Standards/Objectives/Indicators	Textbook Pages
01.0 Identify careers in the hospitality and tourism industry. The student will be able to:	
01.01 List career positions in a variety of hospitality and tourism-related industry components (i.e., ground transportation, cruise, air travel, accommodations, food service, share economy marketing, retail, corporate travel, leisure and recreation travel, conventions and special events, destination marketing organizations, emerging fields and sports venues, etc.).	62-67, (76, Review #4, 5, 9), 202-219 (220, Review #4, 5, 6, 7), (221 Core Skills, #26), 295, 298-299, 300 (Review #13), 301 (Core Skills, #28)
01.02 Explain duties and responsibilities for the identified hospitality and tourism positions.	202-219 (220, 4, 5, 6, 7, 15), 295, 300 (Review #13), 301 (Core Skills, #28)
01.03 Identify skills and knowledge needed by hospitality and tourism professionals.	202-219 (220, 4, 5, 6, 7), 295, 300 (Review #13), 301 (Core Skills, #28)
01.04 Identify requirements for entry and career advancement by industry component in the hospitality and tourism industry.	66-71 (Checkpoint p. 71)
01.05 Identify advantages and disadvantages by industry components working in the hospitality and tourism industry.	57-61 (Checkpoint p. 61, Review and Recall p. 76, #1)
01.06 Complete a self-assessment and analysis of lifestyle goals and aspirations to evaluate for employment suitability in the hospitality and tourism industry.	71-74 (Review and Recall p. 76, #2, #3, Critical Thinking p. 76, #16, Core Skills p. 77, #21)
01.07 Develop an individualized education and career plan related to the hospitality and tourism industry.	74-75 (Critical Thinking p. 77, #17)
01.08 Develop an understanding of terminology and acronyms used the hospitality & tourism industry.	292-293, 304 (Vocabulary Activities p. 330, #17)
01.09 Understand the differences between international, domestic and local hospitality and tourism.	5-10, 16 (Review and Recall, #5), (Review and Recall p. 330, #1)
01.10 Identify business, professional, student industry associations and available industry certifications.	13-15 (Checkpoint p. 15, Review and Recall, p. 16, #11, #12, #13), 70, 298-299, 329, 355, 356, 421, 493, 695
01.11 Represent a career in the hospitality & tourism industry by performance or art.	56-77, (Core Skills p. 77, #18; Core Skills p. 331, #26)

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Standards/Objectives/Indicators	Textbook Pages
01.12 Using media techniques, tools and process communicate trends and aspects in hospitality & tourism industry.	47-48, 50-51, (Core Skills p. 331, #28)
02.0 Research the various aspects of the hospitality and tourism industry. The student will be able to:	
02.01 Summarize the history and development of the hospitality and tourism industry (i.e., airline deregulation, highway system, and globalization) as well as the changes and growth the tourism industry has experienced.	37-41, 54 (Review and Recall #1-4), 334
02.02 Identify the travel documents and security mandates required by travelers for both international/domestic travel and recognize the impact of improper documentation (i.e., TSA compliance).	306-313 (Checkpoint p. 313, Vocabulary Activities p. 330, #18, Critical Thinking p. 330, #19, #21)
02.03 Identify factors that influence a traveler to select a travel destination (e.g., weather, culture, climate, cost, natural resources, travel alerts, and medical factors).	313-315, 327-328 (Core Skills p. 331, #27)
02.04 Distinguish features of different travel and social media websites.	51, 316 (Core Skills p. 331, #28)
02.05 Identify current and emerging trends in the hospitality and tourism industry (e.g., staycations, daycations, ecotourism, share economy vendors, medical tourism).	317-323 (Checkpoint p. 323, #2, #3, Review and Recall p. 330, #10, #11, #12,
02.06 Identify modes and uses of transportation and discuss advantages/disadvantages of each (i.e., ground, air and sea transportation, Uber/Rideshare.).	284-296 (Checkpoint p. 296 #1, 2, 3; Review and Recall p. 300 #7, 8, 9, 10, 11, 12; Core Skills p. 301 #27, 29)
02.07 Identify types of lodging properties and ownership structures (e.g., Air BnB, VRBO, etc.).	13 (Vocabulary Activities, p. 16, #16, Core Skills, p. 17, #26), 182-194 (Checkpoint p. 189 #3)
02.08 Explain factors that affect room rates and package plans (such as seasonality, property management, revenue management, booking engines, events, occupancy percentage, etc.).	43-44 (Checkpoint p. 44, #3), 51 (Websites for booking discussed, but not referred to as “Booking Engines”), 182-189, 194-195 (Checkpoint p. 195 #2; Review and Recall p. 200 #10), 235-236, 437 (Core Skills, #24)
02.09 Discuss and identify aspects of the cruise industry and types of cruise ships (luxury, mega, adventure, and river).	325-326 (Critical Thinking p. 331, #26, Core Skills p. 331, #29, #30, 348-349, 355
02.10 Identify types of food service operations,	7, 48-53 (Review and Recall, p. 54, #12, #13, #14, Critical

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Standards/Objectives/Indicators	Textbook Pages
emerging trends (i.e., home delivery services, Uber Eats, etc.), segments, franchises and ownership structures.	Thinking p. 55, #18),
02.11 Identify components of leisure and business travel in the hospitality and tourism industry, including the role of conventions, sporting events and special events	195-196 (Checkpoint, p. 197, #2,3), 200 (Review and Recall, #2), 282-283, (Checkpoint, p. 284, #1, 2), 313-314, 351-353, 356
02.12 Explain economic factors that affect the hospitality and tourism industry (i.e., fuel costs, airline industry consolidations, politics, exchange rates, availability of consumer's discretionary money, state tax).	4-5, 8, 44-47 (Checkpoint p. 47 #1, 2, 3; Review and Recall p. 54 #9, 11; Critical Thinking p. 55 #17, 19; Core Skills p. 54 #25), 262-263, 284-285
02.13 Research the official Florida tourism website and local visitor websites; compare them to other state and local visitor sites.	314, 321, 326, (331 Core Skills #28)
02.14 Use technology applications, tools and artistic skills to promote social and cultural awareness related to industry concerns.	51, (Review and Assessment 54-55 #22)
03.0 Demonstrate employability skills necessary for success in hospitality and tourism occupations. The student will be able to:	
03.01 Identify and utilize resources used in a job search for a hospitality and tourism related career (e.g., networking with professional organizations, social media, Internet).	65 (Checkpoint #1 and 3), 483-488 (Checkpoint #2 and 4 page 488)
03.02 Participate in a discussion on ways social media may negatively impact job search and career.	472, 503 (Review and Recall, p.34 #11; Review and Recall, p.422, #13; Checkpoint, p.473, #3)
03.03 Identify steps in the application process and documents required when applying for employment (e.g., application, references, W-4, I-9).	399-400, 483-488 (Checkpoint, 1,3, and 4 page 488), 496-497 (Review and Assessment, #8, 10, and 23)
03.04 Create a customized resume, cover letter, follow-up, and thank you letters.	484-487 (Cover message is the term used, rather than cover letter.),
03.05 Use technology to create and organize a digital professional portfolio (i.e., personal statement, student work and presentations).	74-75, (76, Review #12)
03.06 Identify and demonstrate appropriate dress and grooming for employment.	487-489 (Hospitality Ethics page 487)

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f03.07 Identify and demonstrate effective interviewing skills to include appropriate responses to common interview questions.	484-488, 496-497 (Review and Recall #9 and 10 page 496, Core Skills #25 page 497)
03.08 Identify strategies for handling inappropriate interview and application questions.	485-486, (Review and Recall, p. 496 #9)
03.09 Discuss importance of drug tests and criminal background checks in the application process and how they impact employment.	392, 402 (Checkpoint #1)
03.10 Demonstrate the use of software products as they pertain to the industry (i.e., templates, spreadsheets, customer and vendor databases and industry-related products).	387, 400, 411, 424 (Core Skills #28), 426, 436-437 (Review and Recall #5 page 436, Core Skills #26 page 437)
03.11 Demonstrate time management skills with on-task behavior and self-pacing in accomplishing work assignments.	491-492, 497 (Core Skills #28)
03.12 Identify qualities typically required for career advancement (e.g., productivity, dependability, responsibility).	14 (Hospitality Ethics), 472
03.13 Identify qualities necessary to be an effective team player.	470, 488-489, 496 (Critical Thinking #19)
03.14 Demonstrate ability to work cooperatively with team members, supervisors, and guests from diverse cultural and socio-economic backgrounds	6, 16 (Review and Recall #4), 42, 380, 386, 402-403
03.15 Identify sensitive workplace issues and laws that regulate them (e.g., gender equity, cultural diversity, professional ethics, sexual harassment, disability, age discrimination).	394-398, 401-407 (Review and Recall #8 and 14 page 406, Critical Thinking #20 page 406, Core Skills #24 page 407)
03.16 Identify, define, and demonstrate professional interpersonal skills and personality traits.	72-74, 488-489, 491-493, (Review and Recall, p. 496, #3, 5; Critical Thinking, p. 496, #19, 20; Core Skills #28)
03.17 Demonstrate ability to use creative problem-solving, decision-making, and critical-thinking strategies and accept feedback/constructive criticism	93 (Core Skills #27), 491-493, 496 (Critical Thinking, #18, 20; Core Skills #25)
03.18 Compare and contrast appropriate/inappropriate workplace social behavior and work ethics	394-395
03.19 Explain importance of maintaining confidentiality of business matters.	400, 407 (Core Skills #28)
03.20 Express importance of supporting and following company policies and procedures (e.g., attendance,	393-394, 472-473, 474 (Review and Recall, #8, 9, 10; Critical Thinking, #14), 488-489, 491-492, 493

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tardiness, email policy, social media, dress code) and how their actions effect clients.	(Checkpoint, #2, 3, 4), 496 (Review and Recall, #11; Core Skills, #28)
04.0 Examine communication and technology skills in the hospitality and tourism industry. The student will be able to:	
04.01 Describe effective staff communication and its uses (i.e., interpersonal, departmental, interdepartmental, company).	31-32 (Checkpoint p. 33 #1, 2, 3; Review and Recall p. 34 #9), 205, 236-237 (Review and Recall p. 238 #15), 248, 479-483 (Checkpoint p. 483 #1, 2, 3, 4, 5; Review and Recall p. 496 #3, 4, 5, 6; Critical Thinking p. 496 #18)
04.02 Use technology to compose a business letter, memorandums, e-mail, and company social media communications (i.e., press release).	416-417, 480-483, 486-487, 503 Hospitality Ethics feature (Core Skills p. 497 #23)
04.03 Research social and professional networking websites (Twitter, Facebook, LinkedIn, etc.), and explain how these sites affect the hospitality industry and its employees.	90, 92 (Review and Recall, #16), 279, 283, 316, 379, 384 (Checkpoint, #1), 392, 411-412, 415-417, 421 (Checkpoint, #1), 422 (Review and Recall, #13, Vocabulary Activities, #20), 484
04.04 Describe positive guest/client relations and identify circumstances that lead to negative customer experiences.	19-35 (Checkpoint p. 29 #1; Review and Recall #5; Critical Thinking #17 and 19 pages 34 and 35)
04.05 Use novel/original approach in creating problem-solving techniques to resolve customer-service conflicts (i.e., complaints, disputes, negotiations, etc.).	32-35 (Critical Thinking #15, 19, 22 pages 34 and 35), 102
04.06 Identify techniques of appropriate phone etiquette (i.e., answering, placing on hold, recording messages, transferring and complaint telephone calls).	25-26 (Core Skills p. 35 Core Skills #24), 209-210 (Checkpoint p. 210 #1; Review and Recall p. 220 #7), 394
04.07 Demonstrate effective etiquette/netiquette in a business situation.	492-493 (Checkpoint page 493)
04.08 Discuss importance of developing networking skills to expand contacts within the industry.	14, 484, 508 (Critical Thinking #15)
04.09 Discuss importance of providing clear directions, interpretations, descriptions, and explanations and active listening skills.	31-33 (Checkpoint p. 33 #1, 2, 3; Core Skills p. 35 #26), 386, 480-482 (Checkpoint p. 482 #4; Review and Recall p. 496 #3, 5)
04.10 Use digital equipment to create artistic images and deliver an oral presentation.	481 (Critical Thinking p. 16 #17; Core Skills p. 17 #22; Vocabulary Activities p. 34 #12; Core Skills p. 35 #23; Core Skills p. 127 #26, 29; Core Skills p. 179 #24; Core Skills p. 459 #25)
04.11 Locate and explain information found in trade journals, manuals, graphs, schedules, charts, diagrams, maps, and Internet to prepare an itinerary.	279 (Critical Thinking p. 331 #26; Core Skills p. 331 #30)
05.0 Examine the guest cycle process. The student will be able to:	

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05.01 Identify the stages of the guest experience cycle and the activities associated with each stage.	218-220 (Review and Recall p. 220, #8, 10, 13, 16; Critical Thinking p. 221, #21)
05.02 Recognize the impact social media has on the guest cycle process.	90-91, 223 (Review and Recall p. 92 #16)
05.03 Discuss the value of customer feedback and follow-up surveys on the guest cycle process.	90-91, 218-219 (Review and Recall p. 92 #15; Core Skills p. 93 #26)
05.04 Explain the importance and impact of sensitivity to diversities (i.e., cultural, religious, socio-economic, etc.) in relation to the guest cycle process.	218 Hospitality Ethics feature
05.05 Recognize the effect communication (body language, foreign phrases, acronyms/jargon, etc.) has on the guest cycle process.	24, 31-32, (Review and Recall p. 34 #9), 480-481
05.06 Explain the objective of providing seamless guest experiences.	21-22 (Checkpoint p. 22 #1) Review and Recall p. 34 #5
05.07 Identify the role of guest recovery during the handling of guest complaints, issues, or problems.	32-33, 35 (Critical Thinking #19-22)
05.08 Explain how and why guest satisfaction measurements help a business run smoothly and profitably.	20-22, 379-380, 388 (Review and Recall, #6; Critical Thinking, #20
05.09 Create an artistic presentation to innovatively address a guest problem.	(CTSO Event Prep, p.18; Critical Thinking p. 34 #15; Critical Thinking p. 35 #19, #20, #21, #22)
06.0 Examine economic principles relative to the hospitality and tourism industry. The student will be able to:	
06.01 Identify economic opportunities in the industry from both entrepreneurship and employment perspectives.	Entrepreneurship: 499-502 (Checkpoint p. 502 #1, 2, 3, 4; Review and Recall p. 508 #1, 2, 3, 4, 5; Critical Thinking p. 508 #1, 2; Core Skills p. 509 #17, 18), 506 (Checkpoint p. 507 #11, 12, 13; Review and Recall p. 508 #8; Critical Thinking p. 508 #14, 15) Employment: 57-71 (Checkpoint p. 71 #4; Review and Recall p. 76 #1, 2, 3, 4, 5; Critical Thinking p. 76-77 #15, 17, Core Skills p. 77 #18)
06.02 Explain the impact of tourism on local, state, national, and international economies.	4-5 (Checkpoint p. 5 #1, 2; Review and Recall p. 16 #2; Core Skills p. 17 #23, 24), 50, 304-306 (Checkpoint p. 306 #1, 3), 326-327 (Review and Recall p. 330 #3, 4)
06.03 Identify advantages and disadvantages of primary forms of business ownership.	190-194 (Checkpoint p. 194 #1, 2, 3; Review and Recall p. 200 #7, 8, 9; Core Skills p. 201 #22), 362-366 (Checkpoint p. 366 #1, 2, 3, 4; Review and Recall p. 374 #1, 2, 3, 6; Critical Thinking p. 374-375 #18, 22; Core Skills p. 375 #26)

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06.04 Discuss role of employee productivity in contributing to profit margin (bottom line).	379, 388 (Critical Thinking #21)
07.0 Examine marketing and business fundamentals as they relate to the hospitality and tourism industry. The student will be able to:	
07.01 Explain marketing and its role in the industry and the free enterprise system.	409-412 (Checkpoint p. 412 #3, 4, 5; Review and Recall p. 4223 #1, 3), 419-421 (Checkpoint p. 421 #1, 2, 3, 4; Review and Recall p. 422 #14, 15, 16, 17; Critical Thinking p. 422-423 #22, 23; Core Skills p. 423 #26, 29, 30, 31, 32); 422 (Critical Thinking #21)
07.02 Identify elements in the marketing mix (price, product, promotion, place, and people).	409-412 (Checkpoint p. 412 #2; Core Skills p. 423 #27, 33)
07.03 Identify functions of the business and marketing plan.	Business Plan: 502-506 (Checkpoint p. 505 #1, 2; Review and Recall p. 508 #6, 7; Critical Thinking p. 508 #13, 14; Core Skills p. 509 #18, 19) Marketing Plan: 413-415 (Checkpoint p. 415 #1, 2, 3; Review and Recall p. 422 #7)
07.04 Distinguish between concepts of service vs. product marketing strategies.	Concepts of service: 88-90 (Checkpoint p. 90 #1; Review and Recall p. 92 #12, 13; Critical Thinking p. 93 #22; Core Skills p. 93 #25, 27), 198-199 (Checkpoint p. 199 #2; Review and Recall p. 200 #14), 503-504 Product marketing strategies: 414 (Checkpoint p. 415 #3; Review and Recall p. 422 #7) 504-505
07.05 Recognize concept of target markets and market identification (e.g., market segmentation).	88-90 (Review and Recall p. 92 # 14; Critical Thinking p. 93 #21, 22, 24; Core Skills p. 93 #25, 27), 195-197 (Checkpoint p. 197 #3; Review and Recall p. 200 #11), 409-411 (Review and Recall p. 422 #4; Critical Thinking p. 423 #25)
07.06 Recognize various marketing channels used to promote destinations and products.	411-412, 415-419 (Checkpoint p. 419 #1, 2; Review and Recall p. 422 #5, 11, 12, 13; Core Skills p. 423 #30, 31)
07.07 Identify niche markets (customer segmentation) and specialty markets (product segmentation, sports, shopping, religion, etc.).	88-90 (Review and Recall p. 92 # 14; Core Skills p. 93 #25), 195-197 (Checkpoint p. 197 #3; Review and Recall p. 200 #11), 409-411 (Review and Recall p. 422 #4; Critical Thinking p. 423 #25) 9, 83-84, 294, 315, 345-354
07.08 Recognize cultural customs and taboos.	131 Sustainability Practices feature, 218 Hospitality Ethics feature, 386, 403 Hospitality Ethics feature, 492-493 (Critical Thinking p. 93 #23, CTSO Event Prep p. 376)

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07.09 Discuss the role of federal, state and local regulatory agencies related to the hospitality and tourism industry.	175-176 (Checkpoint p. 176 #1, 2; Review and Recall p. 178 #14; Core Skills p. 179 #28) 295 394-398 (Review and Recall p. 406 #8, 14; Critical Thinking p. 406 #20; Core Skills p. 407 #24) 440-442 (Checkpoint p. 442 #2; Review and Recall p. 458 #3, 4, 5, 6)
07.10 Identify methods of gathering customer feedback.	90-91 (Checkpoint p. 91 #2; Review and Recall p. 92 #15, 16; Core Skills p. 93 #26) 379-380
07.11 Recognize purpose, principles, and importance of selling.	410-412 (Checkpoint p. 412 #4; Review and Recall p. 422 #9, 413, 423 (Core Skills #27)
07.12 Discuss the importance of meeting specialized sales needs (e.g., business travel, conventions and meetings, conferences).	195-197 (Checkpoint p. 197 #1, 2, 3), 282-283 (Checkpoint p. 283 #1; Review and Recall p. 300 #6)
07.13 Identify effective sales techniques (e.g., steps in sales process, cross-selling, upselling and alternative options).	412, 415-419 (Review and Recall p. 422 #9, 14)
07.14 Explain motivation, needs, and expectations of the hospitality and tourism consumer and how it affects their lodging selection.	11 (Checkpoint p. 11 #1, 2, 3), 19-22 (Checkpoint p. 22 #1), 195-197 (Checkpoint p. 197 #1, 2, 3)
08.0 Recognize mathematical operations related to hospitality and tourism occupations. The student will be able to:	
08.01 Identify universal terminology used in hospitality and tourism sales-related transactions (e.g., cash, emerging technology, digital payment alternatives, checks, debit cards, credit cards, discounts, etc.).	101 (Review and Recall pg. 108 #6), 212, 417-418, 434 (Checkpoint pg. 435 #3)
08.02 Identify different payment options (e.g., cash, checks, credit/debit cards, emerging technology, alternative digital payment options, and incentive program points).	101 (Review and Recall pg. 108 #6), 212, 417-418, 434 (Checkpoint pg. 435 #3)
08.03 Understand the value and impact of calculation of hotel occupancy, average daily rate (ADR) and revenue available room (RevPAR).	195-196, 203-207, (Review and Recall pg. 238 #14) 411 (Core Skills pg. 423 #28)
09.0 Identify and describe the organizational structures and operations within various industry properties. The student will be able to:	

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09.01 Identify the organizational structure of various departments including: facilities and engineering, food and beverage, human resources, controller/finance, sales and marketing, security and rooms/housekeeping.	Engineering: 271-273 (Checkpoint pg. 271 #1, 2; Review pg. 274 #10, 11, 12, 13) Food and beverage: 95-107 (Checkpoint pg. 95 #1, Checkpoint pg. 101 #4, Checkpoint pg. 103 #1, 3, 4, Checkpoint pg. 107 #2; Review and Recall pg. 108 #1-3, 7-9) Human resources: 402 Controller/finance: 429-433 (Review and Recall pg. 436 #9, 10, 11, 15; Critical Thinking pg. 436 #22; Core Skills pg. 437 #27) Sales and marketing: 419-421 Security: 245, 254-255 (Checkpoint pg. 255 #1; Review pg. 256 #5, 15, pg. 257 Critical Thinking #24) Rooms/housekeeping: 203-205 (pg. 205 Checkpoint #2), 223-237 (Review and Recall pg. 238 #1, 13)
09.02 Describe the importance of a safety plans for various emergency situations (e.g., hurricane, evacuation, tornado, homeland security threat, and fire) relative to all types of tourism (hotel, cruise, attractions, etc.).	439-440 (Checkpoint Pg. 440 #1, 3), 444-448 (Checkpoint pg. 448 #1, 2, 3), 448-457 (Checkpoint pg. 457 #2, 3, 4, 5) (pg. 458 Review and Recall #2, 8, 10, 11, 12; pg. 459 Critical Thinking #16, 20, Core Skills #24)
09.03 Describe front desk functions of various industry properties distinguishing between property types (i.e., cruise ship vs. resort vs. hotel vs. restaurant).	Restaurant: 96-97, 101-103, (Checkpoint pg. 103 #2, 4, Review and Recall pg. 108 #2, 3) Hotel: 210-220 (Checkpoint pg. 217 #1, Review and Recall pg. 220 #4, 8, 9, 12, 14; Core Skills pg. 221 #26) Cruise Ship: 329 (Core Skills pg. 331 #29), 348-349 (Checkpoint pg. 351 #2)
09.04 Create a safety plan.	440, 444-448 (Review and Recall pg. 458 #2, 8, 11; pg. 459 Critical Thinking #17, Core Skills #24)
10.0 Research conservation and sustainable initiatives in the hospitality industry. The student will be able to:	
10.01 Identify common sustainable practices of various departments within hospitality & tourism industry.	131, 188, 205, 231, 291, 317, 326-328 (Core Skills p. 201 #25; Critical Thinking pg. 331, #23)
10.02 Identify common sustainable practices used to reduce a property's carbon footprint and reduce operating costs.	29, 84, 151, 170, 248, 284, 364, 396, 417, 429, 481 (Review p. 274, #7; Critical Thinking p. 274, #16; Critical Thinking pg. 301, #21)
10.03 Explore the State of Florida "palm tree" initiative for hotels and their level of sustainability.	205

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