

# **Appendix I**

## **HOSPITALITY, LODGING, AND TOURISM YOUTH APPRENTICESHIP**

### **COURSE OUTCOME SUMMARY: OVERVIEW AND TABLE OF CONTENTS**

# Hospitality, Lodging, and Tourism Youth Apprenticeship

## Course Outcome Summary

### Course Information

<b>Organization</b>	Center for Career Development & Employability Training (CCDET)- University of Wisconsin- Oshkosh
<b>Developers</b>	Robin Kroyer-Kubicek
<b>Development Date</b>	

### Description

The Leisure and Hospitality industry is rapidly expanding as more people are able to experience international travel. All over the world, better equipped and more lavish hotels, resorts, tours, events and attractions are attracting even more willing travelers for business or pleasure. Leisure and Hospitality sector makes up about 9.0 percent of all employment in Wisconsin. It is projected that Leisure and Hospitality will grow by 11.5 percent between 2006 and 2016 (compared to 8.0 percent overall growth rate in the state's employment), adding 29,640 new jobs to the state's economy. Accommodation and Food Services industry, a sub-sector of Leisure and Hospitality sector, is projected to grow by 11.5 percent between 2006 and 2016, creating 25,700 jobs in Wisconsin (Source: 2006-2016 Wisconsin Projections, Office of Economic Advisors, DWD)

Nationally, Leisure and Hospitality sector makes up about 9.5 percent of all employment. The sector is projected to grow by 14.3 percent between 2006 and 2016 (compared to 10.4 percent overall growth rate in the country's employment), adding 1.87 million new jobs to the country's economy. Accommodation and Food Services industry, a sub-sector of Leisure and Hospitality sector, is projected to grow by 11.4 percent between 2006 and 2016, creating 1.28 million jobs in the U.S. (Source: U.S. Bureau of Labor Statistics).

The Hospitality, Lodging, and Tourism Youth Apprenticeship Program was designed with the needs of employers in mind. Employers have expressed concern finding workers who possess basic "soft-skills," which is often a prerequisite for success in a customer service-oriented field. Additionally, hospitality careers are stereotyped as low-wage and entry-level with little opportunity for advancement. Faced with a shrinking pipeline of workers, this program was revised with representatives from hospitality, lodging, and tourism services associations to meet the needs of you, our hospitality, lodging, and tourism employers.

The skill standards are competency based. Competencies are performance-based outcome statements of occupational related skills defined by representatives of hospitality, restaurant, and lodging worksites throughout Wisconsin and aligned with national skill standards. The competencies in the program include many of the standards and knowledge statements outlined in the National States' Career Cluster Skill Standards for Hospitality and Tourism, [www.careerclusters.org](http://www.careerclusters.org), the Secretary's Commission on Achieving Necessary Skills (SCANS), the American Hotel and Lodging Educational Institute's Lodging Management Program ([www.ei-ahla.org](http://www.ei-ahla.org)), and the National Restaurant Association ProStart® program (<http://www.nraef.org/prostart/>).

The competencies will be taught at the worksite in combination with supportive, related technical classroom instruction. While the skill competencies are established statewide, program implementation and oversight occurs through local consortium committees to assure local needs are met.

**EACH competency** (work site skill) is listed with its corresponding Performance Standards and Learning Objectives. The **Performance Standards** describe the behaviors, **as applicable**, that employers should look for in order to evaluate the competency. The **Learning Objectives** suggest classroom learning activities for the required related technical instruction.

### **Target Population**

This program is applicable for a student who has expressed an interest in a customer service, culinary arts, travel, tourism, lodging, or business management career. This program makes for an attractive career option for students with a strong desire to work with many different people in travel and leisure services.

Hospitality and Tourism industries comprise establishments engaged in a number of travel and leisure activities, ranging from simple dinners out to visits to attractions, museums, amusements and parks to travel for vacations, business, and visits to friends and relatives. Furthermore, all hospitality and tourism service workers need to possess good customer service skills. The Hospitality, Lodging, and Tourism YA program was structured to require industry-wide foundational skills and industry-specific technical skills.

All Youth Apprentices must complete the core hospitality and tourism foundational knowledge competencies consisting of competencies in employability skills, customer service, safety, security, and basic hospitality and tourism fundamentals. The Required Skill competencies may be completed concurrently with the specific technical skills.

Hospitality, Lodging, and Tourism YA students are required to perform all of the Core and Safety/Security skills for EACH UNIT they enroll in. **Level One (one year)** YA students are to choose additional competencies from a MINIMUM of TWO Units. **Level Two (two year)** YA students are to complete competencies from a MINIMUM of FOUR Units.

## Hospitality, Lodging, and Tourism Pathways

### **1. Restaurant & Food/Beverage Services-**

- Food & Beverage Services – Dining Area
- Food & Beverage Services – Kitchen Area

Several different dining room and kitchen specialty tasks will be performed in a restaurant with dine-in seating and meeting/banquet service.

### **2. Lodging-**

- Front Office
- Housekeeping

Task choices which include front desk operations, housekeeping, marketing, meetings and events, and grounds keeping will be available in this pathway at a lodging institution.

### **3. Travel & Tourism-**

- Reservations & Tour/Activity

Tasks involve planning customer activities, issuing tickets and conducting activities

#### **4. ALL Pathways-**

- Maintenance & Grounds
- Meetings & Events
- Marketing & Sales I
- Marketing & Sales II
- Management I
- Management II

**NOTE:** Switching between pathways is allowable.

## Curriculum Sources

- American Hotel and Lodging Education Institute, Line-Level Staff Certification Skills Validation Forms for Restaurant Server, Room Service Attendant, Banquet Set Up Employee, Kitchen Steward, Busperson, Banquet Server, Front Desk Employee, Bell Attendant, Concierge, PBX Operator, Reservationist, Valet Attendant, Retail Cashier, Room Attendant, Public Space Cleaner, Laundry Attendant, Maintenance Employee, Accessed January 2008 from <http://www.ei-ahla.org>
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- National Career Technical Education Foundation, States' Career Clusters Initiative, Foundation skills, Lodging Pathway, Restaurants and Food & Beverage Services Pathway, Recreations, Amusements & Attractions Pathway, and Travel & Tourism Pathway; Accessed January 2008.
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- Wisconsin Department of Workforce Development, Tourism Youth Apprenticeship Advisory Committee, formed September 2008 for the purpose of revising and updating the Tourism Youth Apprenticeship curriculum.
- Wisconsin Department of Public Instruction, Work-Based learning Skill Standards for Food Services and Marketing, Accessed February 2008 from <http://dpi.wi.gov/cte/cooportf.html>.
- Worknet Occupation Task Lists for Hotel/Motel/Resort Desk Clerks, Retail Salespersons, First Line Managers/Supervisors, Groundskeepers, Public Relations, Meeting/Convention Planners, Travel Agents, Human Resources Assistants, accessed February 2008 and Reservation Ticket Agents and Travel Clerks, Travel Agents, Travel Guides, Tour Guides, Recreation Workers accessed August 2008 from <http://worknet.wisconsin.gov/worknet/default.aspx>

This curriculum was developed through a Grant from the Wisconsin Department of Workforce Development to the University of Wisconsin-Oshkosh's Center for Career Development and Employability Training (CCDET).

**Hospitality, Lodging, and Tourism Youth Apprenticeship**  
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**REQUIRED SKILLS**

**APPENDIX J:**

**Unit 1: Core Skills**

1. Apply applicable academic knowledge
2. Apply applicable career knowledge
3. Apply applicable hospitality, lodging, and tourism industry knowledge
4. Communicate effectively
5. Communicate effectively on the phone
6. Act professionally
7. Demonstrate customer service skills
8. Cooperate with others in a team setting
9. Think critically
10. Exhibit legal and ethical responsibilities
11. Use technology

**Unit 2: Safety and Security**

1. Follow personal safety requirements
2. Maintain a safe work environment
3. Demonstrate professional role in an emergency
4. Follow security procedures

**HOSPITALITY, LODGING, AND TOURISM PATHWAYS**

**Restaurant & Food/Beverage Services Pathway**

**APPENDIX K:**

**Unit 3: Dining Area Unit**

1. Follow safe food handling and sanitation procedures
2. Ensure dining area readiness
3. Seat the customer
4. Serve customers at the table
5. Process sales
6. Maintain service area and bus station
7. Set up a meeting/event
8. Serve customers at a meeting/event
9. Assist with management tasks

**APPENDIX L:**

**Unit 4: Kitchen Area Unit**

1. Follow safe food handling and sanitation procedures
2. Follow inventory procedures
3. Operate foodservice equipment
4. Coordinate food orders
5. Assist to prepare menu items
6. Perform kitchen steward tasks
7. Assist with management tasks

## **Lodging Pathway**

### **APPENDIX M:**

#### **Unit 5: Lodging- Front Office Unit**

1. Operate a telecommunications system
2. Process reservations
3. Assist with guest arrival and departure
4. Register the guest
5. Serve as guest liaison
6. Process guest checkout
7. Perform special guest services
8. Perform guest accounting
9. Perform front office cashier duties

### **APPENDIX N:**

#### **Unit 6: Lodging- Housekeeping Unit**

1. Prepare cleaning supplies and carts
2. Clean public spaces- Floors
3. Clean public spaces- Lobby/Front Desk
4. Clean public spaces- Other Areas
5. Clean guest rooms
6. Clean laundry
7. Manage room supply and linen inventory
8. Assist with management tasks

## **ALL Pathways**

### **APPENDIX O:**

#### **Unit 7: Management I Unit**

1. Assist to coordinate work schedules, deadlines, and duty assignments
2. Schedule training to be provided to staff
3. Assist to deliver training
4. Maintain records pertaining to work assignments & staff training
5. Obtain customer feedback from guests
6. Assist to investigate root causes of customer complaints
7. Assist to create an improvement plan with management
8. Assist to develop methods to maximize customer experience
9. Arrange for necessary maintenance and repair work
10. Requisition or purchase items
11. Monitor inventory levels
12. Monitor parking and security services
13. Assist to create promotional message to target a specific market
14. Assist to develop promotional materials such as advertisements, coupons, brochures and web-based designs
15. Present a promotional or improvement plan to management

## **ALL Pathways**

### **APPENDIX P:**

#### **Unit 8: Maintenance & Grounds Unit**

1. Prepare maintenance supplies and carts
2. Operate tools and equipment safely
3. Use tools to maintain grounds and equipment
4. Assist to perform routine preventative maintenance
5. Assist with routine repair maintenance
6. Assist with maintenance communication
7. Maintain grounds- Public Spaces
8. Maintain grounds- Green Spaces
9. Perform preventative maintenance of public areas
10. Perform routine maintenance on guest rooms (LODGING ONLY)

### **APPENDIX Q:**

#### **Unit 9: Marketing & Sales I Unit**

1. Assist to sell product & services using effective sales techniques
2. Prevent unnecessary losses
3. Reserve requested products or services
4. Assist to determine quote and pricing for product or service requested
5. Complete/run all required sales reports
6. Process payments & advance deposits
7. Process reservation changes/cancellations
8. Assist to develop promotional materials
9. Assist to prepare and plan advertisements
10. Send direct mailings
11. Perform telemarketing
12. Maintain media schedules and files

### **APPENDIX R:**

#### **Unit 10: Meetings & Events Unit**

1. Clean floors
2. Set up tables & equipment required
3. Break down/clear function rooms after events
4. Prepare dining & service tables
5. Provide food service
6. Prepare and provide beverages
7. Maintain tables during service
8. Refresh meeting rooms
9. Respond to guest inquiries
10. Clear tables
11. Assist to assess customer objectives and requirements for meetings/events
12. Assist to create a customized event/menu
13. Assist to reserve meeting/event & develop orders
14. Monitor meeting/event to ensure facilities & service conform to customer requirements
15. Assist to invoice a bill for services
16. Process payments/advance deposits
17. Process reservation changes/cancellations

## **ALL Pathways**

### **APPENDIX S:**

#### **Unit 11: Management II Unit**

1. Identify & conduct a critical service audit
2. Perform general office duties such as filing, answering telephones, and handling routine correspondence
3. Operate office equipment
4. Maintain order forms, invoices & shipping documents
5. Maintain inventory records
6. Assist to record cash & checks
7. Assist to record and summarize financial data
8. Advertise or post job vacancies
9. Process, verify, and maintain documentation relating to personnel activities
10. Compile and prepare reports pertaining to personnel activities
11. Assist to research, compile, and prepare reports, manuals, correspondence, and other information required by management or governmental agencies
12. Update procedures, policies, and standards manuals

### **APPENDIX T:**

#### **Unit 12: Marketing & Sales II Unit**

1. Survey customer, employee, and competitor perceptions of product/service
2. Identify and quantify the need for your product/service in the marketplace
3. Research target demographics
4. Research the objectives and needs of target customers
5. Prepare a list of prospective customers
6. Research places to sell services
7. Forecast sales using sales history, popularity indices, and production sheets
8. Assist to test different ways to present a specific product/service
9. Assist to develop a new/revised marketing strategy for a specific product/service
10. Research customer satisfaction, market size & growth, buying cycles to evaluate marketing
11. Assist to audit services to ensure service is as described and advertised
12. Assist to evaluate customer complaints regarding services, products, or personnel

### **APPENDIX U:**

#### **Unit 13: Reservations & Tour/Activity Unit**

1. Maintain office environment
2. Manage office records & reports
3. Maintain tour/activity schedules, calendar of events, attractions, & community services information
4. Perform clerical duties such as filing, typing, answering phones, and routing mail and messages
5. Respond to customer inquiries
6. Market & distribute tour & destination information
7. Assess customer interests & requirements
8. Assist to plan travel, tour/activity, information, highlights
9. Assist to arrange details such as accommodations, transportation, & equipment
10. Make & confirm reservations
11. Issue tickets
12. Set up required supplies, equipment, facilities, etc. prior to tour/activity
13. Collect fees and tickets
14. Assist to conduct tour/activity
15. Conclude tour/activity