

II. Hospitality, Recreation, and Tourism



Hospitality, Recreation, and Tourism

Skill/Knowledge Set	Mean	Minimum	Maximum	Mode	Standard Error of Mean	Valid N
Understand "front of the house" operations and the duties of various positions.	4.485	1	5	5	.077	130
Understand amenities, seasonality, theme, inclusiveness, and destination.	4.362	1	5	5	.087	130
Understand the different needs and interests of business and recreational travelers.	4.305	1	5	5	.093	131
Identify potential hazards and determine appropriate safety measures.	4.282	1	5	5	.088	131
Understand employee rights and employer obligations concerning health and safety.	4.266	1	5	5	.098	128
Understand target marketing, segmentation, promotional and pricing strategies, research, branding, and ROI.	4.264	1	5	5	.091	129
Distinguish among types of travelers and their standards and expectations.	4.258	1	5	5	.090	128
Understand "back of the house" operations and the duties of various positions.	4.246	1	5	5	.097	130
Use technology to gather and communicate information, foresee trends, etc.	4.238	1	5	5	.091	130
Determine the economic impact of conventions, expositions, special events, and group sales.	4.185	1	5	5	.093	130
Determine the operations systems needed to deliver a company's products/services.	4.176	1	5	5	.093	131
Interpret information on profit and loss statements.	4.146	1	5	5	.097	130
Understand the economic interdependencies between hotel/lodging and travel/tourism.	4.093	1	5	5	.099	129
Analyze revenue/expense statements and uncontrollable costs to determine profitability.	4.069	1	5	5	.099	130
Understand HR functions (recruiting/training, professional development, handling legal issues, etc.).	4.008	1	5	5	.095	131
Describe career opportunities and necessary education and training requirements.	3.906	1	5	4	.101	128
Distinguish among franchises, branded properties, chains, independents, and management companies.	3.785	1	5	4	.101	130
Understand the significance of rating guidelines (4 Diamond and 5 Star).	3.777	1	5	5	.111	130
Understand the role of travel agencies and tour companies.	3.615	1	5	4	.112	130
Understand the impact of tourism on developing nations and global leaders.	3.538	1	5	5	.117	130

Suggested Additional Skills and Other Responses

Understand the interdependencies between hotel/lodging and culinary arts, marketing, HR and other fields of study

Product Development and Marketing

Understand the recreational needs and interests of a community (not travelers)

POS, computer technology

travel and tourism professionals must be proficient in geography

Ability to explain the complexity of our industry in a simple way for clients to better understand. (Ability to simplify complicated explanations and/or procedures.)

Customer Service

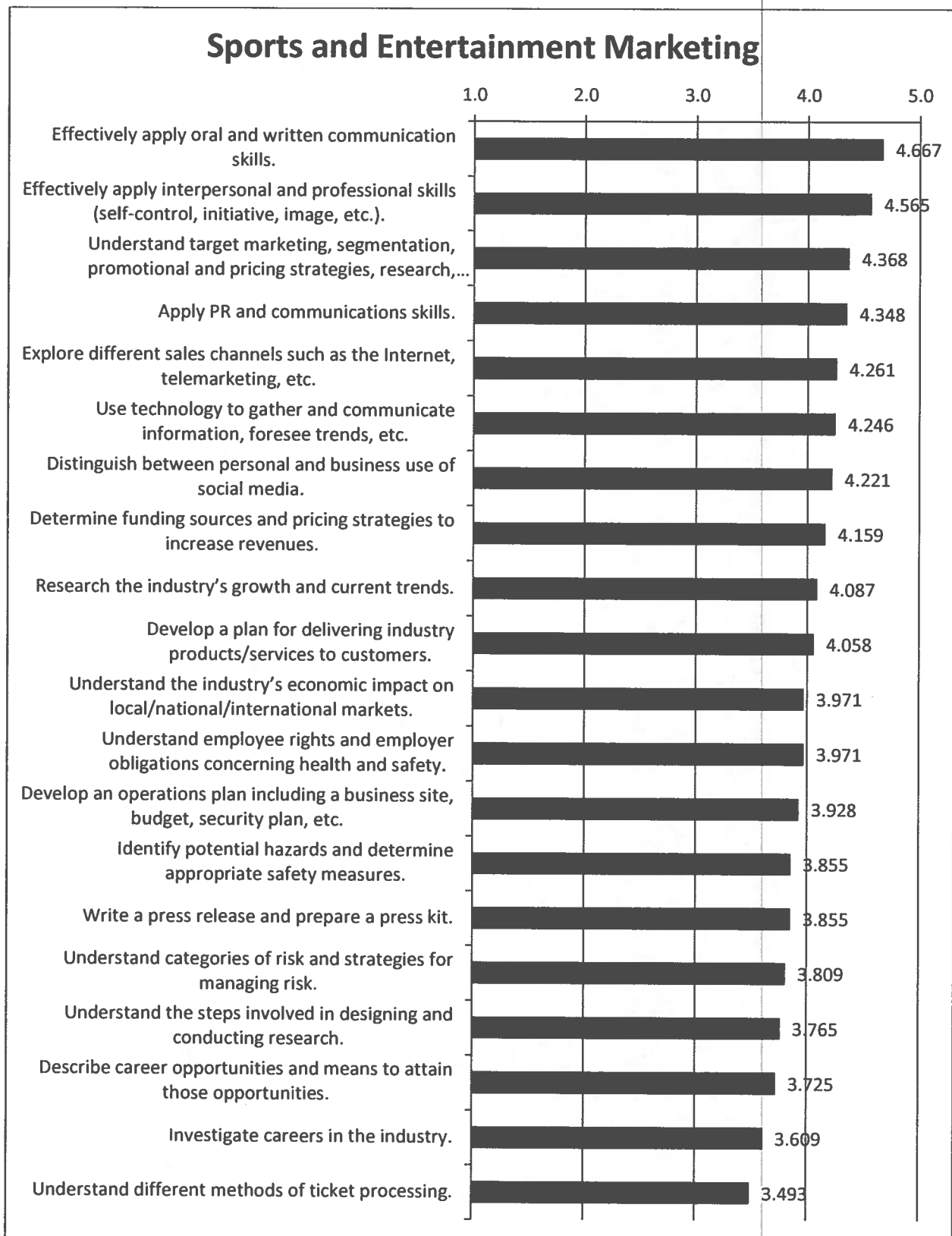
Think on their feet should changes be necessary in an instant

Understand how ADA plays a role in travel/tourism and hotels

Customer service, conflict resolution

Understand the impact of green, sustainability, and recycling on hotels/travel/tourism

IV. Sports and Entertainment Marketing



Sports and Entertainment Marketing

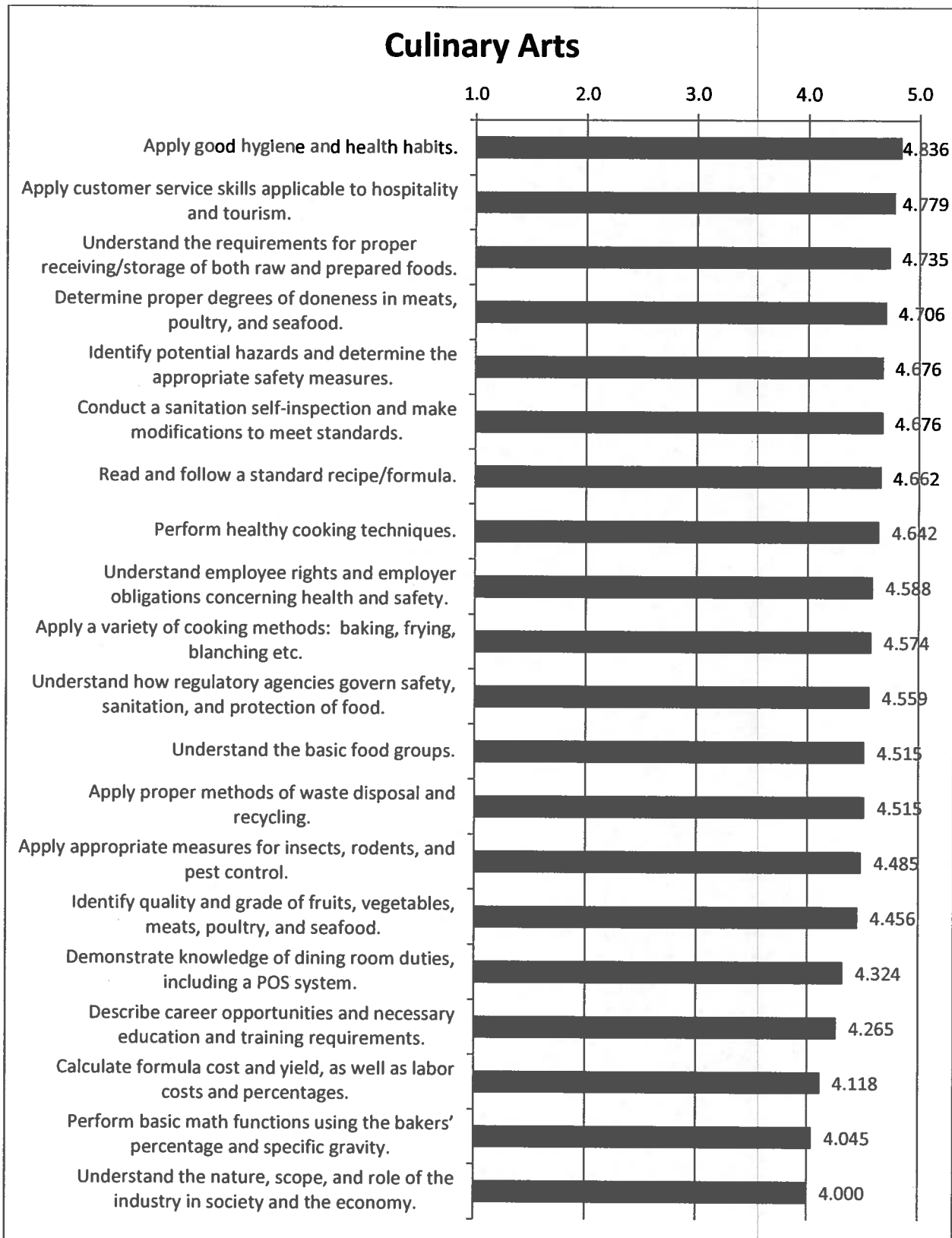
Skill/Knowledge Set	Mean	Minimum	Maximum	Mode	Standard	Valid N
					Error of Mean	
Effectively apply oral and written communication skills.	4.667	1	5	5	.098	69
Effectively apply interpersonal and professional skills (self-control, initiative, image, etc.).	4.565	2	5	5	.093	69
Understand target marketing, segmentation, promotional and pricing strategies, research, branding, and ROI.	4.368	1	5	5	.115	68
Apply PR and communications skills.	4.348	1	5	5	.116	69
Explore different sales channels such as the Internet, telemarketing, etc.	4.261	1	5	5	.122	69
Use technology to gather and communicate information, foresee trends, etc.	4.246	1	5	5	.123	69
Distinguish between personal and business use of social media.	4.221	1	5	5	.122	68
Determine funding sources and pricing strategies to increase revenues.	4.159	1	5	5	.127	69
Research the industry's growth and current trends.	4.087	1	5	5	.140	69
Develop a plan for delivering industry products/services to customers.	4.058	1	5	5	.134	69
Understand the industry's economic impact on local/national/international markets.	3.971	1	5	5	.129	69
Understand employee rights and employer obligations concerning health and safety.	3.971	1	5	5	.150	68
Develop an operations plan including a business site, budget, security plan, etc.	3.928	1	5	5	.148	69
Identify potential hazards and determine appropriate safety measures.	3.855	1	5	5	.148	69
Write a press release and prepare a press kit.	3.855	1	5	5	.136	69
Understand categories of risk and strategies for managing risk.	3.809	1	5	4	.136	68
Understand the steps involved in designing and conducting research.	3.765	1	5	4	.141	68
Describe career opportunities and means to attain those opportunities.	3.725	1	5	5	.149	69
Investigate careers in the industry.	3.609	1	5	4	.146	69
Understand different methods of ticket processing.	3.493	1	5	5	.153	69

Suggested Additional Skills and Other Responses

Understand Brand Marketing (to better think on behalf of your client)

Reword: Demonstrate the ability to utilize different sales channels such as Internet, telemarketing...

III. Culinary Arts



Culinary Arts

Skill/Knowledge Set	Mean	Minimum	Maximum	Mode	Standard	Valid N
					Error of Mean	
Apply good hygiene and health habits.	4.836	1	5	5	.087	67
Apply customer service skills applicable to hospitality and tourism.	4.779	1	5	5	.091	68
Understand the requirements for proper receiving/storage of both raw and prepared foods.	4.735	1	5	5	.106	68
Determine proper degrees of doneness in meats, poultry, and seafood.	4.706	1	5	5	.111	68
Identify potential hazards and determine the appropriate safety measures.	4.676	1	5	5	.090	68
Conduct a sanitation self-inspection and make modifications to meet standards.	4.676	1	5	5	.104	68
Read and follow a standard recipe/formula.	4.662	1	5	5	.114	68
Perform healthy cooking techniques.	4.642	1	5	5	.110	67
Understand employee rights and employer obligations concerning health and safety.	4.588	1	5	5	.101	68
Apply a variety of cooking methods: baking, frying, blanching etc.	4.574	1	5	5	.117	68
Understand how regulatory agencies govern safety, sanitation, and protection of food.	4.559	1	5	5	.103	68
Understand the basic food groups.	4.515	1	5	5	.119	68
Apply proper methods of waste disposal and recycling.	4.515	1	5	5	.102	68
Apply appropriate measures for insects, rodents, and pest control.	4.485	1	5	5	.121	68
Identify quality and grade of fruits, vegetables, meats, poultry, and seafood.	4.456	1	5	5	.125	68
Demonstrate knowledge of dining room duties, including a POS system.	4.324	1	5	5	.130	68
Describe career opportunities and necessary education and training requirements.	4.265	2	5	5	.110	68
Calculate formula cost and yield, as well as labor costs and percentages.	4.118	1	5	5	.135	68
Perform basic math functions using the bakers' percentage and specific gravity.	4.045	1	5	5	.145	67
Understand the nature, scope, and role of the industry in society and the economy.	4.000	1	5	5	.126	68

Suggested Additional Skills and Other Responses

Perform basic knife cuts

Sustainability

Service delivery

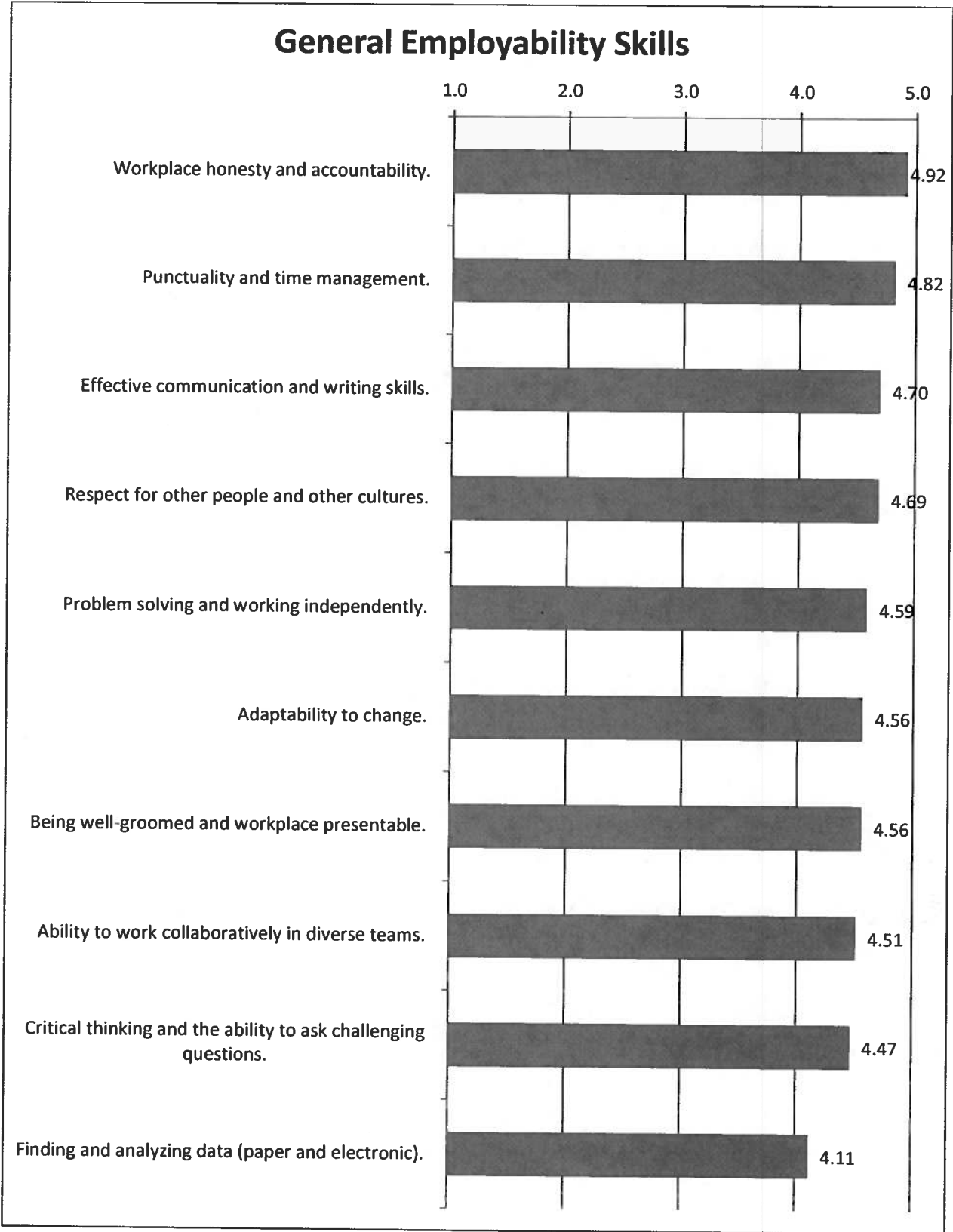
Understand proper food sanitation procedures

On-site herb/vegetable garden

Knowledge of food allergies as related to recipe development

Use equipment in a safe manner

I. General Employability Skills



General Employability Skills

Skill/Knowledge Set	Mean	Minimum	Maximum	Mode	Standard Error of Mean	Valid N
Workplace honesty and accountability.	4.92	1	5	5	.009	2173
Punctuality and time management.	4.82	1	5	5	.011	2172
Effective communication and writing skills.	4.70	1	5	5	.014	2179
Respect for other people and other cultures.	4.69	1	5	5	.015	2169
Problem solving and working independently.	4.59	1	5	5	.015	2163
Adaptability to change.	4.56	1	5	5	.015	2179
Being well-groomed and workplace presentable.	4.56	1	5	5	.016	2178
Ability to work collaboratively in diverse teams.	4.51	1	5	5	.017	2180
Critical thinking and the ability to ask challenging questions.	4.47	1	5	5	.016	2172
Finding and analyzing data (paper and electronic).	4.11	1	5	5	.021	2175

Suggested Additional Skills and Other Responses	Frequency
Creativity	19
Ability to learn new skills or improve upon skills	22
Other	23
Leadership skills & ability to follow directions	44
Flexibility	55
Adhere to workplace ethics & rules (Being responsible)	99
Communication, Cooperation, Collaboration	120
Attitude (positive, take initiative, motivated, etc.)	121
Being effective and efficient	129
Competent in necessary skills	217