

Professional Technical Studies: Hospitality & Tourism Cluster
Lodging Pathway

Strand:

PT-LOD1

Academics

Students apply English language arts, mathematics, science, and social studies content area skills.

Standard:

PT-LOD1a: The student will study and use basic academic skills to perform effectively in the workplace so as to:

Component:

PT-LOD1a.1: apply mathematical, reading, and writing skills necessary to perform job tasks in the hospitality and tourism industry.

Standard:

PT-LOD1b: The student will study the elements of marketing techniques used in various types of hospitality and tourism establishments to gain familiarity with all venues so as to:

Component:

PT-LOD1b.1: achieve a familiarity with marketing techniques used in the hospitality and tourism industry to sell a product or service.

Standard:

PT-LOD1c: The student will study and synthesize information from cultural diversity and geographical studies to appreciate their importance in developing product or service so as to:

Components:

PT-LOD1c.1: identify the components of cultural diversity to understand their impact on the different areas of the hospitality and tourism industry; and

PT-LOD1c.2: identify the elements of geography that affect the hospitality and tourism industry to aid in customer service.

Standard:

PT-LOD1d: The student will study and synthesize the effects of the economy on the hospitality and tourism industry to apply appropriate strategies in developing products and services so as to:

Component:

PT-LOD1d.1: summarize how to use the “state of the economy” to plan products and services.

Strand:

PT-LOD2

Communication Skills

Students use information technology to express and interpret information.

Standard:

PT-LOD2a: The student will use good oral and written communication skills to create, express, and interpret information so as to:

Components:

PT-LOD2a.1: apply active listening skills in obtaining and clarifying information; and

PT-LOD2a.2: respond with restatement and clarification techniques to clarify information.

Standard:

PT-LOD2b: The student will interpret verbal and nonverbal behaviors to enhance communication with coworkers and customers/guests so as to:

Components:

PT-LOD2b.1: interpret verbal behaviors to enhance communication with coworkers/guests; and

PT-LOD2b.2: interpret nonverbal behaviors to enhance communication.

Standard:	PT-LOD2c:	The student will use correct grammar, punctuation, and terminology to write and edit documents so as to:
Components:	PT-LOD2c.1:	compose writing clearly, succinctly, and accurately to reflect professionalism in written documents;
	PT-LOD2c.2:	use description of audience and purpose to prepare written documents including forms, reports, and data sheets;
	PT-LOD2c.3:	use correct grammar, spelling, punctuation, and capitalization to prepare written documents; and
	PT-LOD2c.4:	use computer skills to design and develop written materials and supporting visual aids.
Standard:	PT-LOD2d:	The student will use appropriate resources and techniques to develop and deliver formal and informal presentations so as to:
Components:	PT-LOD2d.1:	define purpose of presentation and prepare presentation(s) to support the purpose;
	PT-LOD2d.2:	prepare media and visual aids to support the intended purpose of the presentation; and
	PT-LOD2d.3:	define target audience for presentation and tailor presentation to meet specific needs/requirements of the target audience.
Standard:	PT-LOD2e:	The student will locate, organize, and reference written information from various sources to communicate with coworkers and clients/participants so as to:
Components:	PT-LOD2e.1:	locate written information based on specific needs;
	PT-LOD2e.2:	document the source of the information and cite the source when communicating the information; and
	PT-LOD2e.3:	communicate information to coworkers and/or clients as required.
Strand:	PT-LOD3	
	Problem Solving and Critical Thinking	
	Students use information technology to define, test, and solve problems.	
Standard:	PT-LOD3a:	The student will use the principles of budgeting and forecasting to maximize profit and growth in various sectors of hospitality and tourism so as to:
Component:	PT-LOD3a.1:	apply forecasting skills to determine cost and profit.
Standard:	PT-LOD3b:	The student will study potential, real, and perceived emergency situations to recognize and implement appropriate safety and security measures so as to:
Components:	PT-LOD3b.1:	identify strategies for managing emergency situations; and
	PT-DCP3b.2:	determine budget and funding needs to support safety and security programs and staffing requirements.
Standard:	PT-LOD3c:	The student will identify and use common tasks that require employees to solve problems on the job so as to:
Components:	PT-LOD3c.1:	use critical thinking skills to solve problems;

PT-LOD3c.2: use comments and suggestions from the customer service area to formulate improvements in services/products and training of staff: and

PT-LOD3c.3: use customer comments to guide customer satisfaction policies.

Strand:

PT-LOD4

Information Technology Applications

Students use computers, networks, and communication technology to access, organize, process, transmit, and communicate information.

Standard:

PT-LOD4a: The student will identify and use information technology tools specific to hospitality and tourism to access, manage, and integrate information so as to:

Components:

PT-LOD4a.1: use computer-based technology to access information;

PT-LOD4a.2: use database and spreadsheet technology to manage information;

PT-LOD4a.3: use computer-based technology to integrate information;

PT-LOD4a.4: use information technology to evaluate information; and

PT-LOD4a.5: apply computer skills to expedite workflow and enhance customer service.

Strand:

PT-LOD5

Systems

Students use an organized set of ideas and principles to explain or interact among structured organizations.

Standard:

PT-LOD5a: The student will understand roles within teams, work units, departments, organizations, interorganizational systems, and the larger environment to identify the effect of systems on the quality of the product or service so as to:

Components:

PT-LOD5a.1: research appropriate sources to trace the development of the hospitality and tourism industry and learn the overall structure; and

PT-LOD5a.2: use organizational charts to analyze the workplace operations.

Standard:

PT-LOD5b: The student will manage and improve organizational systems to better serve customers so as to:

Components:

PT-LOD5b.1: develop and manage plans and budgets to accomplish organizational goals and objectives; and

PT-LOD5b.2: develop plans to improve organizational performance including customer satisfaction and service/operations performance.

Standard:

PT-LOD5c: The student will achieve a familiarity with other industries that have relevant services or products and understand how they impact a seamless product/service to the guest/customer so as to:

Components:

PT-LOD5c.1: describe feasible collaboration with various other industries to provide inclusive product to the customer; and

PT-LOD5c.2: identify the core competencies of the various hospitality- and tourism-related organizations or businesses to best use available resources.

Strand:

PT-LOD6

Safety, Health, and Environment

Students understand the importance of safety, health, environmental, and regulatory compliance in the workplace.

Standard:

PT-LOD6a: The student will study potential real and perceived hazards to recognize and implement appropriate safety and security measures so as to:

Components:

PT-LOD6a.1: outline safety and security issues for individuals and groups in multiple environments to minimize risks; and

PT-LOD6a.2: practice personal safety while at the worksite and on work-related assignments to avoid injuries or accidents.

Standard:

PT-LOD6b: The student will review all safety and sanitation procedures applicable to the work area to ensure a safe and healthy work environment for all individuals so as to:

Component:

PT-LOD6b.1: examine sanitation procedures to ensure facility is in compliance with health codes.

Standard:

PT-LOD6c: The student will research ways to use security measures to protect guests/customers/staff and limit liability so as to:

Component:

PT-LOD6c.1: develop various security measures to increase safety.

Standard:

PT-LOD6d: The student will study potential, real, and perceived hazards to recognize and implement appropriate safety and security measures so as to:

Component:

PT-LOD6d.1: outline resources to use in various emergency situations for self, coworkers, and customers/guests.

Strand:

PT-LOD7

Ethics and Legal Responsibilities

Students understand the importance of ethical and legal guidelines in the workplace.

Standard:

PT-LOD7a: The student will identify how ethical issues and concerns affect a career in the hospitality and tourism field so as to:

Component:

PT-LOD7a.1: observe ethical behavior in the workplace to indicate the integral role it plays in all businesses.

Standard:

PT-LOD7b: The student will examine and review ethical and legal responsibilities as they relate to guests/customers and employee conduct within the establishment to maintain high industry standards so as to:

Components:

PT-LOD7b.1: develop an awareness of applicable legal policies to comply with laws regarding hiring, harassment, and safety issues; and

PT-LOD7b.2: interpret ethical and legal guidelines relating to job performance to solve legal and ethical issues.

Standard:

PT-LOD7c: The student will show regard for ethics, values, and principles to deal fairly with others so as to:

Components:

PT-LOD7c.1: respect others at all times to express personal ethical values; and

	PT-LOD7c.2:	integrate ethical treatment in the workplace to establish codes of conduct.
Standard:	PT-LOD7d:	The student will examine professional and workplace ethics and legal responsibilities to provide guidelines for conduct so as to:
Component:	PT-LOD7d.1:	demonstrate awareness of responsibilities for different positions within the organization.
Strand:		
PT-LOD8	Employability and Career Development	Students use skills to plan career paths and pursue career opportunities.
Standard:	PT-LOD8a:	The student will research and review career options and qualifications to explore careers in the hospitality and tourism industry so as to:
Component:	PT-LOD8a.1:	examine the numerous career paths within hospitality and tourism to discover personal preferences.
Standard:	PT-LOD8b:	The student will review independently owned and chain-affiliated facilities in hospitality and tourism to compare and illustrate the advantages and disadvantages of working in each venue so as to:
Component:	PT-LOD8b.1:	examine an independently owned facility to distinguish it from other types.
Standard:	PT-LOD8c:	The student will learn steps necessary to seek, apply for, attain, and retain employment so as to:
Components:	PT-LOD8c.1:	seek and apply for employment to begin career objectives; and
	PT-LOD8c.2:	summarize steps necessary to retain a job in the industry.
Standard:	PT-LOD8d:	The student will understand advancement procedures and the promotional work ladder within the industry to plan career objectives so as to:
Component:	PT-LOD8d.1:	determine the chain of command for a particular industry to evaluate personal skills and potential; and
	pt-lod8D.2:	explain skills required to achieve a promotion.
Strand:		
PT-LOD9	Technical Skills	Students select and use technology tools to provide customer service.
Standard:	PT-LOD9a:	The student will examine the customer service skills required to be successful in the hospitality and tourism industry so as to:
Components:	PT-LOD9a.1:	examine the customer service skills required to be successful in the hospitality and tourism industry; and
	PT-LOD9a.2:	apply customer service skills to ensure guest satisfaction.
Standard:	PT-LOD9b:	The student will use different types of payment options to facilitate customer payments for services so as to:
Component:	PT-LOD9b.1:	handle different types of payments to accommodate the guest/customer.

Strand:

PT-LOD10

Leadership and Teamwork

Students collaborate with others to accomplish goals and objectives.

Standard:

PT-LOD10a: The student will employ leadership and teamwork skills to facilitate workflow so as to:

Component:

- PT-LOD10a.1:** examine the customer service skills required to be successful in the hospitality and tourism industry;
- PT-LOD10a.2:** observe outstanding leaders to identify effective management styles;
- PT-LOD10a.3:** lead others in tasks and activities to benefit the organization as a whole;
- PT-LOD10a.4:** use leadership skills to create motivation for change;
- PT-LOD10a.5:** model leadership and teamwork qualities to aid in employee morale;
- PT-LOD10a.6:** establish and maintain effective working relationships with all levels of personnel and other departments to provide effective services to guest/customer;
- PT-LOD10a.7:** use interpersonal skills to build effective working relationships;
- PT-LOD10a.8:** resolve conflicts to satisfy staff, guests/customers, and others; and
- PT-LOD10a.9:** use conflict-management skills to facilitate solutions.