

**Tourism, Hospitality, Foods & Nutrition Cluster**  
**TOURISM, HOSPITALITY & LODGING MANAGEMENT PATHWAY**

***Pathway Core Competencies & Objectives***

**COMPETENCIES**

**THLM1            Be able to describe the history and types of properties of the lodging industry**

**OBJECTIVES**

- THLM1-1   Possess knowledge of different organizational structures and charts typical of various industry settings
- THLM1-2   Understand the history of the tourism, hospitality and lodging industries
- THLM1-3   List and describe management styles

**COMPETENCY**

**THLM2            Understand and facilitate quality customer service**

**OBJECTIVES**

- THLM2-1   Demonstrate appropriate interpersonal skills, attire and personal hygiene
- THLM2-2   Demonstrate knowledge of commonly acceptable standards and expectations regarding customer service.
- THLM2-3   Understand various quality assurance mechanisms to ensure quality customer service (feedback forms, supervisory structures, etc.)
- THLM2-4   Identify and effectively address areas of opportunity and guest complaints
- THLM2-5   Identify and apply techniques for creating a welcoming and inviting atmosphere for consumers
- THLM2-6   Understand potential problems and solutions associated with communicable diseases as applicable to the lodging industry

**COMPETENCY**

**THLM3            Use math in relation to aspects of Hospitality, Lodging and Management as appropriate**

**OBJECTIVES**

- THLM3-1   Apply appropriate calculations appropriate to the lodging industry (average daily rates, occupancy percentages, labor percentages, night audits, room costs, minutes per/room, etc.)
- THLM3-2   Demonstrate and understand responsible cash handling procedures

## **COMPETENCY**

**THLM4        Demonstrate knowledge of career paths within the hospitality, tourism and recreation industries**

### **OBJECTIVES**

- THLM4-1    Demonstrate knowledge of education and training requirements for careers specific to this pathway (cruise lines, casinos, bed and breakfast, condo/time shares, retirement, etc.)
- THLM4-2    Identify demand, locations, salaries and salary ranges for careers specific to this pathway

## **COMPETENCY**

**THLM5        Understand the role of marketing and sales within the hospitality industry**

### **OBJECTIVES**

- THLM5-1    Describe and define product, price, place, and promotion
- THLM5-2    List and define different lodging market segments (leisure travelers, seniors, etc.)
- THLM5-3    Compare and contrast marketing and sales
- THLM5-4    Demonstrate knowledge of the hotel sales department and describe types of banquet and food and beverage sales
- THLM5-5    Understand and describe the guest cycle
- THLM5-6    List types of reservations and sources (including global distribution and central reservation systems)
- THLM5-7    Describe the steps and procedures involved in guest registration
- THLM5-8    Explain check out and settlement of accounts

## **COMPETENCY**

**THLM6        Understand and describe operational procedures**

### **OBJECTIVES**

- THLM6-1    Identify and perform various service strategies and delivery methods (tray service, room service, points of service)
- THLM6-2    Demonstrate an understanding of food and beverage service appropriate for lodging managers
- THLM6-3    Describe the function of the housekeeping department including planning, laundry, carpet care and housekeeping safety
- THLM6-4    Describe convention, meeting, catering and banquet support functions