**Hospitality and Tourism Career Field**

**Hospitality Fundamentals**

Subject Code: 330000

Outcome & Competency Descriptions

**Course Description:**

This first course in the career field will introduce students to culinary arts, foodservice operations, lodging, travel and tourism. Students will obtain knowledge of customer service principles and examine the impact of cultural, historical, social and technological developments on key segments of the industry. They will also apply safety and sanitation techniques to prevent and control injuries, illnesses and diseases in the workplace. Business law, employability skills, leadership and communications will be addressed.

**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.

1.1.8. Identify the correlation between emotions, behavior and appearance and manage those to establish and maintain professionalism.

1.1.9. Give and receive constructive feedback to improve work habits.

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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:**

1.2.1. Extract relevant, valid information from materials and cite sources of information.

1.2.3. Identify and use verbal, nonverbal and active listening skills to communicate effectively.

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

1.2.6. Use proper grammar and expression in all aspects of communication.

1.2.7. Use problem-solving and consensus-building techniques to draw conclusions and determine next steps.

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**Outcome 1.3. Business Ethics and Law:** Analyze how professional, ethical and legal behavior contributes to continuous improvement in organizational performance and regulatory compliance.

**Competencies:**

1.3.1. Analyze how regulatory compliance affects business operations and organizational performance.

1.3.2. Follow protocols and practices necessary to maintain a clean, safe and healthy work environment.

1.3.4. Identify how federal and state consumer protection laws affect products and services.

1.3.5. Access and implement safety compliance measures (e.g., quality assurance information, safety data sheets [SDSs], product safety data sheets [PSDSs], United States Environmental Protection Agency [EPA], United States Occupational Safety and Health Administration [OSHA]) that contribute to the continuous improvement of the organization.

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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 2.1. Hospitality and Tourism Fundamentals:** Explain the composition and economic significance of the hospitality and tourism industry.

**Competencies:**

2.1.1. Describe the relationship between the economy and the hospitality and tourism industry.

2.1.2. Identify the key segments of the hospitality and tourism industry, and explain their interdependence.

2.1.3. Explain the role of Convention and Visitor Bureaus (CVB), Destination Marketing Organizations (DMO) and tourism distribution organizations in generating hospitality and tourism business.

2.1.4. Identify changes occurring in hospitality and tourism as a result of technological advancements and competing online services.

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**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:**

2.2.1. Describe how the principles of R.A.V.E. (respect and value everyone), customer satisfaction and quality affect service delivery.

2.2.2. Explain the unique characteristics of services (i.e., intangibility, inseparability, variability and perishability).

2.2.3. Explain the influence of an organization’s mission and vision statement on customer service practices.

2.2.4. Explain the factors that shape customer expectations of a particular service and how subjective and objective elements of service quality can be assessed.

2.2.5. Identify the types of outcomes possible during guest recovery and the impact of proactive guest experience management on realizing a positive outcome.

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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.

2.6.2. Determine strategies for responding to potentially sensitive, compromising, fraudulent or dangerous situations.

2.6.8. Identify and deliver on opportunities to make a difference in the customer experience (i.e., positive moments of truth).

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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.

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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 3.1. Pathogens, Illnesses and Diseases:** Identify pathogens that could render food unsafe for consumption without appropriate precautions and controls.

**Competencies:**

3.1.1. Identify methods and practices to control or eliminate pathogens and the spread of harmful bacteria, viruses, parasites, fungi and toxins.

3.1.2. Describe the nature and scope of the government agencies responsible for the prevention of foodborne illnesses.

3.1.3. Identify types of foodborne illness caused by bacteria and viruses, their common symptoms and the food items most at risk for contamination.

3.1.4. Identify parasites, fungi and biological toxins by their characteristics and the major foodborne illnesses with which they are linked.

3.1.5. Identify conditions under which bacteria multiply rapidly (i.e., FAT TOM: food, acidity, temperature, time, oxygen, moisture) and implement preventive measures.

3.1.6. Identify the symptoms and consequences of allergic reactions and intolerances, and implement exposure-prevention strategies.

3.1.7. Identify sources of common allergens, and implement exposure prevention strategies.

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**Outcome 3.2. Personal Safety and Sanitation:** Demonstrate strategies for preventing risks and biological and physical contamination through personal hygiene, proper attire and precautionary medical safeguards.

**Competencies:**

3.2.1. Identify personal actions and behaviors that contribute to contamination and cross-contamination of food, and describe ways to prevent those issues.

3.2.2. Identify when hand-washing must occur, and wash hands using the five-step technique.

3.2.3. Select, maintain, and use proper work attire and personal protective clothing and equipment appropriate to job tasks.

3.2.5. Describe situations when food-handlers should be restricted or excluded from working with food or being in the operation.

3.2.7. Explain how personal safety and sanitation contribute to an organization’s response to allergies and intolerances.

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**Outcome 3.3. Food Safety and Sanitation:** Demonstrate strategies for preventing and controlling biological, physical and chemical contamination of food products through proper food handling and sanitization procedures.

**Competencies:**

3.3.1. Describe food-safety guidelines (e.g., FDA Food Code), local health-code requirements and the consequences of failing to comply.

3.3.2. Describe the impact of Hazard Analysis and Critical Control Point (HAACP) food safety management system on food service.

3.3.3. Identify critical control points (Hazard Analysis and Critical Control Point [HAACP]).

3.3.4. Identify potential biological, chemical and physical hazards.

3.3.5. Identify potentially hazardous foods (PHF), Time and Temperature Control for Safety of Food (TCS) and foods in the temperature danger zone (TDZ).

3.3.6. Follow precautionary guidelines established to address food-safety issues for high-risk populations and to reduce potential exposure to harmful pathogens.

3.3.7. Identify the effects of water characteristics, food pH levels and moisture levels on food safety and sanitation.

3.3.8. Monitor and track food temperatures throughout the receiving, thawing, storing, cooking and holding processes.

3.3.9. Control environment for consumer self-service foods.

3.3.10. Mark, label, store, and dispose of food and food by-products (e.g., fats, oil, grease).

3.3.11. Identify warning signs indicating potential food safety issues during the receiving, storing and serving processes based on food type.

3.3.12. Take corrective actions to maintain food safety.

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**Outcome 3.4. Equipment Safety and Sanitation:** Demonstrate strategies and techniques for eliminating biological, physical and chemical contamination through proper equipment use, storage and maintenance.

**Competencies:**

3.4.1. Distinguish between cleaning, sterilizing and sanitizing.

3.4.2. Implement equipment safety requirements, and adhere to health and safety codes that restrict equipment use.

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**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.

3.5.2. Handle, maintain, and dispose of garbage and non-food refuse.

3.5.3. Identify signs of infestations.

3.5.4. Develop and implement pest management procedures.

3.5.5. Select and mix cleaning or sanitation solutions in the right proportions, and label container.

3.5.6. Handle, label, store, and dispose of hazardous chemicals and waste.

3.5.7. Determine actions to take in response to biohazard and contamination incidents.

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.

3.5.11. Respond to health code violations, and develop corrective action plans.

3.5.12. Prepare for internal and external safety checks and inspections.

3.5.13. Conduct self-inspection audits.

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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 4.1. Culinary Industry Fundamentals:** Analyze the effects of sociological, cultural, historical and environmental developments on consumer food preferences and the resulting culinary issues and challenges.

**Competencies:**

4.1.1. Differentiate among the segments of the culinary and foodservice operations industry, and identify the types of food served by these segments.

4.1.2. Analyze the effect of cultural, historical, sociological and environmental developments on food preparation and presentation.

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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 8.1. Lodging Fundamentals:** Analyze the lodging industry to understand its classifications, service levels, divisions and role and responsibilities.

**Competencies:**

8.1.1. Explain the components of the lodging “product” and the role of services in providing the product.

8.1.2. Analyze the effect of cultural, historical and sociological developments and trends on lodging services.

8.1.3. Describe the classifications of lodging accommodations and room types.

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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:**

9.1.1. Compare the similarities and differences of the major types of destinations (e.g., ethnic, cultural, natural, recreational, seasonal).

9.1.4. Identify destination attractions, types and options.

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