

KSDE

Hospitality and Tourism Career Cluster

Pathways:

(CIP CODE: 12.0504) Restaurant and Event Management &

(CIP CODE: 52.0901): Travel and Tourism

Course KCCMS #: 34053

Foundations of Travel and Tourism

Competency Profile Sheet

Description: *This course will assist students in charting a career path in one of the world’s largest industries... travel and tourism. It will look at the different segments of the tourism industry and explore careers that the industry offers. It looks at the economic impact and the ramifications of development to the economy. Students will also explore emerging trends and the impact of technology.*

Learner Name: _____ ID _____
 Instructor: _____ School Year: 20__ to 20__

Enrollment Date: **Completion Date:** **Credit Earned:** _____
 __/__/__ __/__/__

I certify that the student received the training in the competencies listed below.

Student Signature: _____ **Date:** __/__/__
Instructor Signature: _____ **Date:** __/__/__

Directions: The following competencies are required for full approval of a course in the Hospitality and Tourism cluster. Student abilities are judged by the level in which they achieved each. Use this form to indicate individual achievement.

- Rating Scale:
- 3 Skilled/Works Independently
 - 2 Limited skills/Requires assistance
 - 1 Underdeveloped Skills
 - 0 No exposure/No instruction or training

Essential Knowledge and Skills

Academic Foundations

Benchmark: 0.1 <i>Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.</i>		3	2	1	0
0.1.1	Adapt language for audience, purpose, situation (i.e. diction/structure style).				
0.1.2	Demonstrate knowledge of basic arithmetic operations such as addition, subtraction, multiplication and division.				

Communications

Benchmark: 0.2 <i>Use oral and written communication skills in creating, expressing and interpreting</i>		3	2	1	0
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information and ideas including technical terminology and information.					
0.2.1	Interpret and communicate information, data, and observations to apply information learned to actual practice.				
0.2.2	Model behaviors that demonstrate active listening				
0.2.3	Employ appropriate verbal communication skills when obtaining and conveying information.				
0.2.4	Communicate with co-workers to clarify workplace objectives.				
0.2.5	Communicate effectively with customers and co-workers to foster positive relationships.				
0.2.6	Organize information to use in written and oral communications				
0.2.7	Use informational text, internet/ web sites and/or technical materials to review and apply information sources for occupational tasks.				
0.2.8	Use correct grammar, spelling, punctuation and capitalization when preparing written documents.				
0.2.9	Apply and/or interpret verbal and non-verbal communication to fully understand meaning.				

Problem Solving

Benchmark: 0.3 <i>Solve problems using creativity, innovation and critical thinking skills (analyze, synthesize, and evaluate) independently and in teams .</i>		3	2	1	0
0.3.1	Resolve conflicts with staff or customers using conflict resolution skills.				
0.3.2	Prioritize tasks to be completed.				
0.3.3	Identify concerns, analyze solutions and apply critical thinking skills to solve problems.				
0.3.4	Develop and manage plans/ budgets to accomplish organizational goals and objectives.				

Information Technology Applications:

Benchmark: 0.4 <i>Use information technology tools specific to the career cluster to access, manage, integrate and create information.</i>		3	2	1	0
0.4.1	Use information technology tools to manage and perform work responsibilities.				
0.4.2	Evaluate internet resources for reliability and validity.				

Systems:

Benchmark: 0.5 <i>Understand roles within teams, work units, departments, organizations, inter-organizational systems and the larger environment.</i>		3	2	1	0
0.5.1	Explain the role of individual departments as they impact the business as a whole.				
0.5.2	Analyze workplace operations.				

Safety, Health and Environmental:

Benchmark: 0.6 <i>Understand the importance of health, safety, and environmental management systems and follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.</i>		3	2	1	0
0.6.1	Identify safety and health hazards to maintain a safe worksite				
0.6.2	Use equipment according to manufacturer guidelines and/or government regulations.				
0.6.3	Practice personal safety to avoid injury or accidents.				

Leadership and Teamwork:

Benchmark: 0.7 <i>Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.</i>		3	2	1	0
0.7.1	Compare and contrast various roles of leaders within an organization.				
0.7.2	Apply teamwork skills to identify goals, develop objectives and achieve them in a timely manner.				
0.7.3	Demonstrate commitment to and positive attitude toward team goals.				
0.7.4	Manage personal work skills to accomplish tasks				
0.7.5	Treat people with respect.				
0.7.6	Manage stress and control emotions.				

Ethics and Legal Responsibilities

Benchmark: 0.8 <i>Know and understand the importance of professional ethics and legal responsibilities.</i>		3	2	1	0
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0.8.1	Analyze personal and long-term workplace consequences of unethical and illegal behaviors.				
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Employability and Career Development

Benchmark: 0.9 Know and understand the importance of employability skills, effectively manage careers and the importance of entrepreneurship skills.		3	2	1	0
0.9.1	Demonstrate self-discipline, self-worth, positive attitude and integrity in work situations.				
0.9.2	Demonstrate flexibility and willingness to learn new knowledge and skills.				
0.9.3	Exhibit commitment to the organization.				
0.9.4	Develop strategies to reach career objectives.				
0.9.5	Identify positive work behaviors to retain employment.				
0.9.6	Develop work goals and objectives.				
0.9.7	Develop time management knowledge and skills.				
0.9.8	Analyze work roles and responsibilities and how to balance them with life responsibilities				
0.9.9	Develop and/or organize a career portfolio (electronic or physical) to document knowledge, skills, and experience in a career field.				

Technical Skills

Comprehensive Standard:

10.0 Synthesize knowledge, skills and practices required for careers in hospitality, tourism and recreation.

Benchmark: 10. 1 Analyze careers and work qualities within the hospitality, tourism and event planning industries.		3	2	1	0
10.1.1	Identify career opportunities in the travel and tourism industry and the skills/experiences needed for the career path (i.e. operations, management, sales, marketing, private sector and government sector.)				
10.1.2	Understand the need for accuracy in mathematics, reading comprehension, terminology and writing to correctly deliver products and services in the industry.				
10.1.3	Examine the leadership, teamwork and partnership skills needed to create good working relationships.				
10.1.4	Analyze the organizational structure of the amusement, recreation and gaming entities and the responsibilities of individuals working within it.				

Benchmark: 10. 2 Understand the procedures applied to safety, security, and environmental issues.		3	2	1	0
10.2.1	Explore the world's geographic regions, focusing on factors that create desirable travel destinations (i.e. weather/climate, physical features, cultural elements and historical interests).				
10.2.2	Understand the importance of safety plans and procedures as they relate to amusement, gaming and recreation facilities and practices.				

Benchmark: 10. 3 Apply concepts of quality service to assure customer satisfaction.		3	2	1	0
10.3.1	Understand the USTA (US Travel Association) definition of a visitor and tourist.				
10.3.2	Utilize information from market segmentation (i.e. ethnicity, geographical, gender, income, etc.) to guide product and service decisions for target markets.				
10.3.3	Analyze customer service skills to ensure quality service and guest satisfaction and the impact of poor service to an operations budget.				
10.3.4	Identify accurate verbal and nonverbal cues to provide a positive experience for guests and fellow employees.				
10.3.5	Utilize information from market segmentation when making decisions about travel agendas for varying groups (i.e. families, business traveler, eco traveler, international traveler) who are traveling to various locations (i.e. local, state, US, international).				

Benchmark: 10. 4 Demonstrate an understanding of the travel and tourism industry.		3	2	1	0
10.4.1	Analyze the different segments of the tourism, culinary tourism, nature-based tourism (agri-tourism in Kansas), responsible tourism and sustainable tourism.				

10.4.2	Identify travel motivators and consumer needs.				
10.4.3	Research technology and how it is impacting the industry (i.e. on-line booking, on-line reviews, staff training and guest services).				
10.4.4	Determine the relationship of amusements, recreation and gaming to travel and tourism.				
10.4.5	Research the industry's economic impacts at the state and local level and understand the calculations used to determine this impact.				
10.4.6	Explore the role of DMOs (Destination Marketing Organizations) to identify marketing and sales tactics used to promote travel and tourism.				
10.4.7	Investigate trends and their impact on travel, tourism and hospitality practices (i.e. economy, green movement, sports, etc.).				
10.4.8	Research costs, pricing and market demands using principles of budgeting and forecasting to maximize profit and growth within the industry.				
10.4.9	Explore the ramifications of tourism development in terms of increased sustainability, profitability and benefits to the surrounding community.				
10.4.10	Demonstrate a basic understanding of economics and community development and consider the role politics play in this process (e.g. funding).				