**Hospitality and Tourism Career Field**

**Event and Food Planning**

Subject Code: 330021

Outcome & Competency Descriptions

**Course Description:** Students will design and organize meetings and events. They will analyze risks, identify needs and develop strategies for achieving event goals. Students will also set up event facilities, manage event activities and evaluate event success. Other topics addressed in the course include menu development, customer service, people management, simple food production, sales and marketing.

**Strand 1. Business Operations/21st Century Skills**

Learners apply principles of economics, business management, marketing and employability in an entrepreneur, manager and employee role to the leadership, planning, developing and analyzing of business enterprises related to the career field.

**Outcome 1.1. Employability Skills:** Develop career awareness and employability skills (e.g., face-to-face, online) needed for gaining and maintaining employment in diverse business settings.

**Competencies:**

1.1.1. Identify the knowledge, skills and abilities necessary to succeed in careers.

1.1.2. Identify the scope of career opportunities and the requirements for education, training, certification, licensure and experience.

1.1.3. Develop a career plan that reflects career interests, pathways and secondary and postsecondary options.

1.1.4. Describe the role and function of professional organizations, industry associations and organized labor and use networking techniques to develop and maintain professional relationships.

1.1.5. Develop strategies for self-promotion in the hiring process (e.g., filling out job applications, résumé writing, interviewing skills, portfolio development).

1.1.6. Explain the importance of work ethic, accountability and responsibility and demonstrate associated behaviors in fulfilling personal, community and workplace roles.

1.1.7. Apply problem-solving and critical-thinking skills to work-related issues when making decisions and formulating solutions.

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**Outcome 1.2. Leadership and Communications:** Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.

**Competencies:**

1.2.4. Use negotiation and conflict-resolution skills to reach solutions.

1.2.5. Communicate information (e.g., directions, ideas, vision, workplace expectations) for an intended audience and purpose.

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**Outcome 1.8. Operations Management:** Plan, organize and monitor an organization or department to maximize contribution to organizational goals and objectives.

**Competencies:**

1.8.1. Forecast future resources and budgetary needs using financial documents (e.g., balance sheet, demand forecasting, financial ratios).

1.8.11. Select and manage suppliers (e.g., qualification, selection, billing, quality control, resolution of issues).

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**Outcome 1.10. Sales and Marketing:** Manage pricing, place, promotion, packaging, positioning and public relations to improve quality customer service.

**Competencies:**

1.10.2. Determine the customer's needs and identify solutions.

1.10.3. Communicate features, benefits and warranties of a product or service to the customer.

1.10.8. Use promotional techniques to maximize sales revenues (e.g., advertising, sales promotions, publicity, public relations, create new sales channels, create new products).

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**Strand 2. Experience Management**

Learners apply customer behavior concepts to create a brand identity, design and deliver exceptional customer experiences, and build customer loyalty and brand equity.

**Outcome 2.2. Hospitality and Tourism Environment:** Analyze how customer service principles, hospitality services and operational processes work together to create a culture that allows organizations to meet or exceed customer expectations.

**Competencies:**

2.2.6. Maintain and mine databases of customer or visitor activity and preferences.

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**Outcome 2.6. Customer Services:** Apply strategies and techniques to identify and meet guest needs and to establish a sense of connectedness with guests in a hospitality and tourism environment.

**Competencies:**

2.6.1. Interpret unspoken needs based on understanding of human behavior, preference patterns and prior experiences.

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**Outcome 2.7. People Management:** Apply strategies, policies and procedures to manage new hires, union and non-union employees and volunteers to meet quality standards.

**Competencies:**

2.7.1. Determine the impact of ethics and social responsibility policies and practices on business operations.

2.7.3. Recruit, screen, and interview job applicants.

2.7.4. Make hiring decisions and job offers.

2.7.6. Train, cross-train, and coach employees and volunteers using talent-development and motivation theories.

2.7.7. Schedule employees and volunteers across shifts and during peak service times.

2.7.8. Plan, delegate, and direct the work of employees and volunteers.

2.7.12. Supervise union and nonunionized staff and volunteers.

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**Strand 3. Safety and Sanitation**

Learners apply knowledge of biological, physical and chemical hazards and the concepts of safety and sanitation to protect employees and customers from injuries, illnesses and diseases.

**Outcome 3.5. Site Safety and Sanitation:** Analyze how the physical environment contributes to safety risks, identify strategies used to reduce or eliminate risks, and follow defined safety procedures.

**Competencies:**

3.5.1. Analyze the root causes of accidents, and identify prevention strategies.

3.5.8. Assess fire hazards, and determine fire prevention strategies.

3.5.9. Develop and implement evacuation procedures and protocols in a variety of settings.

3.5.10. Respond to illness outbreaks, medical issues and medical emergencies.

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**Strand 4. Culinary Arts**

Learners apply principles of sociology, chemistry, cultural psychology and food science in the preparation, cooking and presentation of food and beverages.

**Outcome 4.2. Sandwiches and Appetizers:** Select ingredients and prepare sandwiches, appetizers and small plates.

**Competencies:**

4.2.4. Prepare amuse bouche, hors d’oeuvres, appetizers and small plates.

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**Outcome 4.3. Ingredient Selection and Preparation:** Follow mise en place principles when organizing food and equipment, determine amounts to use, and prepare ingredients for use in recipes.

**Competencies:**

4.3.3. Use and convert standardized recipes to achieve specific quantities and serving sizes.

4.3.8. Select tools and equipment that foster best results in food preparation.

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**Outcome 4.4. Food Staples and Sides Preparation:** Apply cooking principles and methods, cultural and ethnic knowledge and nutrition-management strategies to prepare and pair staples and sides.

**Competencies:**

4.4.8. Prepare salads and salad dressings.

4.4.9. Select dip ingredients, and prepare dips.

4.4.13. Prepare fruits.

4.4.14. Prepare vegetables and legumes.

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**Strand 6. Nutrition Science**

Learners apply food science and nutrition to manage the health and wellness concerns of customers and to research and develop new food products that meet quality assurance standards.

**Outcome 6.4. Menu Development:** Apply principles of food science, nutritional analysis and human behavior to plan and design menus.

**Competencies:**

6.4.1. Analyze sociocultural trends, food habits, preferences and nutritional guidelines to identify menu options.

6.4.2. Select menu items consistent with defined brand and operational capabilities.

6.4.5. Design menus, menu item descriptions and nutritional disclosures.

6.4.6. Create menus for room service, special occasions and events.

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**Strand 8. Lodging Operations**

Learners use principles of lodging to achieve profit objectives and deliver customer experiences consistent with the brand.

**Outcome 8.6. Property Sales:** Support property sales activities to facilitate achievement of financial and operational goals.

**Competencies:**

8.6.1. Describe meeting products and services, and calculate time and usage requirements for function rooms.

8.6.7. Recommend types of food functions and types of food-and-beverage services.

8.6.9. Distinguish between a letter of agreement and a contract, and complete a letter of agreement.

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**Strand 9. Travel and Tourism Operations**

Learners conduct geopolitical, environmental and ethnographic analyses; and apply principles of sales and marketing, event design and customer service to create unique experiences that attract tourists and visitors.

**Outcome 9.1. Travel and Tourism Fundamentals:** Examine the scope of organizations that make up the travel and tourism industry, their roles, current trends, challenges and strategies.

**Competencies:**

9.1.6. Describe the scope of the convention and meetings industry and the characteristics that determine meeting or event appeal.

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**Outcome 9.5. Event Planning:** Analyze risks, identify needs, and develop strategies to achieve meeting, exposition, event or convention (MEEC) goals.

**Competencies:**

9.5.1. Define event concept using situation and feasibility analysis.

9.5.2. Conduct pre-event research on event history, brand image and risks.

9.5.3. Develop a sustainability plan to ensure event continuity.

9.5.4. Develop scope of work and assign responsibilities.

9.5.5. Select strategies to prevent or manage event risks and costs.

9.5.6. Determine stakeholder groups or individuals who can affect or are affected by the achievement of event objectives.

9.5.7. Set attendance and participation goals and deadlines for sponsorships, vendors and participants.

9.5.8. Determine budget and timeline specifications.

9.5.9. Develop and distribute request for proposals to select venue, vendors, performers and auxiliary services.

9.5.10. Develop the major components of an event plan that consider critical elements of a successful event.

9.5.11. Develop contingency plan.

9.5.12. Determine contracts, licenses, permits and intellectual-property use restrictions for event.

9.5.13. Create an event breakdown and timeline.

9.5.14. Create sponsorship package, and solicit event sponsors.

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**Outcome 9.6. Event Design:** Devise and organize a meeting, exposition, event or convention (MEEC) that achieves defined goals.

**Competencies:**

9.6.1. Structure the event, and create production schedules and call sheets, media plan and event specification guides.

9.6.2. Define the event registration and evaluation processes.

9.6.3. Analyze proposals; and select site, performers and auxiliary service providers.

9.6.4. Determine event-hosted merchandise and product sale requirements.

9.6.5. Develop facilities plan and functional site specifications.

9.6.6. Design and document site layouts and logistical plans.

9.6.7. Determine and coordinate the design of event-related activities and materials.

9.6.8. Develop on-site communication plan, and identify signage and A/V needs.

9.6.9. Develop participant packages that include negotiated hotel room block rates and negotiated tour packages to attractions and amenities.

9.6.10. Determine event decor and amenities.

9.6.11. Develop guest transportation plans.

9.6.12. Identify guest services, and develop cost-effective options.

9.6.13. Develop alternative staffing models.

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**Outcome 9.7. Event Set-up, Execution and Evaluation:** Set up and execute a meeting, event, exposition or convention (MEEC) to meet client expectations, and evaluate event success.

**Competencies:**

9.7.1. Use facilities plan and functional site specifications.

9.7.2. Implement guest transportation plans.

9.7.3. Secure guest services.

9.7.4. Implement alternative staffing models.

9.7.5. Determine conference room and banquet room needs and setup requirements, and complete specification sheets.

9.7.6. Secure resources using in-house or outsourced services.

9.7.7. Set up and tear down rooms according to requirements, and store materials and equipment.

9.7.8. Manage event logistics, operations, and service providers.

9.7.9. Conduct post-event assessment.

9.7.10. Recommend improvements for future events.

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