

KSDE

Hospitality and Tourism Career Cluster

Pathways:

(CIP CODE: 52.0901): Travel and Tourism

Course KCCMS #: 34159

Lodging Management II*Standards Alignment Document*

Description: *This is the third in a sequence of lodging courses that expands the understanding of the industry to include the trends, marketing and an in-depth look at customer service issues (i.e. communication skills, conflict resolution, active listening).*

Directions: Refer to the crosswalk key to identify the alignment to the national standards and common core.

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. (CCK&S ESS01)</i>		<i>Crosswalk</i>
0.1.1	Adapt language for audience, purpose, situation (i.e. diction/structure style).	ESS01.02.02; *1.2.3
0.1.2	Demonstrate knowledge of basic arithmetic operations such as addition, subtraction, multiplication and division.	ESS01.03.02; \$

Communications

Benchmark: 0.2 <i>Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information. (CCK&S ESS02; *13.3)</i>		<i>Crosswalk</i>
0.2.1	Interpret and communicate information, data, and observations to apply information learned to actual practice.	ESS02.01.04; *13.3.1
0.2.2	Model behaviors that demonstrate active listening	ESS01.02.01; *13.3.2
0.2.3	Employ appropriate verbal communication skills when obtaining and conveying information.	ESS02.02.01; *1.2.3
0.2.4	Communicate with co-workers to clarify workplace objectives.	ESS02.02.04; *1.2.3
0.2.5	Communicate effectively with customers and co-workers to foster positive relationships.	ESS02.02.05; *13.1.1
0.2.6	Organize information to use in written and oral communications	ESS02.03.02; *1.2.2
0.2.7	Use informational text, internet/ web sites and/or technical materials to review and apply information sources for occupational tasks.	ESS02.04.01
0.2.8	Use correct grammar, spelling, punctuation and capitalization when preparing written documents.	ESS02.05.03
0.2.9	Apply and/or interpret verbal and non-verbal communication to fully understand meaning.	*1.2.3 & 13.3.2

Problem Solving

Benchmark: 0.3 <i>Solve problems using creativity, innovation and critical thinking skills (analyze, synthesize, and evaluate) independently and in teams. (CCK&S ESS03; *1.2)</i>		<i>Crosswalk</i>
0.3.1	Resolve conflicts with staff or customers using conflict resolution skills.	ESS03.02.05
0.3.2	Prioritize tasks to be completed.	ESS10.02.02; 1.2.2

0.3.3	Identify concerns, analyze solutions and apply critical thinking skills to solve problems.	ESS03.01.01 & ESS03.01.02
0.3.4	Develop and manage plans/ budgets to accomplish organizational goals and objectives.	HTCO05.01.01

Information Technology Applications:

Benchmark: 0.4 <i>Use information technology tools specific to the career cluster to access, manage, integrate and create information.</i> (CCK&S ESS04)		Crosswalk
0.4.1	Use information technology tools to manage and perform work responsibilities.	ESS04.02.01; *1.2.5
0.4.2	Evaluate internet resources for reliability and validity.	ESS04.04.03

Systems:

Benchmark: 0.5 <i>Understand roles within teams, work units, departments, organizations, inter-organizational systems and the larger environment.</i> (CCK&S ESS05)		Crosswalk
0.5.1	Explain the role of individual departments as they impact the business as a whole.	ESS05.01.03
0.5.2	Analyze workplace operations.	HTCO09.05.02

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> (CCK&S ESS06; *5.5 & 13.4)		Crosswalk
0.6.1	Identify safety and health hazards to maintain a safe worksite	ESS06.01.04; *1.2.7
0.6.2	Use equipment according to manufacturer guidelines and/or government regulations.	ESS06.01.07
0.6.3	Practice personal safety to avoid injury or accidents.	HTCO06.05.03; *13.4.3; SCP/SD 3.1

Leadership and Teamwork:

Benchmark: 0.7 <i>Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.</i> (CCK&S ESS07; *13.5)		Crosswalk
0.7.1	Compare and contrast various roles of leaders within an organization.	ESS07.01.01
0.7.2	Apply teamwork skills to identify goals, develop objectives and achieve them in a timely manner.	ESS07.02.05 & ESS07.03.01; *1.2.4
0.7.3	Demonstrate commitment to and positive attitude toward team goals.	ESS07.03.07; *1.2.2
0.7.4	Manage personal work skills to accomplish tasks	ESS07.04.03; *1.2.2
0.7.5	Treat people with respect.	ESS07.04.04; *13.3.5
0.7.6	Manage stress and control emotions.	ESS07.04.07; *13.1.6

Ethics and Legal Responsibilities

Benchmark: 0.8 <i>Know and understand the importance of professional ethics and legal responsibilities.</i> (CCK&S ESS08)		Crosswalk
0.8.1	Analyze personal and long-term workplace consequences of unethical and illegal behaviors.	ESS08.01.03; *1.2.8

Employability and Career Development

Benchmark: 0.9 <i>Know and understand the importance of employability skills, effectively manage careers and the importance of entrepreneurship skills.</i> (CCK&S ESS09; *1.2)		Crosswalk
0.9.1	Demonstrate self-discipline, self-worth, positive attitude and integrity in work situations.	ESS09.01.01; *1.2.2, 1.2.8 &

		13.3.5
0.9.2	Demonstrate flexibility and willingness to learn new knowledge and skills.	ESS09.01.02; *1.2.2
0.9.3	Exhibit commitment to the organization.	ESS09.01.03; *1.2.2
0.9.4	Develop strategies to reach career objectives.	ESS09.02.02
0.9.5	Identify positive work behaviors to retain employment.	ESS09.06.05; *1.2.2
0.9.6	Develop work goals and objectives.	ESS10.02.01; *1.2.2
0.9.7	Develop time management knowledge and skills.	ESS10.02.03; *1.2.2
0.9.8	Analyze work roles and responsibilities and how to balance them with life responsibilities	ESS09.01.08; *1.1.3 & 1.1.4
0.9.9	Develop and/or organize a career portfolio (electronic or physical) to document knowledge, skills, and experience in a career field.	ESS09.04.02; *10.1.5

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.		<i>Crosswalk</i>
10.1.1	Compare and contrast the different management styles and the strengths/weaknesses of each. i.e. autocratic manager, bureaucratic manager, democratic manager, etc.)	
10.1.2	Describe empowerment and the impact it has on guest services.	
10.1.3	Research laws pertaining to hiring practices (i.e. diversity, equal employment opportunity, American with Disabilities Act).	
10.1.4	Analyze the barriers to effective communication and how to address them (i.e. conflict resolution).	*1.2.3, 13.3.1, 13.3.3 & 13.4.3
10.1.5	Explain the directions in which communication takes place (i.e. upward, downward and lateral).	
10.1.6	Demonstrate techniques for active listening with a variety of audiences (i.e. guests, supervisor, co-workers).	*13.3.3

Benchmark: 10. 2 Understand the procedures applied to safety, security, and environmental issues.		<i>Crosswalk</i>
10.2.1	Predict trends and their impact on travel and lodging (i.e. green practices).	

Benchmark: 10. 3 Apply concepts of quality service to assure customer satisfaction.		<i>Crosswalk</i>
10.3.1	Practice effective telephone communication skills.	

Benchmark: 10. 4 Demonstrate an understanding of the travel and tourism industry.		<i>Crosswalk</i>
10.4.1	Identify the benefits of team-oriented organizations and the stages of team development.	*1.2.4
10.4.2	Explain the role of revenue management (i.e. supply and demand, fill strategies, property management systems, etc.)	
10.4.3	Examine the banquet departments roll in booking and planning events.	
10.4.4	Develop a BEO (banquet event order) from creation to the end of the banquet and note what makes a successful banquet.	
10.4.5	Describe the role that food service operations play at lodging properties.	
10.4.6	Explain the value of property staff assisting with internal sales and how this is accomplished.	
10.4.7	Explain how lodging properties use suggestive selling and cross selling to increase sales.	
10.4.8	Research sales and marketing departments and variances dependent on property size (e.g.	

	small, midsize and large).	
10.4.9	Relate how the four P's of marketing are combined to meet the marketing mix.	
10.4.10	Analyze the components to a marketing plan in relation to a lodging establishment.	
10.4.11	Compare and contrast marketing and sales as it relates to lodging.	
10.4.12	Research what bed tax is, who enacts it, and how these funds are used.	

Crosswalk Key:

CCK&S or ESS—Career Cluster Essential Knowledge and Skills (www.careertech.org)

HTCO—Hospitality and Tourism Cluster Level Competencies (www.careertech.org)

HTPA—Hospitality and Tourism Pathway Level Competencies (www.careertech.org)

*--AAFCS National FCS Standards (www.aafce.org)

§--JumpStart Standards (www.jumpstart.org)

Credentials/Certifications:

None

Third Party Assessments:

None

Performance Assessments:

None