

Standards	Course Title	Unit Name(s)	Lesson(s) Numbers	How Standard is Taught	How Standard is Assessed	Comments	Standard Rating (Fully Met / Partially Met / Not Met)
<b>1. Describe the key components of marketing and promoting hospitality and tourism products and services.</b>							
HT 1.1. Demonstrate knowledge of marketing techniques commonly used in the hospitality and tourism industry to sell a product or service.	Hospitality and Tourism 1: Traveling the Globe	Unit 6: Event Planning and Conventions/Exhibitions	Lesson 5	Exploring different elements in the marketing mix (product, place, promotion, price, people), methods for promoting products/business features, techniques for identifying the target market, <b>reasons for marketing success, and more.</b>	Critical Thinking 1, 3; Activity 1		Fully Met
HT 1.2. Identify effects of the economy on the hospitality and tourism industry to effectively plan products and services.	Hospitality and Tourism 1: Traveling the Globe	Unit 5: Travel Planning	Lesson 3	Examining and analyzing economic factors that affect the hospitality field, such as levels of personal income and exchange rates/ currency values.	Critical Thinking 2		Fully Met
<b>2. Examine the nature and scope of the Hospitality &amp; Tourism Career Cluster and the role of hospitality and tourism in society and the economy.</b>							
HT 2.1. Identify management styles within a variety of organizational structures.	Hospitality and Tourism 1: Traveling the Globe	Unit 6: Event Planning and Conventions/Exhibitions	Lesson 6	Examining management responsibilities and styles in different hospitality situations, for example, training staff, vetting new employees, practicing good time management and organizational skills, <b>communicating through various mediums with staff and clients, and more.</b>	Critical Thinking 5; Activity 2		Fully Met
HT 2.2. Trace the development of the hospitality and tourism industry to understand the overall structure.	Hospitality and Tourism 1: Traveling the Globe	Unit 1: Introduction to Hospitality and Tourism	Lesson 4	Tracing the history and development of the hospitality industry from making wine in Ancient Egypt through evidence of inns and restaurants in Pompeii's ruins to the beginnings of hotel chains in the 19th century to the use of technology in today's large hotels and resorts.	Critical Thinking 3, 4	The history of theme parks is covered in Unit 7	Fully Met
<b>3. Demonstrate hospitality and tourism customer service skills that meet customers' needs.</b>							
HT 3.1. Use customer comments to gauge customer satisfaction policies.	Hospitality and Tourism 1: Traveling the Globe	Unit 8: Cruise Ships and Resorts	Lesson 5	Examining effective methods for dealing with customer complaints; activity calls for students to read through <b>sample guest complaints and devise creative and effective solutions.</b>	Activity 1		Fully Met
HT 3.2. Integrate the principles of customer service to positively impact organizational performance.	Hospitality and Tourism 1: Traveling the Globe	Unit 1: Introduction to Hospitality and Tourism	Lesson 5	Giving examples of good and bad customer service; mapping elements of customer service like maintaining confidentiality, using CSS scores to track satisfaction, employing guest recovery steps to address complaints, and much more, <b>as the interactions between guests and hosts.</b>	Critical Thinking 2, 5; Activity 1		Fully Met
HT 3.3. Identify and compare services and products from related industries to understand how they affect hospitality and tourism products and services.	Hospitality and Tourism 1: Traveling the Globe	Unit 5: Travel Planning	Lesson 4	Learning more about how environmental companies, such as solar power and waste management, work within hospitality fields; researching and reporting on the intersection of sustainability and "green" industries within hospitality.	Activity 2		Fully Met
<b>4. Describe employer rights and responsibilities and employers' obligations concerning occupational health and safety in the hospitality and tourism workplace.</b>							
HT 4.1. State the rationale for rules and laws designed to promote safety and health in the workplace.	Hospitality and Tourism 1: Traveling the Globe	Unit 7: Theme Parks and Recreation	Lessons 1-5	Learning more about the roles of federal, state, and local regulatory agencies in selected hospitality fields and providing examples of how these regulations affect the industry.	Critical Thinking 2		Fully Met
HT 4.2. Assess workplace conditions with regard to safety and health.	Hospitality and Tourism 1: Traveling the Globe	Unit 4: Restaurants and Food Service	Activity	Creating safety videos for new restaurant employees that demonstrate proper safety practices in the workplace; sanitation measures to be followed in the kitchen, and more.	Activity 1		Fully Met
HT 4.3. Demonstrate application of legal policies to comply with laws regarding hiring, harassment and safety issues.	Hospitality and Tourism 1: Traveling the Globe	Unit 1: Introduction to Hospitality and Tourism	Activity	Writing up a safety plan that includes measures for liabilities such as following OSHA guidelines for hazard identification, chemical use, worker safety, etc.	Activity 3		Fully Met
<b>5. Identify potential, real and perceived hazards and emergency situations and determine the appropriate safety and security measures in the hospitality and tourism workplace.</b>							
HT 5.1. Outline safety and security issues for individuals and groups to minimize risks.	Hospitality and Tourism 1: Traveling the Globe	Unit 4: Restaurants and Food Service	Lesson 3	Exploring and demonstrating basic concepts of food safety, namely clean, separate, cook, chill.	Activity 1		Fully Met
HT 5.2. Identify resources to utilize in various emergency situations for self, co-workers and guests/customers.	Hospitality and Tourism 1: Traveling the Globe	Unit 1: Introduction to Hospitality and Tourism	Lesson 6	Exploring current security concerns in travel today and discussing the importance of creating a safety plan; activity calls for students to research a range of resources and then create an emergency response plan.	Activity 3		Fully Met
HT 5.3. Create response plans to cope with hazards and emergency situations applicable to the hospitality and tourism industries.	Hospitality and Tourism 1: Traveling the Globe	Unit 4: Restaurants and Food Service	Lesson 3	Examining correct sanitation procedures and creating a video demonstration geared for employees showing how to prevent hazards resulting from cross contamination in the kitchen.	Activity 1		Fully Met
<b>6. Describe career opportunities and means to attain those opportunities in each of the Hospitality &amp; Tourism Career Pathways.</b>							
HT 6.1. Research career opportunities based upon their fit with personal career goals in the hospitality and tourism industries.	Hospitality and Tourism 1: Traveling the Globe	Unit 2: Careers in the Hospitality and Tourism Field	Activity	Preparing a presentation that highlights a handful of hospitality positions, with skills, duties, and requirements listed, and includes a self-assessment test to help match students' interests to a good fit in the industry.	Activity 1		Fully Met
HT 6.2. Match personal interests and aptitudes to careers in the hospitality and tourism industry when researching opportunities within the pathways.	Hospitality and Tourism 1: Traveling the Globe	Unit 2: Careers in the Hospitality and Tourism Field	Lesson 2	Exploring desirable traits and attributes for hospitality careers, such as professionalism, time-management, good manners, and a desire to serve others; taking self-assessment tests to help determine career fields.	Activities 1, 2		Fully Met
HT 6.3. Examine entry-level, mid-level and supervisory positions and the qualifications and skills needed for different levels of hospitality and tourism employment.	Hospitality and Tourism 1: Traveling the Globe	Unit 2: Careers in the Hospitality and Tourism Field	Lesson 1	Comparing different levels of hospitality careers in regard to education and experience with case studies; following employees in their career progression.	Critical Thinking 3, 4		Fully Met
HT 6.4. Develop a career plan for advancement in hospitality and tourism careers.	Hospitality and Tourism 1: Traveling the Globe	Unit 8: Cruise Ships and Resorts	Activity	Creating a career portfolio that includes areas of career interest, digital samples of course projects, tools they can use to gain employment, and more.	Activity 3		Fully Met
HT 6.5. Identify ethical issues and concerns in the hospitality and tourism career field.	Hospitality and Tourism 1: Traveling the Globe	Unit 2: Careers in the Hospitality and Tourism Field	Lesson 2	Exploring the fundamental principles of ethical behavior in hospitality, including laws that ensure the ethical treatment of employees, and discussing examples of common ethical decisions (baking tips, overbooking rooms, etc.).	Critical Thinking 5; Activity 2		Fully Met