

**Florida Department of Education
Student Performance Standards**

Course Title: Introduction to Hospitality and Tourism
Course Number: 8850110
Course Credit: 1

Course Description:

The purpose of this course is to introduce students to the skills necessary for success in the hospitality and tourism industry. Students will also have the opportunity to learn hospitality and tourism terminology and the mathematical, economic, marketing, and sales fundamentals of the industry.

Abbreviations:

FS-M/LA = Florida Standards for Math/Language Arts
 NGSSS-Sci = Next Generation Sunshine State Standards for Science

| CTE Standards and Benchmarks | FS-M/LA | NGSSS-Sci | NS |
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| 04.0 Identify careers in the hospitality and tourism industry. – The student will be able to: | | | |
| 04.01 List career positions in a variety of hospitality and tourism related industry components (e.g., ground transportation, cruise, air travel, lodging, food service, retail and corporate travel, leisure and recreation, conventions and special events). | LAFS.910.W.1.1 | | 10.1.2 |
| 04.02 Explain duties and responsibilities for the identified hospitality and tourism positions using current sources of information. | LAFS.910.W.1.1 | SC.912.N.1.1 | 10.1.1; 10.1.3 |
| 04.03 Identify skills and knowledge needed by hospitality and tourism professionals. | LAFS.910.W.1.1 | SC.912.N.1.1 | 10.1.1; 10.1.3 |
| 04.04 Identify requirements for entry and advancement, career ladders, and employment opportunities. | LAFS.910.W.1.1 | | 10.1.2; 10.1.3 |
| 04.05 Identify advantages and disadvantages of working in the hospitality and tourism industry. | MAFS.912.S-IC.2.6 LAFS.910.W.1.3 | | 10.1.2; 10.1.5 |
| 04.06 Complete self-assessment and analysis of life style goals and aspirations to evaluate for suitability in the hospitality and tourism industry. | MAFS.912.S-IC.2.6 LAFS.910.W.4.10 | | 10.1.2; 10.1.5 |
| 04.07 Develop an individualized education and career plan related to the hospitality and tourism industry. | LAFS.910.W.4.10 | | 10.1.3; 10.1.5 |

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| 05.0 | Research the various aspects of the hospitality and tourism industry. – The student will be able to: | | | |
| 05.01 | Display an understanding of history and development of the hospitality and tourism industry (e.g., airline deregulation, technology, and globalization). | LAFS.910.SL.2.5 | | 10.1.4 |
| 05.02 | Define commonly used terms in the hospitality and tourism industry. | LAFS.910.L.3.6 | | |
| 05.03 | Identify major components of the hospitality and tourism industry. | LAFS.910.L.3.6 | | 10.1.1; 10.5.4 |
| 05.04 | Identify and describe organizational structures and divisions within the hospitality and tourism industry. | MAFS.912.N-Q.1.1; MAFS.912.N-Q.1.2; MAFS.912.N-Q.1.3 LAFS.910.L.3.6 | | 10.1.4; 10.5.2; 10.5.3 |
| 05.05 | Identify technological advancement within the hospitality and tourism industry. | LAFS.910.SL.1.1 | | 10.1.6; 10.3.1 |
| 05.06 | Describe importance of quality customer service and its continuous improvement. | LAFS.910.SL.1.1 | | 10.3.1; 10.5.6 |
| 05.07 | Understand concept of perishability and seasonality of hospitality and tourism products. | LAFS.910.SL.1.1 | | |
| 05.08 | Recognize the need for quality assurance in the hospitality and tourism industry. | LAFS.910.SL.2.4 | | |
| 05.09 | Identify business and professional associations and certifications. | LAFS.910.L.3.6 | | 10.1.6 |
| 05.10 | Compare and contrast international, domestic, and local hospitality and tourism. | LAFS.910.RI.1.1; LAFS.910.W.1.1 | | 10.1.4 |
| 05.11 | Identify and cite sources of major travel documents needed by travelers. | LAFS.910.L.3.4; LAFS.910.RI.1.1 | | 10.2.5; 10.5.2 |
| 05.12 | Recognize the problems caused by improper documentation. | LAFS.910.W.1.3 | | 10.2.5; 10.5.4; 10.5.5 |
| 05.13 | Describe the necessary requirements/documentation for travelers due to increased security. | LAFS.910.SL.1.1 | | 10.2.5; 10.5.4; 10.5.5 |
| 05.14 | Identify and understand the use of industry specific resources. | LAFS.910.W.3.8 | | 10.5.4; 10.5.5 |
| 05.15 | Identify current trends in the hospitality and tourism industry (staycations, daycations, medical tourism). | MAFS.912.S-IC.2.6 LAFS.910.W.1.1 | | 10.4.4; 10.4.6 |
| 05.16 | Research a major Florida city and its attractions, target markets, and cost. | MAFS.912.N-Q.1.1; MAFS.912.N-Q.1.2; MAFS.912.N-Q.1.3 LAFS.910.W.2.6; LAFS.910.W.3.7 | SC.912.N.1.1 | 10.5.2 10.6.7 |

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| 05.17 | Demonstrate a functional understanding of domestic and international procedures throughout the hospitality and tourism industry. | LAFS.910.SL.1.1; LAFS.910.W.1.2 | | 10.5.2 |
| 05.18 | Identify factors influencing travelers to choose a particular location (e.g., weather, culture, climate, cost, natural resources, medical factors). | LAFS.910.W.2.6; LAFS.910.W.3.7 | SC.912.N.1.1; SC.912.N.1.4 | 10.5.4; 10.5.2 |
| 05.19 | Describe components of an itinerary and a tour package. | LAFS.910.SL.1.1; LAFS.910.W.1.2 | | 10.5.1; 10.6.2 |
| 05.20 | Identify modes and uses of ground transportation and discuss advantages and disadvantages of each. | LAFS.910.RI.3.8; LAFS.910.W.1.2 | SC.912.N.1.1; SC.912.N.1.3; SC.912.N.1.4 | 10.6.2 |
| 05.21 | Demonstrate a functional understanding of flight schedules. | LAFS.910.SL.1.1 | | |
| 05.22 | Plan a trip for a family of four with a given budget using the Internet for flight schedules, rental cars, and hotel rates using presentation software showing daily itineraries including local attractions and expenses. | LAFS.910.W.2.6; LAFS.910.W.3.8 | SC.912.N.1.1 | 10.6.2 |
| 05.23 | Identify, compare, and contrast types of lodging facilities and ownership. | LAFS.910.L.3.6; LAFS.910.RI.1.1 | SC.912.N.1.1 | 10.6.2; 10.6.3 |
| 05.24 | Explain factors that determine room rates and package plans. | LAFS.910.W.1.2 | | 10.6.2 |
| 05.25 | Describe the differences among the types of cruises that are popular today. | LAFS.910.W.3.9 | | 10.4.8 |
| 05.26 | Demonstrate a functional understanding of a cruise ship including the deck plan, public spaces, and stateroom accommodations. | LAFS.910.W.1.2 | | 10.5.1 |
| 05.27 | Compare and contrast a cruise ship and a hotel as a destination. | LAFS.910.RI.1.1 | SC.912.N.1.1; SC.912.N.1.2 | 10.6.3 |
| 05.28 | Identify types of food service operations, segments, and ownership. | LAFS.910.L.3.6; LAFS.910.RI.1.1 | | 10.4.4; 10.6.1 |
| 05.29 | Identify role of conventions and special events in the hospitality and tourism industry. | LAFS.910.W.1.2 | | 10.4.3; 10.4.4 |
| 05.30 | Plan a convention for a specific business group specifying hotel needs such as number of sleeping rooms and required meeting room space and setups. Include a daily itinerary and provisions by food and beverage. | LAFS.910.SL.1.1 LAFS.910.W.3.9 | SC.912.N.1.1 | 10.4.3 |
| 05.31 | Identify components of leisure and recreation industry and provide examples of each. | LAFS.910.RI.1.1; LAFS.910.W.1.2 | | 10.6.1; 10.6.3 |
| 05.32 | Explain differences between public and commercial leisure and recreational systems. | LAFS.910.SL.1.2 | | |
| 05.33 | Explain economic factors that affect the tourism/hospitality industry (fuel costs, airline industry consolidations, availability of consumer's discretionary money). | MAFS.912.N-Q.1.1; MAFS.912.N-Q.1.2; MAFS.912.N-Q.1.3 LAFS.910.RI.1.1; LAFS.910.W.1.2 | | |
| 05.34 | Research the Florida tourism website (www.visitflorida.com), compare it to other state tourism sites and the impact of tourism on that state's | LAFS.910.W.3.8; LAFS.910.W.3.9 | SC.912.N.1.4 | |

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| economy. | | | |
| 05.35 Summarize the characteristics that make a particular venue a good choice based on the type of event. | MAFS.912.N-Q.1.1; MAFS.912.N-Q.1.2; MAFS.912.N-Q.1.3 LAFS.910.W.1.1; LAFS.910.W.3.7 | | |
| 05.36 Compare and contrast features of different travel websites. | LAFS.910.W.3.8 | SC.912.N.1.1 | |
| 06.0 Demonstrate employability skills necessary for success in hospitality and tourism occupations. – The student will be able to: | | | |
| 06.01 Identify and utilize resources used in a job search for a hospitality and tourism related career (e.g., networking, newspaper, Internet). | LAFS.910.SL.1.1; LAFS.910.W.3.7 | SC.912.N.1.4 | 10.1.2 |
| 06.02 Discuss importance of drug tests and criminal background checks in identifying possible employment options. | LAFS.910.SL.1.1 | | |
| 06.03 Identify steps in the application process and documents required when applying for employment (e.g., application, references, W-4, I-9). | LAFS.910.W.1.3 | SC.912.N.1.1 | 10.1.5 |
| 06.04 Create a customized resume, follow-up letter, acceptance/rejection letter, letter of resignation, thank you letter, and letter of recommendation. | LAFS.910.SL.1.1; LAFS.910.W.1.2 | | 10.1.5 |
| 06.05 Identify and demonstrate appropriate dress and grooming for employment. | LAFS.910.SL.1.1; LAFS.910.SL.1.2 | | 10.1.5 |
| 06.06 Identify and demonstrate effective interviewing skills (e.g., behavioral), including effective responses to common interview questions. | LAFS.910.SL.1.1 | | 10.3.2 |
| 06.07 Describe methods for handling illegal interview and application questions. | LAFS.910.SL.2.4 | | 10.3.2 |
| 06.08 Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, sexual harassment, EEOC, ADA, FMLA, and OSHA). | LAFS.910.SL.2.4 | SC.912.N.1.4 | |
| 06.09 Identify ways to assist with diverse populations and the physically challenged as employees and guests in the workplace. | LAFS.910.SL.1.1 | | |
| 06.10 Describe importance of producing quality work and meeting performance standards. | LAFS.910.SL.1.1 | | |
| 06.11 Identify personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting). | LAFS.910.L.3.6 | | |
| 06.12 Demonstrate orderly and systematic behavior by creating and maintaining an electronic calendar. | LAFS.910.W.1.3 | | 10.3.3 |
| 06.13 Demonstrate time management skills with on-task behavior and self-pacing in accomplishing work assignments. | LAFS.910.SL.1.1 | | |
| 06.14 Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility). | LAFS.910.L.3.4 | | |
| 06.15 Identify how to prepare for job separation and re-employment. | LAFS.910.W.3.7 | | 10.4.7 |

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| 06.16 | Generate and organize a professional portfolio of student work and projects. | LAFS.910.W.1.2; LAFS.910.W.3.7 | | 10.1.5 |
| 06.17 | Identify and practice stress management and relaxation techniques. | LAFS.910.SL.1.1 | | 10.1.5 |
| 06.18 | Explain the importance of positive customer service skills. | LAFS.910.W.1.2 | | |
| 06.19 | Practice positive customer service skills. | LAFS.910.SL.1.1 | | 10.3.1 |
| 07.0 | Demonstrate human relations skills necessary for success in hospitality and tourism occupations. – The student will be able to: | | | |
| 07.01 | Develop a list of qualities necessary to be an effective team player (e.g., respect). | LAFS.910.W.1.1 | | 10.3.4 |
| 07.02 | Design and participate in a team building activity for the workplace. | LAFS.910.W.1.3 | | |
| 07.03 | Demonstrate ability to work cooperatively with team members, supervisors, and guests from diverse cultural backgrounds. | LAFS.910.SL.1.1 | | |
| 07.04 | Identify sensitive workplace issues and the laws that impact them (i.e., gender equity, cultural diversity, professional ethics, sexual harassment, disability, age). | LAFS.910.RI.3.9 | | |
| 07.05 | Identify, define, and demonstrate professional interpersonal skills and personality traits. | LAFS.910.L.3.6 | | 10.3.2 |
| 07.06 | Maintain hygiene, professional appearance, and a positive attitude. | LAFS.910.SL.1.1 | | 10.3.2 |
| 07.07 | Demonstrate ability to use creative problem-solving, decision-making, and critical-thinking strategies. | LAFS.910.SL.1.1 | | 10.3.3 |
| 07.08 | Demonstrate self-management, initiative, and multi-tasking. | LAFS.910.SL.1.1 | | 10.3.5 |
| 07.09 | Devise a rubric to evaluate appropriate workplace social behavior and work ethics. | LAFS.910.W.1.2 | SC.912.N.1.1 | |
| 07.10 | Set personal and career goals and develop a plan of action to achieve those goals. | LAFS.910.W.1.3; LAFS.910.W.4.10 | SC.912.N.1.1 | 10.1.3 |
| 07.11 | Demonstrate ability to offer and accept feedback. | LAFS.910.SL.1.1 | | |
| 07.12 | Identify and practice stress management and relaxation techniques. | LAFS.910.L.3.4; LAFS.910.SL.1.1 | | |
| 07.13 | Explain importance of maintaining confidentiality of business matters. | LAFS.910.W.1.2 | | |
| 07.14 | Express importance of supporting and following company policies and procedures (e.g., attendance, tardiness). | LAFS.910.RI.1.1; LAFS.910.W.1.1 | | |
| 07.15 | Identify customer service skills needed for successful entry and progress in the hospitality and tourism industry. | LAFS.910.L.3.6 | | 10.1.1 |

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| 08.0 | Demonstrate proficiency in applying communication and technology skills in the hospitality and tourism industry. – The student will be able to: | | | |
| 08.01 | Describe effective staff communication and its uses (e.g., interpersonal, departmental, interdepartmental, company). | LAFS.910.L.1.1; LAFS.910.L.3.4 | | |
| 08.02 | Identify, read, and comprehend a variety of forms of written communications utilized in the workplace. | LAFS.910.L.2.3; LAFS.910.L.3.4 | | |
| 08.03 | Prepare a business letter, memo, fax, and e-mail. | LAFS.910.W.1.2; LAFS.910.W.2.6 | | |
| 08.04 | Describe positive guest/client relations. | LAFS.910.SL.1.1 | | 10.3.2 |
| 08.05 | Demonstrate ability to speak effectively to guests, co-workers, supervisors, and vendors using grammar and terminology appropriate to the industry. | LAFS.910.SL.1.1 | | 10.3.5 |
| 08.06 | Identify techniques of placing, answering, placing on hold, recording messages, and referring telephone calls. | LAFS.910.L.3.4; LAFS.910.SL.1.1 | | |
| 08.07 | Identify techniques of dealing with inappropriate telephone calls (i.e., bomb threats, obscene, abusive). | LAFS.910.L.3.4; LAFS.910.SL.1.1 | | |
| 08.08 | Demonstrate effective etiquette/netiquette in a business situation such as meals and general courtesy. | LAFS.910.SL.1.1 | | |
| 08.09 | Discuss importance of developing networking skills to expand contacts within the industry. | LAFS.910.SL.1.1 | | |
| 08.10 | Research social and professional networking websites (Twitter, Facebook, LinkedIn, etc.) and explain how these sites affect the hospitality industry and its employees. | LAFS.910.W.3.7; LAFS.910.W.3.9 | SC.912.N.1.4 | |
| 08.11 | Discuss importance of providing clear directions, interpretations, descriptions, and explanations. | LAFS.910.W.1.2 | | |
| 08.12 | Create and deliver an oral presentation. | LAFS.910.SL.2.4 | | |
| 08.13 | Use presentation software to create a professional presentation that can be used for employee training. | LAFS.910.SL.2.5 | | |
| 08.14 | Identify and demonstrate conflict resolution techniques related to customer service (i.e., resolving complaints, disputes, and negotiations). | LAFS.910.L.3.4; LAFS.910.SL.1.1 | | |
| 08.15 | Identify components of and prepare an itinerary. | LAFS.910.W.1.2 | | |
| 08.16 | Demonstrate ability to locate and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, maps, and Internet resources. | MAFS.912.S-IC.2.6 LAFS.910.SL.1.1; LAFS.910.W.2.6 | | |
| 08.17 | Identify types of technology/equipment used in a hospitality/tourism-related workplace (i.e., cash register, computer, scanner, time clock, and fax). | LAFS.910.SL.1.1 | | |

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| 09.0 | Explain economic principles as related to the hospitality and tourism industry. – The student will be able to: | | | |
| 09.01 | Explain concept of supply and demand (e.g., overbooking, yield management). | LAFS.910.W.1.2 | | |
| 09.02 | Explain role of employee productivity in contributing to profit margin (bottom line). | LAFS.910.W.1.2 | | |
| 09.03 | Identify economic opportunities in the industry. | LAFS.910.W.1.2 | | |
| 09.04 | Explain impact of tourism on local, state, national, and international economies. | MAFS.912.S-IC.2.6 LAFS.910.W.1.2 | | 10.1.4 |
| 09.05 | Identify advantages and disadvantages of the primary forms of business ownership. | LAFS.910.SL.2.4; LAFS.910.W.1.1 | SC.912.N.1.1 | |
| 10.0 | Identify marketing and business fundamentals related to the hospitality and tourism industry. – The student will be able to: | | | |
| 10.01 | Explain marketing and its role in the industry and the free enterprise system. | LAFS.910.RI.1.1; LAFS.910.W.1.2 | | 10.6.5 |
| 10.02 | Explain elements in the marketing mix (price, product, promotion, place, and people). | LAFS.910.SL.1.1; LAFS.910.W.1.2 | | 10.6.5 |
| 10.03 | Explain functions of the business and marketing plan. | LAFS.910.SL.1.1; LAFS.910.W.1.2 | | 10.6.5 |
| 10.04 | Explain concept of service vs. product marketing strategies. | LAFS.910.SL.1.1; LAFS.910.W.1.2 | | 10.6.5 |
| 10.05 | Explain concept of target markets and market identification (e.g., market segmentation). | LAFS.910.SL.1.1; LAFS.910.W.1.2 | | 10.6.5 |
| 10.06 | Display an understanding of the different marketing channels used to promote destinations and products. | LAFS.910.SL.1.1 | | 10.6.5 |
| 10.07 | Identify niche markets (customer segmentation). | LAFS.910.L.3.6 | | 10.6.5 |
| 10.08 | Identify specialty markets (product segmentation, e.g., sports, shopping, religion). | LAFS.910.L.3.6 | | 10.6.6 |
| 10.09 | Recognize cultural customs and taboos. | LAFS.910.L.2.3 | | 10.6.6 |
| 10.10 | Discuss the role of federal, state and local regulatory agencies as it relates to hospitality and tourism. | LAFS.910.SL.1.1 | | |
| 10.11 | Identify methods of gathering customer feedback. | LAFS.910.W.3.7 | | |
| 11.0 | Identify sales techniques and procedures appropriate for use in the hospitality and tourism industry. – The student will be able to: | | | |
| 11.01 | Explain purpose, principles, and importance of selling. | LAFS.910.SL.1.1 | | |
| 11.02 | Identify effective sales techniques (e.g., steps in sales process, cross-selling, upselling and alternative options). | LAFS.910.L.3.6 | | |

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| 11.03 | Explain motivation, needs, and expectations of the hospitality and tourism consumer and how it affects their lodging selection. | LAFS.910.L.3.6 | | |
| 11.04 | Identify an effective sales presentation (e.g., feature-benefit analysis). | LAFS.910.SL.1.1; LAFS.910.W.1.2 | | |
| 11.05 | Discuss the importance of meeting specialized sales needs (e.g., business travel, conventions and meetings, conferences, physically and/or mentally challenged). | LAFS.910.SL.1.1 | | |
| 11.06 | Identify pros and cons of using the Internet as a sales tool. | LAFS.910.W.1.1; LAFS.910.W.1.3 | | |
| 11.07 | Identify an effective sales presentation (e.g., feature-benefit analysis). | LAFS.910.SL.1.1; LAFS.910.L.3.4 | | |
| 11.08 | Discuss the importance of meeting specialized sales needs (e.g., business travel, conventions and meetings, conferences, physically and/or mentally challenged). | LAFS.910.SL.1.1 | | |
| 12.0 | Perform mathematical operations related to hospitality and tourism occupations. – The student will be able to: | | | |
| 12.01 | Perform addition, subtraction, multiplication, division, ratios, and percentages as they relate to hospitality and tourism (e.g., air travel, lodging, food service, car rentals, tours, cruises). | | | |
| 12.02 | Apply problem-solving techniques to hospitality and tourism sales-related transactions (e.g., cash, checks, debit cards, credit cards, discounts, etc). | LAFS.910.W.1.1 | SC.912.N.1.1 | |
| 12.03 | Interpret quantitative information from tables, charts, and graphs as related to the hospitality/tourism related workplace. | LAFS.910.W.1.2 | SC.912.N.1.1 | |
| 12.04 | Using standard industry formulas relative to discount date and due date, compute amount of payment on an invoice. | | | |
| 12.05 | Calculate commissions, gratuities, taxes, and miscellaneous charges. | | | |
| 12.06 | Calculate actual flying time and time zone differences. | | | |
| 12.07 | Use ratios, proportions, and scales to calculate distance on a map. | | | |
| 12.08 | Identify sources of currency exchange rates. | LAFS.910.L.3.6; LAFS.910.SL.1.1 | | |
| 12.09 | Research a foreign hotel and convert the cost of one room night from a foreign currency to dollars using an online calculator and/or math conversions. | LAFS.910.W.3.7; LAFS.910.W.4.10 | | |
| 12.10 | Classify different payment options (e.g., cash, personal checks, traveler's checks, credit cards, debit cards, incentive program points). | LAFS.910.W.1.3 | | |
| 12.11 | Calculate refunds and exchange transactions for hospitality and tourism related services. | | | |

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| 12.12 Explain the function of a night audit in the lodging and cruise industry. | LAFS.910.SL.1.1; LAFS.910.W.1.2 | | |
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