3 Capacity limits 2.01.C.3
 - 4 Regulations and security issues 2.01.C.4
 - 5 Loss prevention 2.01.C.5

2 Understand solutions for safety and security challenges. 2.02

A Describe solutions for safety and security challenges. 2.02.A

1 Risk management 2.02.A.1

a Preventing slips, trips, and falls 2.02.A.1.A

b Fire hazards 2.02.A.1.B

1 Fires and fire extinguishers 2.02.A.1.B.1

2 Avoiding burns 2.02.A.1.B.2

c Lifting and carrying safely 2.02.A.1.C

d Safety Audit 2.02.A.1.D

2 Loss prevention 2.02.A.2

a Key control 2.02.A.2.A

b Surveillance 2.02.A.2.B

3 Infrastructure needs 2.02.A.3

4 Emergency preparedness 2.02.A.4

a Emergency preparedness cycle 2.02.A.4.A

b Emergency response plan 2.02.A.4.B

B Interpret different methods hospitality and tourism industries use to protect employees and guests. 2.02.B

1 Workplace safety 2.02.B.1

a Occupational Safety and Health Administration (OSHA) regulations 2.02.B.1.A

b Hazard Communication Standard (HCS) 2.02.B.1.B

c Safety data sheets 2.02.B.1.C

d Personal protective equipment 2.02.B.1.D

2 Guest safety 2.02.B.2

a Key control 2.02.B.2.A

b Technology 2.02.B.2.B

c Emergency preparedness plans 2.02.B.2.C

C Summarize the functions of national and local government safety and security organizations. 2.02.C

1 Fire department 2.02.C.1

2 Police department 2.02.C.2

3 Department of Health and Human Services (DHHS) 2.02.C.3

4 Department of Transportation (DOT) 2.02.C.4

5 Department of Homeland Security (DHS) 2.02.C.5

3 Recognize practices to promote safe food handling. 2.03

A Describe the impacts of foodborne illness. 2.03.A

1 Criteria for a foodborne illness outbreak 2.03.A.1

2 Vulnerable populations 2.03.A.2

a Elderly people 2.03.A.2.A

b Preschool-aged children 2.03.A.2.B

c People with compromised immune systems 2.03.A.2.C

3 Costs of foodborne illness 2.03.A.3

4 Food and Drug Administration (FDA) Food Code implementation. 2.03.A.4

B Identify the most common sources of foodborne illness. 2.03.B

1 Risk factors for food becoming unsafe 2.03.B.1

2 Hazards 2.03.B.2

a Biological contamination 2.03.B.2.A

1 Factors needed for bacteria to grow- Food, Acidity, Temperature, Time, Oxygen, Moisture (FATTOM) 2.03.B.2.A.1

2 Temperature danger zone (TDZ) 2.03.B.2.A.2

b Chemical contamination 2.03.B.2.B

c Physical contamination 2.03.B.2.C

C Identify how to prevent food handlers from contaminating food. 2.03.C

Food handlers' responsibilities 2.03.C.A

a Food handlers' responsibilities 2.03.C.A

Personal cleanliness and work attire 2.03.C.A.1

1 Personal cleanliness and work attire 2.03.C.A.1

Steps of proper handwashing 2.03.C.A.2

2 Steps of proper handwashing 2.03.C.A.2

Glove use 2.03.C.A.3

3 Glove use 2.03.C.A.3

Time and temperature control 2.03.C.B

b Time and temperature control 2.03.C.B

Methods for safe food thawing 2.03.C.C

c Methods for safe food thawing 2.03.C.C

Cooking temperatures and times for different

d Cooking temperatures and times for different food products 2.03.C.D

food products 2.03.C.D

Cooling methods 2.03.C.E

e Cooling methods 2.03.C.E

Hot and cold holding methods to prepare food for holding. 2.03.C.F

f Hot and cold holding methods to prepare food for holding. 2.03.C.F

Guidelines for foodservice workers to properly serve food. 2.03.C.G

g Guidelines for foodservice workers to properly serve food. 2.03.C.G

Cleaning vs. sanitizing 2.03.C.H

h Cleaning vs. sanitizing 2.03.C.H

Understand careers, CTSOs, employability, and technical skills in the hospitality and Tourism Management industry. 3.00

1 Understand career and CTSO opportunities in the Hospitality and Tourism Management pathway. 3.01

A Understand career opportunities Hospitality and Tourism Management pathway. 3.01.A

- 1 Career research 3.01.A.1
- 2 High-wage, high-demand careers in pathway 3.01.A.2
 - a Local 3.01.A.2.A
 - b State 3.01.A.2.B
 - c National 3.01.A.2.C

B Understand opportunities in DECA. 3.01.B

- 1 Skill development 3.01.B.1
- 2 Leadership 3.01.B.2
- 3 Service Learning 3.01.B.3
- 4 Competitive and professional development experiences 3.01.B.4

C Understand opportunities in Family Career and Community Leaders of America (FCCLA) 3.01.C

- 1 Skill development 3.01.C.1
- 2 Leadership 3.01.C.2
- 3 Service Learning 3.01.C.3
- 4 Competitive and professional development experiences 3.01.C.4

D Understand opportunities in Future Business Leaders of America (FBLA) 3.01.D

- 1 Skill development 3.01.D.1
- 2 Leadership 3.01.D.2
- 3 Service Learning 3.01.D.3
- 4 Competitive and professional development experiences 3.01.D.4

2 Apply durable employability skills needed in the hospitality and tourism industry. 3.02

A Explain the durable employability skills needed to be a successful hospitality and tourism employee. 3.02.A

1 Adaptability 3.02.A.1

2 Collaboration 3.02.A.2

a Leadership 3.02.A.2.A

b Teamwork 3.02.A.2.B

3 Communication 3.02.A.3

a Verbal and nonverbal 3.02.A.3.A

b Communication methods 3.02.A.3.B

c Active listening 3.02.A.3.C

d Feedback 3.02.A.3.D

4 Critical thinking 3.02.A.4

a Problem-solving skills 3.02.A.4.A

1 Identify the problem. 3.02.A.4.A.1

2 Generate potential solutions. 3.02.A.4.A.2

3 Weigh the pros and cons of each solution. 3.02.A.4.A.3

4 Implement the best solution. 3.02.A.4.A.4

5 Evaluate the outcome. 3.02.A.4.A.5

b Conflict resolution 3.02.A.4.B

c Feedback 3.02.A.4.C

5 Empathy 3.02.A.5

a Nonverbal signals 3.02.A.5.A

b Customer satisfaction 3.02.A.5.B

c Employee morale 3.02.A.5.C

d Diversity and inclusion 3.02.A.5.D

1 Avoiding stereotypes and biases 3.02.A.5.D.1

2 Developing cultural competence 3.02.A.5.D.2

3 Welcoming guests with disabilities 3.02.A.5.D.3

4 Preventing harassment 3.02.A.5.D.4

5 Working with people from different generations 3.02.A.5.D.5

6 Learners' mindset 3.02.A.6

a Keeping up with changes in the industry 3.02.A.6.A

b Life-long learner 3.02.A.6.B

- 7 Personal responsibility 3.02.A.7
 - a Decision-making 3.02.A.7.A
 - b Health and wellness 3.02.A.7.B
 - c Accountability 3.02.A.7.C
- B Explain the professional expectations of employees in the hospitality and tourism environment. 3.02.B
 - 1 Workplace etiquette 3.02.B.1
 - a Meeting behaviors 3.02.B.1.A
 - b Phone behaviors 3.02.B.1.B
 - c Email behaviors 3.02.B.1.C
 - 2 Stress management 3.02.B.2
 - 3 Time management 3.02.B.3
 - a Planning 3.02.B.3.A
 - b Goal setting 3.02.B.3.B
 - c Setting priorities 3.02.B.3.C
 - d Delegating 3.02.B.3.D

3 Understand technical skills needed in the hospitality and tourism industry. 3.03

A Show technical skills needed for employees in the hospitality and tourism industry. 3.03.A

1 Academic skills 3.03.A.1

a Math 3.03.A.1.A

b Language 3.03.A.1.B

c Analytics 3.03.A.1.C

2 Computer skills 3.03.A.2

a Using computer basics 3.03.A.2.A

1 Information systems 3.03.A.2.A.1

2 Communication devices 3.03.A.2.A.2

b Using software 3.03.A.2.B

1 Word processing 3.03.A.2.B.1

2 Spreadsheets 3.03.A.2.B.2

3 Presentation 3.03.A.2.B.3

4 Database 3.03.A.2.B.4

5 Electronic file storage 3.03.A.2.B.5

c Using internet and email 3.03.A.2.C

1 Calendar management 3.03.A.2.C.1

2 Contact management 3.03.A.2.C.2

3 Social media 3.03.A.2.C.3

d Providing security 3.03.A.2.D

1 Privacy solutions 3.03.A.2.D.1

2 Security guidelines 3.03.A.2.D.2

3 Abuses of information 3.03.A.2.D.3

4 Suspicious threats 3.03.A.2.D.4

5 Passwords 3.03.A.2.D.5

6 Secure websites 3.03.A.2.D.6

B Explain certificates and degrees for hospitality and tourism management. 3.03.B

1 Training 3.03.B.1

a Hotel management 3.03.B.1.A

b Meeting and event management 3.03.B.1.B

c Hospitality administration and management 3.03.B.1.C

d Business administration and management 3.03.B.1.D

2 Industry certifications 3.03.B.2

- a American Hotel and Lodging Education Institute (AHLEI) Certified Guest Service Professional 3.03.B.2.A
 - b American Hotel and Lodging Education Institute (AHLEI) Certified hotel Administrator 3.03.B.2.B
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Understand concepts of exceptional guest services. 4.00

1 Understand how customer service impacts the guest experience. 4.01

A Summarize guests' needs and wants to meet and exceed their expectations. 4.01.A

1 Maslow's hierarchy of needs 4.01.A.1

- a Physiological 4.01.A.1.A
- b Safety 4.01.A.1.B
- c Love and belonging 4.01.A.1.C
- d Esteem 4.01.A.1.D
- e Self-actualization 4.01.A.1.E

2 Identifying guests needs 4.01.A.2

- a Primary research 4.01.A.2.A
- b Secondary research 4.01.A.2.B

3 Emotional intelligence 4.01.A.3

- a Self-awareness 4.01.A.3.A
- b Self-regulation 4.01.A.3.B
- c Social skills 4.01.A.3.C
- d Empathy 4.01.A.3.D
- e Motivation 4.01.A.3.E

B Interpret the needs and wants of guests throughout the guest experience cycle and the importance of satisfying and exceeding their expectations. 4.01.B

1 The guest experience cycle 4.01.B.1

- a Pre-arrival 4.01.B.1.A
- b Arrival 4.01.B.1.B
- c Occupancy 4.01.B.1.C
- d Departure 4.01.B.1.D
- e Post-departure 4.01.B.1.E
- f Recovery 4.01.B.1.F

2 Satisfying guests needs 4.01.B.2

- a Moments of truth 4.01.B.2.A
- b Quality guest service 4.01.B.2.B
- c Cost of error 4.01.B.2.C
- d Delivering exceptional service 4.01.B.2.D

2 Understand the employee role and impact on reputation management. 4.02

- A Explain how employee empowerment contribute to the guest experience. 4.02.A
 - 1 Empowerment is the ability for a front of the house employee to make decisions on behalf of the guest, with support from management. 4.02.A.1
 - 2 Service recovery is the process of correcting errors in a guest service experience. 4.02.A.2
 - 3 Service recovery models for resolving guest issues. 4.02.A.3
 - a Hear, Empathize, Apologize, Resolve, Diagnose (HEARD) 4.02.A.3.A
 - b Listen, Empathize, Acknowledge, React, Notify (LEARN) 4.02.A.3.B
 - c Greet, Understand, Empathize, Suggest solve, Track (GUEST) 4.02.A.3.C
- B Discuss reputation management and the tools used to measure guest satisfaction. 4.02.B
 - 1 Measuring guest satisfaction 4.02.B.1
 - 2 Online reviews 4.02.B.2
 - a Influencers 4.02.B.2.A
 - b Guest feedback 4.02.B.2.B
- C Explain the importance of housekeeping employees in the guest experience. 4.02.C
 - 1 Guest relations 4.02.C.1
 - 2 Safety and security 4.02.C.2
 - 3 Green practices 4.02.C.3
- D Demonstrate Certified Guest Service Professional competencies. 4.02.D
 - 1 Recovery 4.02.D.1
 - 2 Personalization 4.02.D.2
 - 3 Knowledge 4.02.D.3
 - 4 Passion 4.02.D.4
 - 5 Commitment 4.02.D.5
 - 6 Inclusion 4.02.D.6
 - 7 Personality 4.02.D.7

3 Understand the use of technology used in customer service. 4.03

A Identify the benefits of technology for hospitality and tourism operations to deliver exceptional guest experience. 4.03.A

- 1 Efficiency 4.03.A.1
- 2 Automation 4.03.A.2
- 3 Customization 4.03.A.3
- 4 Cost reduction 4.03.A.4
- 5 Reservations 4.03.A.5

B Describe types of technology used for customer satisfaction. 4.03.B

- 1 Kiosk check in/out 4.03.B.1
 - 2 Key cards or smart devices 4.03.B.2
 - 3 Online reservation 4.03.B.3
 - 4 Travel updates 4.03.B.4
 - 5 Mobile apps/smart technology 4.03.B.5
 - 6 Customizable interactive maps 4.03.B.6
 - 7 Robots 4.03.B.7
 - 8 Chatbots 4.03.B.8
 - 9 Quick Response (QR) 4.03.B.9
 - 10 Virtual tours 4.03.B.10
 - 11 Virtual queues 4.03.B.11
 - 12 Contactless payments 4.03.B.12
 - 13 Internet of things (IoT) 4.03.B.13
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Understand trends in the hospitality and tourism industry and the economic, environmental, and social impacts. 5.00

1 Understand the economic impact of hospitality and tourism. 5.01

- A Understand factors of production as the resources people use to produce goods and services to build the economy. 5.01.A
 - 1 Land is any natural resource used to produce goods and services. 5.01.A.1
 - 2 Labor is the effort that people contribute to the production of goods and services. 5.01.A.2
 - 3 Capital is the machinery, tools, and buildings humans use to produce goods and services. 5.01.A.3
 - 4 Entrepreneurship is innovators who use land, labor, and capital to develop new goods and serves. 5.01.A.4
- B Understand factors that affect an economy to plan for the future of the hospitality and tourism industry. 5.01.B
 - 1 Supply and demand 5.01.B.1
 - 2 Weather/natural disasters 5.01.B.2
 - 3 Health crises 5.01.B.3
 - 4 Politics 5.01.B.4
 - 5 Current trends 5.01.B.5
 - 6 Exchange rates 5.01.B.6
- C Summarize the economic impact of the business cycle on the hospitality and tourism industry on the local, state, national, and global scale. 5.01.C
 - 1 Expansion 5.01.C.1
 - 2 Peak 5.01.C.2
 - 3 Recovery 5.01.C.3
 - 4 Recession 5.01.C.4
 - 5 Depression 5.01.C.5
 - 6 Trough 5.01.C.6
 - 7 Measurements of an economy to identify business cycles. 5.01.C.7
 - a Real Gross Domestic Product (GDP) 5.01.C.7.A
 - b Productivity 5.01.C.7.B
 - c Inflation rate 5.01.C.7.C
 - d Unemployment rate 5.01.C.7.D
 - e Standard of living 5.01.C.7.E
 - f Discretionary income 5.01.C.7.F
- D Exemplify the impact of hospitality and tourism on the economy. 5.01.D
 - 1 Large scale economic impact is when destinations grow to keep up with the number of new visitors. 5.01.D.1

- 2 Small scale economic is when smaller destinations see an increase in businesses during peak seasons providing employment for local residents and increase local tax base. 5.01.D.2
- 3 Limiting the impact of Overtourism or Undertourism to destinations. 5.01.D.3
- E Understand the tourism multiplier effect and the impact on an economy. 5.01.E
 - 1 Direct impact 5.01.E.1
 - a Employment-availability of jobs. 5.01.E.1.A
 - b Tourism spending of discretionary income 5.01.E.1.B
 - c Taxes 5.01.E.1.C
 - 2 Indirect impact 5.01.E.2
 - a Supply chain effects 5.01.E.2.A
 - b Industries impacted because of tourism dollars- agriculture, public safety. 5.01.E.2.B
 - 3 Induced impact is employee spending locally. 5.01.E.3
 - 4 Seasonality of tourism as a challenge to the multiplier effect. 5.01.E.4

2 Understand environmental impacts of the hospitality and tourism industry. 5.02

A Describe the environmental impacts of the hospitality and tourism industry. 5.02.A

1 Pollution 5.02.A.1

a Air emissions 5.02.A.1.A

b Noise 5.02.A.1.B

c Water 5.02.A.1.C

d Land 5.02.A.1.D

2 Loss of green space 5.02.A.2

3 Damage to natural or historical sites 5.02.A.3

4 Natural disasters 5.02.A.4

5 Climate 5.02.A.5

a Warm winter 5.02.A.5.A

b Cold winter 5.02.A.5.B

c Spring 5.02.A.5.C

d Summer 5.02.A.5.D

e All season 5.02.A.5.E

f Rainy season 5.02.A.5.F

g Dry season 5.02.A.5.G

6 Seasonality 5.02.A.6

a Peak 5.02.A.6.A

b Off peak 5.02.A.6.B

B Explain how the hospitality and tourism industry diminishes negative impacts on the environment. 5.02.B

1 Sustainability 5.02.B.1

2 Corporate social responsibility 5.02.B.2

3 Green initiatives 5.02.B.3

4 Regulations 5.02.B.4

a Environmental Protection Agency (EPA) 5.02.B.4.A

b Smoking ordinances 5.02.B.4.B

3 Understand social impacts of the hospitality and tourism industry. 5.03

A Explain the positive and negative social impacts of hospitality and tourism. 5.03.A

1 Crime rates 5.03.A.1

2 Social changes 5.03.A.2

3 Heritage 5.03.A.3

4 Preserving culture 5.03.A.4

5 Standardization 5.03.A.5

6 Commercialization 5.03.A.6

7 Discrimination/diversity 5.03.A.7

8 Revitalization 5.03.A.8

9 Infrastructure 5.03.A.9

B Classify the positive and negative social impacts of hospitality and tourism at each level. 5.03.B

1 Local 5.03.B.1

2 State 5.03.B.2

3 National 5.03.B.3

4 Global 5.03.B.4

4 Understand trends in the hospitality and tourism industry. 5.04

A Summarize trends in the hospitality and tourism industry. 5.04.A

- 1 Safety 5.04.A.1
- 2 Hygiene 5.04.A.2
- 3 Sustainability 5.04.A.3
- 4 Smart technology 5.04.A.4
- 5 Artificial intelligence 5.04.A.5
- 6 Virtual reality 5.04.A.6
- 7 Augmented reality 5.04.A.7
- 8 Local experiences 5.04.A.8
- 9 Unique brand experiences 5.04.A.9
- 10 Mobile check-in services 5.04.A.10
- 11 Customer recognition 5.04.A.11
- 12 Going touchless 5.04.A.12
- 13 Cloud migration 5.04.A.13

B Foresee thought processes in the hospitality and tourism industry. 5.04.B

- 1 Globalization 5.04.B.1
- 2 Competition 5.04.B.2
- 3 Increased demand 5.04.B.3
- 4 Adaptability 5.04.B.4
- 5 Change 5.04.B.5