

**Chapter 130. Texas Essential Knowledge and Skills for Career and Technical
Education
Subchapter I. Hospitality and Tourism**

§130.228. Hospitality Services (One to Two Credits).

(a) General requirements. This course is recommended for students in Grades 11-12. Recommended prerequisite: Hotel Management, Travel and Tourism Management, or Restaurant Management.

(b) Introduction. Hospitality Services provides students with the academic and technical preparation to pursue high-demand and high-skill careers in hospitality related industries. The knowledge and skills are acquired within a sequential, standards-based program that integrates hands-on and project-based instruction. Standards included in the Hospitality Services course are designed to prepare students for nationally recognized industry certifications, postsecondary education, and entry-level careers. In addition, Hospitality Services is designed so that performance standards meet employer expectations, enhancing the employability of students. Instruction may be delivered through laboratory training or through internships, mentoring, or job shadowing.

Students are encouraged to participate in extended learning experiences such as career and technical student organizations and other leadership or extracurricular organizations.

(c) Knowledge and skills.

(1) The student gains additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within the hospitality services industry. The student is expected to:

- (A) apply advanced reading, writing, and mathematical skills necessary to perform job tasks in the hospitality industry;
- (B) explain the effects that supply and demand have on the hospitality industry;
- (C) develop marketing techniques;
- (D) apply multiple time zones, climate, and seasons to create travel products;
- (E) gather information from domestic and international sources using tools such as the Internet and maps to plan travel to other countries; and
- (F) examine cultural differences of other areas, regions, and countries.

(2) The student uses listening, oral, written, and media communication skills in creating, expressing, and interpreting information and ideas, including technical terminology and information. The student is expected to:

- (A) interpret verbal and nonverbal communication;
- (B) recognize and respond to guest needs;

- (C) outline procedures for processing messages;
- (D) exhibit public relations skills;
- (E) apply alternate communication services to assist customers with specialized needs; and
- (F) design and present a marketing tool to promote a hospitality product that may contribute to the local economy.

(3) The student researches career opportunities and qualifications to broaden awareness of careers available in the hospitality industry. The student is expected to:

- (A) outline a plan for an effective job search;
- (B) demonstrate flexibility to learn new knowledge and skills;
- (C) manage work responsibilities and life responsibilities;
- (D) update a personal career portfolio;
- (E) evaluate personal skills that may determine individual potential for growth within the hospitality industry;
- (F) explain what is needed to achieve job advancement;
- (G) understand the role of professional organizations or industry associations;
- (H) examine the procedures in maintaining licensure, certification, or credentials for a chosen occupation;
- (I) describe the types of facility ownership and determine the advantages and disadvantages for each;
- (J) analyze future employment outlooks;
- (K) demonstrate appropriate business and personal etiquette;
- (L) develop written organizational policies to ensure successful hospitality operations, guest satisfaction, and employee success;
- (M) use organizational charts to analyze workplace operations;
- (N) research the major duties and qualifications for hospitality managerial positions; and
- (O) review the functions, skills, and tasks of essential departments within a hospitality operation.

(4) The student examines and reviews ethical and legal responsibilities related to guests, employees, and conduct within the establishment to maintain high industry standards. The student is expected to:

- (A) formulate improvements for customer service from guest comments;
- (B) examine laws regarding hiring, harassment, and safety issues;
- (C) determine legal responsibilities and employer policies; and
- (D) analyze ethical considerations.

(5) The student uses information technology tools specific to hospitality service careers to access, manage, integrate, and create information. The student is expected to:

- (A) examine types of technology used to manage hospitality service operations;

- (B) research website information on hospitality service operations; and
 - (C) evaluate current and emerging technologies provided by the hospitality industry to improve guest service.
- (6) The student applies leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives. The student is expected to:
- (A) model qualities in employee retention by creating a pleasant working atmosphere for staff members;
 - (B) formulate staff training plans to create an effective working team; and
 - (C) apply conflict-management skills to facilitate solutions.
- (7) The student solves problems using critical-thinking skills independently and in teams. The student is expected to:
- (A) manage profitability by implementing effective marketing strategies;
 - (B) develop promotional packages;
 - (C) devise strategies for maximizing customer satisfaction;
 - (D) resolve unexpected situations; and
 - (E) create a business plan to examine employment opportunities in entrepreneurship.
- (8) The student reviews the importance of health, safety, and environmental management systems in organizations and their importance to organization performance and regulatory compliance. The student is expected to:
- (A) determine local safety and sanitation requirements;
 - (B) determine solutions to emergency situations;
 - (C) explain how key control procedures protect guests and minimize risks;
 - (D) explain how cash control procedures are used to protect funds;
 - (E) explain how guests and property are protected to minimize losses or liabilities;
 - (F) outline safety and security issues for individuals and groups in multiple environments to minimize risks;
 - (G) recognize potential, real, and perceived natural, social, or terrorism emergency situations in order to respond appropriately;
 - (H) examine equipment safety, functionality, and durability to protect guests and minimize replacement costs;
 - (I) evaluate methods for equipment maintenance and repair to minimize down time;
 - (J) determine sources of assistance to use in emergency situations, including self, coworkers, customers, and guests; and
 - (K) examine safety and security information relevant to the venue.
- (9) The student understands roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. The student is expected to:
- (A) implement a set of operating procedures to comply with company requirements;

- (B) evaluate prepared foods for quality and presentation to set quality standards in accordance with company standards;
- (C) practice basic nutrition skills by planning, preparing, and presenting quality foods;
- (D) evaluate types of kitchen equipment to match equipment with correct cooking methodology;
- (E) use detailed processes to provide customer service in accordance with company policy;
- (F) summarize the importance of housekeeping standards to assure guest satisfaction;
- (G) prepare a staffing guide to schedule various staff positions to assure guest satisfaction;
- (H) investigate how operations manage inventories to maintain adequate quantities of recycled and non-recycled items;
- (I) explain how a status report is used to ensure housekeeping standards;
- (J) outline the factors to consider when determining the size of an inventory purchase to maintain desired quantities based on varying occupancy levels;
- (K) describe feasible collaboration with other industries to provide an inclusive product to the customer;
- (L) compare venues and the unique organizational structure of various operating units;
- (M) use guidelines for access control to determine guest and group admission procedures;
- (N) apply traffic control procedures to facilitate movement of people and vehicles;
- (O) evaluate maintenance issues to determine if special training of personnel is required; and
- (P) research ideas needed to develop programs and products unique to each venue.

(10) The student uses technological knowledge and skills required to pursue careers in food service. The student is expected to:

- (A) use technology to develop a set of operating procedures to comply with company requirements;
- (B) analyze prepared foods for quality and presentation according to company standards; and
- (C) provide customer service by following appropriate industry standards.

(11) The student uses technological knowledge and skills required to pursue careers in hotel services. The student is expected to:

- (A) describe the necessary information collected during the registration process to correctly register guests;
- (B) explain how room rates are established with arriving guests to assign the appropriate rate;

- (C) explain how availability, room status, and other standard operating guidelines are used to assign rooms to arriving guests;
- (D) explain how methods of payment are established with arriving guests to clarify payment procedures;
- (E) explain how a hotel's computer system is used to create guest accounts;
- (F) summarize correct check-out procedures to prevent oversights or errors; and
- (G) examine the account settlement procedures on different types of payment.

(12) The student uses technological knowledge and skills required to pursue careers in travel and tourism. The student is expected to:

- (A) develop technical vocabulary to enhance customer service;
- (B) compare and contrast diverse transportation and lodging options to increase customer choices;
- (C) examine elements of a dining experience expected to satisfy guests at varied facilities such as a boardwalk vendor, cruise ship, chain restaurant, and a five-star dining facility;
- (D) integrate various and diverse elements of the travel and tourism industry to create a personalized travel experience for a customer; and
- (E) evaluate and compare services and products from related industries.