The Pathway Knowledge and Skills Chart describes what all/most learners/workers need to know and be able to do to demonstrate competence within a career pathway. Following the pathway description, there are four sets of knowledge and skill expectations:
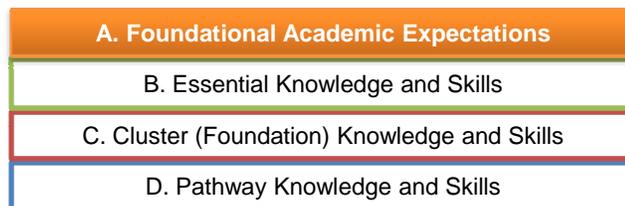
A. Foundational Academic Expectations
B. Essential Knowledge and Skills
C. Cluster (Foundation) Knowledge and Skills
D. Pathway Knowledge and Skills

PATHWAY DESCRIPTION

Recreation, Amusements and Attractions Pathway: Employees looking for exciting and diverse work situations are best suited for the Recreation, Amusements and Attractions pathway. The work is often demanding but never boring. Good customer service skills are essential for success. Employees must also understand what makes each operation unique. Technical skills are location-specific, and training is handled on the job.
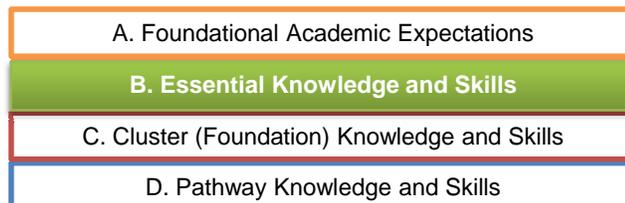
A. FOUNDATIONAL ACADEMIC EXPECTATIONS

All secondary students should meet their state's academic standards. All Essential Cluster and Pathway Knowledge and Skills are predicated on the assumption that foundational academic skills have been attained. Some knowledge and skill statements will further define critical linkages and applications of academics in the cluster and/or pathway.

A. Foundational Academic Expectations
B. Essential Knowledge and Skills
C. Cluster (Foundation) Knowledge and Skills
D. Pathway Knowledge and Skills

B. ESSENTIAL KNOWLEDGE AND SKILLS

The following Essential Knowledge and Skill statements apply to careers in all clusters and pathways. Persons preparing for careers in this pathway should be able to demonstrate these skills in the context of this cluster and pathway.

A. Foundational Academic Expectations
B. Essential Knowledge and Skills
C. Cluster (Foundation) Knowledge and Skills
D. Pathway Knowledge and Skills

Essential Topic ESS01	**ACADEMIC FOUNDATIONS:** *Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.*

ESS01.01	**Complete required training, education, and certification to prepare for employment in a particular career field.**
ESS01.01.01	Identify training, education and certification requirements for occupational choice.
ESS01.01.02	Participate in career-related training and/or degree programs.
ESS01.01.03	Pass certification tests to qualify for licensure and/or certification in chosen occupational area.
ESS01.02	**Demonstrate language arts knowledge and skills required to pursue the full range of post-secondary education and career opportunities.**
ESS01.02.01	Model behaviors that demonstrate active listening.
ESS01.02.02	Adapt language for audience, purpose, situation. (i.e. diction/structure, style).
ESS01.02.03	Organize oral and written information.
ESS01.02.04	Compose focused copy for a variety of written documents such as agendas, audio-visuals, bibliographies, drafts, forms/documents, notes, oral presentations, reports, and technical terminology.
ESS01.02.05	Edit copy to create focused written documents such as agendas, audio-visuals, bibliographies, drafts, forms/documents, notes, oral presentations, reports, and technical terminology.
ESS01.02.06	Comprehend key elements of oral and written information such as cause/effect, comparisons/contrasts, conclusions, context, purpose, charts/tables/graphs, evaluation/critiques, mood, persuasive text, sequence, summaries, and technical subject matter.
ESS01.02.07	Evaluate oral and written information for accuracy, adequacy/sufficiency, appropriateness, clarity, conclusions/solutions, fact/opinion, propaganda, relevancy, validity, and relationship of ideas.
ESS01.02.08	Identify assumptions, purpose, outcomes/solutions, and propaganda techniques.
ESS01.02.09	Predict potential outcomes and/or solutions based on oral and written information regarding trends.
ESS01.02.10	Present formal and informal speeches including discussion, information requests, interpretation, and persuasive arguments.
ESS01.03	**Demonstrate mathematics knowledge and skills required to pursue the full range of post-secondary education and career opportunities.**
ESS01.03.01	Identify whole numbers, decimals, and fractions.
ESS01.03.02	Demonstrate knowledge of basic arithmetic operations such as addition, subtraction, multiplication, and division.
ESS01.03.03	Demonstrate use of relational expressions such as equal to, not equal, greater than, less than, etc.
ESS01.03.04	Apply data and measurements to solve a problem.
ESS01.03.05	Analyze Mathematical problem statements for missing and/or irrelevant data.

ESS01.03.06	Construct charts/tables/graphs from functions and data.
ESS01.03.07	Analyze data when interpreting operational documents.

ESS01.04   **Demonstrate science knowledge and skills required to pursue the full range of post-secondary and career education opportunities.**

ESS01.04.01	Evaluate scientific constructs including conclusions, conflicting data, controls, data, inferences, limitations, questions, sources of errors, and variables.
ESS01.04.02	Apply scientific methods in qualitative and quantitative analysis, data gathering, direct and indirect observation, predictions, and problem identification.

Essential Topic ESS02	**COMMUNICATIONS:** *Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information.*

ESS02.01   **Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice.**

ESS02.01.01	Determine the most appropriate reading strategy for identifying the overarching purpose of a text (i.e. skimming, reading for detail, reading for meaning or critical analysis).
ESS02.01.02	Demonstrate use of content, technical concepts and vocabulary when analyzing information and following directions.
ESS02.01.03	Select the reading strategy or strategies needed to fully comprehend the content within a written document (i.e., skimming, reading for detail, reading for meaning or critical analysis).
ESS02.01.04	Interpret information, data, and observations to apply information learned from reading to actual practice.
ESS02.01.05	Transcribe information, data, and observations to apply information learned from reading to actual practice.
ESS02.01.06	Communicate information, data, and observations to apply information learned from reading to actual practice.

ESS02.02   **Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication in the workplace.**

ESS02.02.01	Employ verbal skills when obtaining and conveying information.
ESS02.02.02	Record information needed to present a report on a given topic or problem.
ESS02.02.03	Write internal and external business correspondence that conveys and/or obtains information effectively.
ESS02.02.04	Communicate with other employees to clarify workplace objectives.
ESS02.02.05	Communicate effectively with customers and employees to foster positive relationships.

ESS02.03	**Locate, organize and reference written information from various sources to communicate with co-workers and clients/participants.**
ESS02.03.01	Locate written information used to communicate with co-workers and customers.
ESS02.03.02	Organize information to use in written and oral communications.
ESS02.03.03	Reference the sources of information.
ESS02.04	**Evaluate and use information resources to accomplish specific occupational tasks.**
ESS02.04.01	Use informational texts, Internet web sites, and/or technical materials to review and apply information sources for occupational tasks.
ESS02.04.02	Evaluate the reliability of information from informational texts, Internet Web sites, and/or technical materials and resources.
ESS02.05	**Use correct grammar, punctuation and terminology to write and edit documents.**
ESS02.05.01	Compose multi-paragraph documents clearly, succinctly, and accurately.
ESS02.05.02	Use descriptions of audience and purpose when preparing and editing written documents.
ESS02.05.03	Use correct grammar, spelling, punctuation, and capitalization when preparing written documents.
ESS02.06	**Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.**
ESS02.06.01	Prepare oral presentations to provide information for specific purposes and audiences.
ESS02.06.02	Identify support materials that will enhance an oral presentation.
ESS02.06.03	Prepare support materials that will enhance an oral presentation.
ESS02.06.04	Deliver an oral presentation that sustains listeners' attention and interest.
ESS02.06.05	Align presentation strategies to the intended audience.
ESS02.06.06	Implement multi-media strategies for presentations.
ESS02.07	**Interpret verbal and nonverbal cues/behaviors to enhance communication with co-workers and clients/participants.**
ESS02.07.01	Interpret verbal behaviors when communicating with clients and co-workers.
ESS02.07.02	Interpret nonverbal behaviors when communicating with clients and co-workers.
ESS02.08	**Apply active listening skills to obtain and clarify information.**
ESS02.08.01	Interpret a given verbal message/information.
ESS02.08.02	Respond with restatement and clarification techniques to clarify information.
ESS02.09	**Develop and interpret tables, charts, and figures to support written and oral communications.**

| ESS02.09.01 | Create tables, charts, and figures to support written and oral communications. |
| ESS02.09.02 | Interpret tables, charts, and figures used to support written and oral communication. |

ESS02.10   **Listen to and speak with diverse individuals to enhance communication skills.**

| ESS02.10.01 | Apply factors and strategies for communicating with a diverse workforce. |
| ESS02.10.02 | Demonstrate ability to communicate and resolve conflicts within a diverse workforce. |

ESS02.11   **Exhibit public relations skills to increase internal and external customer/client satisfaction.**

| ESS02.11.01 | Communicate effectively when developing positive customer/client relationships. |

| **Essential Topic ESS03** | **PROBLEM-SOLVING AND CRITICAL THINKING:** *Solve problems using critical thinking skills (analyze, synthesize, and evaluate) independently and in teams. Solve problems using creativity and innovation.* |

ESS03.01   **Employ critical thinking skills independently and in teams to solve problems and make decisions (e.g., analyze, synthesize and evaluate).**

ESS03.01.01	Identify common tasks that require employees to use problem-solving skills.
ESS03.01.02	Analyze elements of a problem to develop creative solutions.
ESS03.01.03	Describe the value of using problem-solving and critical thinking skills to improve a situation or process.
ESS03.01.04	Create ideas, proposals, and solutions to problems.
ESS03.01.05	Evaluate ideas, proposals, and solutions to problems.
ESS03.01.06	Use structured problem-solving methods when developing proposals and solutions.
ESS03.01.07	Generate new and creative ideas to solve problems by brainstorming possible solutions.
ESS03.01.08	Critically analyze information to determine value to the problem-solving task.
ESS03.01.09	Guide individuals through the process of recognizing concerns and making informed decisions.
ESS03.01.10	Identify alternatives using a variety of problem-solving and critical thinking skills.
ESS03.01.11	Evaluate alternatives using a variety of problem-solving and critical thinking skills.

ESS03.02   **Employ critical thinking and interpersonal skills to resolve conflicts with staff and/or customers.**

| ESS03.02.01 | Analyze situations and behaviors that affect conflict management. |

ESS03.02.02	Determine best options/outcomes for conflict resolution using critical thinking skills.
ESS03.02.03	Identify with others' feelings, needs, and concerns.
ESS03.02.04	Implement stress management techniques.
ESS03.02.05	Resolve conflicts with/for customers using conflict resolution skills.
ESS03.02.06	Implement conflict resolution skills to address staff issues/problems.

ESS03.03   **Identify, write and monitor workplace performance goals to guide progress in assigned areas of responsibility and accountability.**

ESS03.03.01	Write realistic performance goals, objectives and action plans.
ESS03.03.02	Monitor performance goals and adjust as necessary.
ESS03.03.03	Recognize goal achievement using appropriate rewards in the workplace.
ESS03.03.04	Communicate goal achievement with managers and co-workers.

ESS03.04   **Conduct technical research to gather information necessary for decision-making.**

ESS03.04.01	Align the information gathered to the needs of the audience.
ESS03.04.02	Gather technical information and data using a variety of resources.
ESS03.04.03	Analyze information and data for value to the research objectives.
ESS03.04.04	Evaluate information and data to determine value to research objectives.

Essential Topic ESS04	**INFORMATION TECHNOLOGY APPLICATIONS:** *Use information technology tools specific to the career cluster to access, manage, integrate, and create information.*

ESS04.01   **Use Personal Information Management (PIM) applications to increase workplace efficiency.**

| ESS04.01.01 | Manage personal schedules and contact information. |
| ESS04.01.02 | Create memos and notes. |

ESS04.02   **Employ technological tools to expedite workflow.**

| ESS04.02.01 | Use information technology tools to manage and perform work responsibilities. |

ESS04.03   **Operate electronic mail applications to communicate within a workplace.**

ESS04.03.01	Use email to share files and documents.
ESS04.03.02	Identify the functions and purpose of email systems.
ESS04.03.03	Use email to communicate within and across organizations.

ESS04.04   **Operate Internet applications to perform workplace tasks.**

ESS04.04.01	Access and navigate Internet (e.g., use a web browser).
ESS04.04.02	Search for information and resources.
ESS04.04.03	Evaluate Internet resources for reliability and validity.

ESS04.05   **Operate writing and publishing applications to prepare business communications.**

| ESS04.05.01 | Prepare simple documents and other business communications. |

ESS04.05.02	Prepare reports and other business communications by integrating graphics and other non-text elements.
ESS04.05.03	Prepare complex multi-media publications.
ESS04.06	**Operate presentation applications to prepare presentations.**
ESS04.06.01	Prepare presentations for training, sales and information sharing.
ESS04.06.02	Deliver presentations with supporting materials.
ESS04.07	**Employ spreadsheet applications to organize and manipulate data.**
ESS04.07.01	Create a spreadsheet.
ESS04.07.02	Perform calculations and analyses on data using a spreadsheet.
ESS04.08	**Employ database applications to manage data.**
ESS04.08.01	Manipulate data elements.
ESS04.08.02	Manage interrelated data elements.
ESS04.08.03	Analyze interrelated data elements.
ESS04.08.04	Generate reports showing interrelated data elements.
ESS04.09	**Employ collaborative/groupware applications to facilitate group work.**
ESS04.09.01	Facilitate group work through management of shared schedule and contact information.
ESS04.09.02	Facilitate group work through management of shared files and online information.
ESS04.09.03	Facilitate group work through instant messaging or virtual meetings.
ESS04.10	**Employ computer operations applications to manage work tasks.**
ESS04.10.01	Manage computer operations.
ESS04.10.02	Manage file storage.
ESS04.10.03	Compress or alter files.
ESS04.11	**Use computer-based equipment (containing embedded computers or processors) to control devices.**
ESS04.11.01	Operate computer driven equipment and machines.
ESS04.11.02	Use installation and operation manuals.
ESS04.11.03	Troubleshoot computer driven equipment and machines.
ESS04.11.04	Access support as needed to maintain operation of computer driven equipment and machines.

Essential Topic ESS05	**SYSTEMS:** *Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. Identify how key organizational systems affect organizational performance and the quality of products and services. Understand global context of industries and careers.*
ESS05.01	**Describe the nature and types of business organizations to build an understanding of the scope of organizations.**
ESS05.01.01	List the types and functions of businesses.
ESS05.01.02	Describe the types and functions of businesses.

ESS05.01.03	Explain the functions and interactions of common departments within a business.

ESS05.02 **Implement quality control systems and practices to ensure quality products and services.**

ESS05.02.01	Describe quality control standards and practices common to the workplace.

Essential Topic ESS06	**SAFETY, HEALTH AND ENVIRONMENTAL:** *Understand the importance of health, safety, and environmental management systems in organizations and their importance to organizational performance and regulatory compliance. Follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.*

ESS06.01 **Implement personal and jobsite safety rules and regulations to maintain safe and healthful working conditions and environments.**

ESS06.01.01	Assess workplace conditions with regard to safety and health.
ESS06.01.02	Align safety issues with appropriate safety standards to ensure a safe workplace/jobsite.
ESS06.01.03	Identify safety hazards common to workplaces.
ESS06.01.04	Identify safety precautions to maintain a safe worksite.
ESS06.01.05	Select appropriate personal protective equipment as needed for a safe workplace/jobsite.
ESS06.01.06	Inspect personal protective equipment commonly used for selected career pathway.
ESS06.01.07	Use personal protective equipment according to manufacturer rules and regulations.
ESS06.01.08	Employ a safety hierarchy and communication system within the workplace/jobsite.
ESS06.01.09	Implement safety precautions to maintain a safe worksite.

ESS06.02 **Complete work tasks in accordance with employee rights and responsibilities and employers obligations to maintain workplace safety and health.**

ESS06.02.01	Identify rules and laws designed to promote safety and health in the workplace.
ESS06.02.02	State the rationale of rules and laws designed to promote safety and health.

ESS06.03 **Employ emergency procedures as necessary to provide aid in workplace accidents.**

ESS06.03.01	Use knowledge of First Aid procedures as necessary.
ESS06.03.02	Use knowledge of CPR procedures as necessary.
ESS06.03.03	Use safety equipment as necessary.

ESS06.04 **Employ knowledge of response techniques to create a disaster and/or emergency response plan.**

ESS06.04.01	Complete an assessment of an emergency and/or disaster situation.

ESS06.04.02	Create an emergency and/or disaster plan.

Essential Topic ESS07	**LEADERSHIP AND TEAMWORK:** *Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.*

ESS07.01   **Employ leadership skills to accomplish organizational goals and objectives.**

ESS07.01.01	Analyze the various roles of leaders within organizations (e.g. contribute ideas; share in building an organization; act as role models to employees by adhering to company policies, procedures, and standards; promote the organization's vision; and mentor others).
ESS07.01.02	Exhibit traits such as empowerment, risk, communication, focusing on results, decision-making, problem solution, and investment in individuals when leading a group in solving a problem.
ESS07.01.03	Exhibit traits such as compassion, service, listening, coaching, developing others, team development, and understanding and appreciating others when acting as a manager of others in the workplace.
ESS07.01.04	Exhibit traits such as enthusiasm, creativity, conviction, mission, courage, concept, focus, principle-centered living, and change when interacting with others in general.
ESS07.01.05	Consider issues related to self, team, community, diversity, environment, and global awareness when leading others.
ESS07.01.06	Exhibit traits such as innovation, intuition, adaptation, life-long learning and coachability to develop leadership potential over time.
ESS07.01.07	Analyze leadership in relation to trust, positive attitude, integrity, and willingness to accept key responsibilities in a work situation.
ESS07.01.08	Describe observations of outstanding leaders using effective management styles.
ESS07.01.09	Participate in civic and community leadership and teamwork opportunities to enhance skills.

ESS07.02   **Employ organizational and staff development skills to foster positive working relationships and accomplish organizational goals.**

ESS07.02.01	Implement organizational skills when facilitating others' work efforts.
ESS07.02.02	Explain how to manage a staff that satisfies work demands while adhering to budget constraints.
ESS07.02.03	Describe how staff growth and development to increase productivity and employee satisfaction.
ESS07.02.04	Organize team involvement within a group environment.
ESS07.02.05	Work with others to develop and gain commitment to team goals.
ESS07.02.06	Distribute responsibility and work load fairly.
ESS07.02.07	Model leadership and teamwork qualities to aid in employee morale.
ESS07.02.08	Identify best practices for successful team functioning.
ESS07.02.09	Explain best practices for successful team functioning.

ESS07.03	**Employ teamwork skills to achieve collective goals and use team members' talents effectively.**
ESS07.03.01	Work with others to achieve objectives in a timely manner.
ESS07.03.02	Promote the full involvement and use of team members' individual talents and skills.
ESS07.03.03	Employ conflict-management skills to facilitate solutions.
ESS07.03.04	Demonstrate teamwork skills through working cooperatively with co-workers, supervisory staff, and others, both in and out of the organization, to achieve particular tasks.
ESS07.03.05	Demonstrate teamwork processes that provide team building, consensus, continuous improvement, respect for the opinions of others, cooperation, adaptability, and conflict resolution.
ESS07.03.06	Develop plans to improve team performance.
ESS07.03.07	Demonstrate commitment to and a positive attitude toward team goals.
ESS07.03.08	Take responsibility for shared group and individual work tasks.
ESS07.03.09	Assist team members in completing their work.
ESS07.03.10	Adapt effectively to changes in projects and work activities.
ESS07.03.11	Negotiate effectively to arrive at decisions.
ESS07.04	**Establish and maintain effective working relationships with all levels of personnel and other departments in order to accomplish objectives and tasks.**
ESS07.04.01	Build effective working relationships using interpersonal skills.
ESS07.04.02	Use positive interpersonal skills to work cooperatively with co-workers representing different cultures, genders and backgrounds.
ESS07.04.03	Manage personal skills to accomplish assignments.
ESS07.04.04	Treat people with respect.
ESS07.04.05	Provide constructive praise and criticism.
ESS07.04.06	Demonstrate sensitivity to and value for diversity.
ESS07.04.07	Manage stress and control emotions.
ESS07.05	**Conduct and participate in meetings to accomplish work tasks.**
ESS07.05.01	Develop meeting goals, objectives and agenda.
ESS07.05.02	Assign responsibilities for preparing materials and leading discussions.
ESS07.05.03	Prepare materials for leading discussion.
ESS07.05.04	Assemble and distribute meeting materials.
ESS07.05.05	Conduct meeting to achieve objectives within scheduled time.
ESS07.05.06	Demonstrate effective communication skills in meetings.
ESS07.05.07	Produce meeting minutes including decisions and next steps.
ESS07.05.08	Use parliamentary procedure, as needed, to conduct meetings.
ESS07.06	**Employ mentoring skills to inspire and teach others.**
ESS07.06.01	Use motivational techniques to enhance performance in others.
ESS07.06.02	Provide guidance to enhance performance in others.

Essential Topic ESS08	**ETHICS AND LEGAL RESPONSIBILITIES:** *Know and understand the importance of professional ethics and legal responsibilities.*

ESS08.01	**Apply ethical reasoning to a variety of workplace situations in order to make ethical decisions.**
ESS08.01.01	Evaluate alternative responses to workplace situations based on legal responsibilities and employer policies.
ESS08.01.02	Evaluate alternative responses to workplace situations based on personal or professional ethical responsibilities.
ESS08.01.03	Identify personal and long-term workplace consequences of unethical or illegal behaviors.
ESS08.01.04	Explain personal and long-term workplace consequences of unethical or illegal behaviors.
ESS08.01.05	Determine the most appropriate response to workplace situations based on legal and ethical considerations.
ESS08.01.06	Explain the most appropriate response to workplace situations based on legal and ethical considerations.
ESS08.02	**Interpret and explain written organizational policies and procedures to help employees perform their jobs according to employer rules and expectations.**
ESS08.02.01	Locate information on organizational policies in handbooks and manuals.
ESS08.02.02	Discuss how specific organizational policies and procedures influence a specific work situation.

Essential Topic ESS09	**EMPLOYABILITY AND CAREER DEVELOPMENT:** *Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills.*
ESS09.01	**Identify and demonstrate positive work behaviors and personal qualities needed to be employable.**
ESS09.01.01	Demonstrate self-discipline, self-worth, positive attitude, and integrity in a work situation.
ESS09.01.02	Demonstrate flexibility and willingness to learn new knowledge and skills.
ESS09.01.03	Exhibit commitment to the organization.
ESS09.01.04	Identify how work varies with regard to site, from indoor confined spaces to outdoor areas, including aerial space and a variety of climatic and physical conditions.
ESS09.01.05	Apply communication strategies when adapting to a culturally diverse environment.
ESS09.01.06	Manage resources in relation to the position (i.e. budget, supplies, computer, etc).
ESS09.01.07	Identify positive work-qualities typically desired in each of the career cluster's pathways.
ESS09.01.08	Manage work roles and responsibilities to balance them with other life roles and responsibilities.

ESS09.02	**Develop a personal career plan to meet career goals and objectives.**
ESS09.02.01	Develop career goals and objectives as part of a plan for future career direction.
ESS09.02.02	Develop strategies to reach career objectives.
ESS09.03	**Demonstrate skills related to seeking and applying for employment to find and obtain a desired job.**
ESS09.03.01	Use multiple resources to locate job opportunities.
ESS09.03.02	Prepare a résumé.
ESS09.03.03	Prepare a letter of application.
ESS09.03.04	Complete an employment application.
ESS09.03.05	Interview for employment.
ESS09.03.06	List the standards and qualifications that must be met in order to enter a given industry.
ESS09.03.07	Employ critical thinking and decision-making skills to exhibit qualifications to a potential employer.
ESS09.04	**Maintain a career portfolio to document knowledge, skills and experience in a career field.**
ESS09.04.01	Select educational and work history highlights to include in a career portfolio.
ESS09.04.02	Produce a record of work experiences, licenses, certifications and products.
ESS09.04.03	Organize electronic or physical portfolio for use in demonstrating knowledge, skills and experiences.
ESS09.05	**Demonstrate skills in evaluating and comparing employment opportunities in order to accept employment positions that match career goals.**
ESS09.05.01	Compare employment opportunities to individual needs and career plan objectives.
ESS09.05.02	Evaluate employment opportunities based upon individual needs and career plan objectives.
ESS09.05.03	Demonstrate appropriate methods for accepting or rejecting employment offers.
ESS09.06	**Identify and exhibit traits for retaining employment to maintain employment once secured.**
ESS09.06.01	Model behaviors that demonstrate reliability and dependability.
ESS09.06.02	Maintain appropriate dress and behavior for the job to contribute to a safe and effective workplace/jobsite.
ESS09.06.03	Complete required employment forms and documentation such as I-9 form, work visa, W-4 and licensures to meet employment requirements.
ESS09.06.04	Summarize key activities necessary to retain a job in the industry.
ESS09.06.05	Identify positive work behaviors and personal qualities necessary to retain employment.

ESS09.07	**Identify and explore career opportunities in one or more career pathways to build an understanding of the opportunities available in the cluster.**
ESS09.07.01	Locate and identify career opportunities that appeal to personal career goals.
ESS09.07.02	Match personal interest and aptitudes to selected careers.
ESS09.08	**Recognize and act upon requirements for career advancement to plan for continuing education and training.**
ESS09.08.01	Identify opportunities for career advancement.
ESS09.08.02	Pursue education and training opportunities to acquire skills necessary for career advancement.
ESS09.08.03	Examine the organization and structure of various segments of the industry to prepare for career advancement.
ESS09.08.04	Research local and regional labor (workforce) market and job growth information to project potential for advancement.
ESS09.08.05	Manage employment relations to make career advancements.
ESS09.09	**Continue professional development to keep current on relevant trends and information within the industry.**
ESS09.09.01	Use self assessment, organizational priorities, journals, Internet sites, professional associations, peers and other resources to develop goals that address training, education and self-improvement issues.
ESS09.09.02	Read trade magazines and journals, manufacturers' catalogues, industry publications and Internet sites to keep current on industry trends.
ESS09.09.03	Participate in relevant conferences, workshops, mentoring activities and in-service training to stay current with recent changes in the field.
ESS09.10	**Examine licensing, certification and credentialing requirements at the national, state and local levels to maintain compliance with industry requirements.**
ESS09.10.01	Examine continuing education requirements related to licensing, certification, and credentialing requirements at the local, state and national levels for chosen occupation.
ESS09.10.02	Examine the procedures and paperwork involved in maintaining and updating licensure, certification and credentials for chosen occupation.
ESS09.10.03	Align ongoing licensing, certification and credentialing requirements to career plans and goals.
ESS09.11	**Examine employment opportunities in entrepreneurship to consider entrepreneurship as an option for career planning.**
ESS09.11.01	Describe the opportunities for entrepreneurship in a given industry.

Essential Topic ESS10	**TECHNICAL SKILLS:** *Use of technical knowledge and skills required to pursue careers in all career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.*

ESS10.01	**Employ information management techniques and strategies in the workplace to assist in decision-making.**
ESS10.01.01	Use information literacy skills when accessing, evaluating and disseminating information.
ESS10.01.02	Describe the nature and scope of information management.
ESS10.01.03	Maintain records to facilitate ongoing business operations.
ESS10.02	**Employ planning and time management skills and tools to enhance results and complete work tasks.**
ESS10.02.01	Develop goals and objectives.
ESS10.02.02	Prioritize tasks to be completed.
ESS10.02.03	Develop timelines using time management knowledge and skills.
ESS10.02.04	Use project-management skills to improve workflow and minimize costs.

C. CLUSTER (FOUNDATION) KNOWLEDGE AND SKILLS

The following Cluster (Foundation) Knowledge and Skill statements apply to all careers in the Hospitality and Tourism Cluster. Persons preparing for careers in the Hospitality and Tourism Cluster should be able to demonstrate these skills in addition to those found on the Essential Knowledge and Skills Chart.

A. Foundational Academic Expectations
B. Essential Knowledge and Skills
C. Cluster (Foundation) Knowledge and Skills
D. Pathway Knowledge and Skills

Cluster Topic HTC01	**ACADEMIC FOUNDATIONS:** *Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.*
HTC01.01	**Utilize marketing techniques to sell hospitality and tourism products and services.**
HTC01.01.01	Demonstrate knowledge of marketing techniques commonly used in the hospitality and tourism industry to sell a product or service.
Sample Indicators	Identify the elements of marketing.
	Compare/contrast different marketing packets.
	Develop strategies for making a sale.
HTC01.02	**Apply information from cultural diversity and geographical studies to develop products and services for the hospitality and tourism industry.**
HTC01.02.01	Identify the components of cultural diversity to understand their impact on the hospitality and tourism industry.
Sample Indicators	Define culture and cultural diversity.
	Categorize components of culture including religious customs, dietary habits and traditions.
	Give examples of how culture is relevant to the hospitality and tourism industry.

	Design a method of increasing multicultural awareness.
HTC01.02.02	Identify the elements of geography that affect hospitality and tourism customer service.
Sample Indicators	Identify the relevance of geography to hospitality and tourism including natural resources, climate, landforms and time zones.
	Identify the major countries important to the industry for importing goods.
	Apply the concepts of weather and climate to hospitality situations.

HTC01.03 **Identify effects of the economy on the hospitality and tourism industry to effectively plan products and services.**

HTC01.03.01	Summarize how to use the "state of the economy" to plan products and service.
Sample Indicators	Use exchange rate to exchange foreign funds.
	Describe how economics applies to the hospitality and tourism industry.
	Explain the effects that supply and demand has on the hospitality and tourism industry.
	Document the importance of the hospitality and tourism industry to the U.S. economy.
	Explain effects of changes in taxation on hospitality and tourism industry.

HTC01.04 **Identify the elements of management styles used in various types of hospitality and tourism establishments to gain familiarity with all types of venues.**

HTC01.04.01	Identify management styles within a variety of organizational structures.
Sample Indicators	Define industry management terms including yield, yield management, no-show, discount inventory control, overbooking and spoilage.
	Compare/contrast management of different organizational structures including independently owned, chain affiliated and corporations in the industry.

Cluster Topic HTC02	**COMMUNICATIONS:** *Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information.*
	No additional statements in this topic beyond those found in the Essential Knowledge and Skills Chart.

Cluster Topic HTC03	**PROBLEM-SOLVING AND CRITICAL THINKING:** *Solve problems using critical thinking skills (analyze, synthesize, and evaluate) independently and in teams. Solve problems using creativity and innovation.*

HTC03.01 **Use principles of budgeting and forecasting to maximize profit and growth for hospitality and tourism establishments.**

HTC03.01.01	Apply forecasting skills to identify potential cost and profit.
Sample Indicators	Identify information needed to forecast bookings/reservations.
	Calculate a no-show percentage.
	Calculate a ten-day forecast.
HTC03.01.02	Apply budgeting skills to determine staffing levels for hospitality and tourism organizations.
Sample Indicators	Determine labor hours for each level of booking/reservations.
	Determine number of employees to schedule at each level of booking/reservations.

Set staffing schedules to balance labor costs and level of booking/reservations.

HTC03.02 **Examine comments and suggestions from the customer service area to formulate improvements in services/products and training of staff.**

HTC03.02.01   Use customer comments to guide customer satisfaction policies.

Sample Indicators   Assess the importance of customer satisfaction.

Devise strategies for maximizing customer satisfaction.

Role-play customer dissatisfaction scenarios.

Cluster Topic HTC04	**INFORMATION TECHNOLOGY APPLICATIONS:** *Use information technology tools specific to the career cluster to access, manage, integrate, and create information.*

No additional statements in this topic beyond those found in the Essential Knowledge and Skills Chart.

Cluster Topic HTC05	**SYSTEMS:** *Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. Identify how key organizational systems affect organizational performance and the quality of products and services. Understand global context of industries and careers.*

HTC05.01 **Manage and improve organizational systems used in hospitality and tourism to more effectively serve customers.**

HTC05.01.01   Develop and manage plans and budgets to accomplish organizational goals and objectives.

HTC05.01.02   Develop plans to improve organizational performance.

HTC05.02 **Identify and compare services and products from related industries to understand how they affect hospitality and tourism products and services.**

HTC05.02.01   Describe feasible collaboration with other industries to provide an inclusive product to the customer.

Sample Indicators   Develop work plans and budgets that utilize people and resources effectively.

Develop reports on performance and resource utilization.

Modify plans and budgets to meet goals and objectives.

HTC05.02.02   Identify the characteristics of various hospitality and tourism-related organizations or businesses that best use available resources.

Sample Indicators   Identify and describe most critical performance problems.

Identify opportunities for improvement of the system.

Use structured problem-solving process to develop systematic improvements.

Cluster Topic HTC06	**SAFETY, HEALTH AND ENVIRONMENTAL:** *Understand the importance of health, safety, and environmental management systems in organizations and their importance to organizational performance and regulatory compliance. Follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.*

HTC06.01   **Maintain safe and healthful working conditions and environment in order to promote well-being in hospitality and tourism workplaces.**

HTC06.01.01   Assess workplace conditions with regard to safety and health.
Sample Indicators   Identify the types of risk of injury/illness at work.

Identify those who are susceptible to risk of injury/illness at work.

Describe ways to positively impact occupational safety and health.

HTC06.02   **Conduct work tasks in accordance with employee rights and responsibilities and employers' obligations concerning occupational safety and health in order to promote safe and healthful working conditions in hospitality and tourism industries.**

HTC06.02.01   State the rationale for rules and laws designed to promote safety and health in the workplace.
Sample Indicators   Identify key rights of employees related to occupational safety and health.

Identify the responsibilities of employers related to occupational safety and health.

Explain the role of government agencies in providing a safe workplace.

HTC06.03   **Assess types and sources of workplace hazards common to hospitality and tourism work settings in order to demonstrate a working understanding of key health and safety concerns.**

HTC06.03.01   Demonstrate methods to correct common hazards.
Sample Indicators   Identify and describe common hazards in the workplace.

Identify and describe major sources of information about hazards in the workplace (e.g., MSDS, work procedures, exposure control plans, training materials, labels, and signage).

Identify sources of combustible/flammable materials, fire and emergencies to establish a fire safe environment.

Interpret safety signs and symbols.

HTC06.04   **Demonstrate methods to control hazards in the hospitality and tourism industry to maintain a safe environment.**

HTC06.04.01   Demonstrate the application of personal and group health and safety practices.
Sample Indicators   Identify procedures necessary for maintaining a safe work area.

Identify methods to correct common hazards.

Identify methods for disposing of hazardous materials.

Demonstrate principals of safe physical movement to avoid slips, trips, and spills.

Inspect and use protective equipment (PPE).

HTC06.04.02   Describe common sources of group health issues in the hospitality and tourism workplace.

HTC06.05   **Review safety and sanitation procedures applicable to the work area to ensure a safe and healthy work environment.**

HTC06.05.01   Examine overall safety procedures to maintain safe work areas in hospitality and tourism workplaces.
Sample Indicators   Identify electrical and mechanical hazards.

	Classify different types of fires and how to contain them.
	Identify proper fire evacuation procedures.
	Demonstrate the safe use of ladders.
	Outline proper response to emergency situations.
	Outline basic first aid and CPR procedures.

HTC06.05.02   Identify sanitation procedures that ensure facility is in compliance with health codes.

Sample Indicators   Outline compliance requirements of sanitation and health inspections.

Demonstrate exemplary appearance and hygiene.

Use appropriate safety equipment and clothing.

HTC06.05.03   Practice personal safety while at the work site and on work related assignments to avoid injuries or accidents.

Sample Indicators   Detail proper lifting and carrying procedures.

Demonstrate handling safety with mechanical, environmental, microwave radiation, vehicle, optical laser, radar, high frequency radio, and fiber optics.

Demonstrate safe work habits and procedure related to application of electricity and static discharge.

Demonstrate the appropriate use of safety equipment and procedures, such as lockout/tagout, as required for work activity.

Demonstrate safe use of equipment commonly used in hospitality and tourism.

Adjust working routines to take advantage of ergonomic designs in the workplace.

HTC06.06   Analyze nutrition, stress, and exercise to measure their effect on hospitality and tourism employee performance.

HTC06.06.01   Identify personal lifestyle choices that prepare an individual for a career in the hospitality and tourism industry.

Sample Indicators   List the effects of exercise on job performance.

Discuss the effects of nutrition and dietary habits on job performance.

Interpret the effect of stress, fatigue and anxiety on job performance.

HTC06.07   Analyze the potential effects caused by common chemicals and hazardous materials used in the hospitality and tourism industry in order to prevent health problems that may result from exposure to these elements.

HTC06.07.01   Follow industry standards to comply with safety polices and procedures.

Sample Indicators   Apply Hazcom and Hazardous Material practices and MSDS Procedures for handling and disposing of chemicals.

Illustrate compliance with OSHA safety regulations and practices.

HTC06.08   Recognize potential, real and perceived hazards and emergency situations to implement appropriate safety and security measures.

HTC06.08.01   Outline safety and security issues for individuals and groups to minimize risks.

Sample Indicators   Create a solution to guests/customer exposure to a health hazard.

Identify ways to manage guests/customers facing a threat.

Identify ways to prevent common safety hazards.

	Develop and role play mock emergency situations.
HTC06.08.02	Identify resources to utilize in various emergency situations for self, co-workers, and customers/guests.
Sample Indicators	Detail steps to use in medical emergencies.
	List resources for assistance with environmental issues.
	Name the resources for assistance in crimes or accidents.
	Detail how to access help in a terrorist situation.
HTC06.08.03	Create response plans to cope with hazards and emergency situations applicable to the hospitality and tourism industries.

HTC06.09   **Implement security measures to protect the guests/customers and staff and to limit the business's liability.**

HTC06.09.01	Develop security measures to increase safety.
Sample Indicators	Describe how locking systems protect guests/customers.
	Design a security system using surveillance cameras.
	Design a security system using security personnel.
	Detail ways to use lighting to increase security.

Cluster Topic HTC07	**LEADERSHIP AND TEAMWORK:** *Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.*

HTC07.01   **Resolve conflicts to satisfy hospitality and tourism staff, guests/customers and others.**

HTC07.01.01	Use conflict-management skills to facilitate solutions.
Sample Indicators	Identify sources of conflict.
	Include stakeholders in a problem-solving session.
	Agree on an implement steps to resolve conflict.
	Follow up on results of implementation.

Cluster Topic HTC08	**ETHICS AND LEGAL RESPONSIBILITIES:** *Know and understand the importance of professional ethics and legal responsibilities.*

HTC08.01   **Review ethical and legal responsibilities of hospitality and tourism businesses to understand their implications on guest/customer and employee conduct.**

HTC08.01.01	Demonstrate application of legal policies to comply with laws regarding hiring, harassment, and safety issues.
Sample Indicators	Define legal and ethical responsibilities for safety procedures.
	Identify how harassment and stereotyping can create an unhealthy work environment.
	Demonstrate understanding of legal interviewing processes.
	Interpret workman's compensation requirements and forms.
	Maintain and understand standards of confidentiality.
HTC08.01.02	Define ethical and legal guidelines relating to job performance.
Sample Indicators	Identify ethical and legal situations which occur in the workplace.
	Develop responses to situations based on legal responsibilities and employer policies.

Develop responses to situations based on ethical considerations.

HTC08.02	**Examine professional and workplace ethics and legal responsibilities to develop guidelines for conduct in hospitality and tourism industries.**
HTC08.02.01	Demonstrate awareness of the responsibilities of different positions within the hospitality and tourism organization.
Sample Indicators	Explain legal responsibilities of employees to comply with government laws and regulations including responsible liability.
	Explain the major laws and regulations that define responsibilities for commercial, consumer, health, safety, environmental, and employment laws and regulations.
HTC08.03	**Identify ethical issues and concerns in the hospitality and tourism career field to aid in making career choices.**
HTC08.03.01	Describe observed ethical behavior in the workplace and the integral role these behaviors play in business.
Sample Indicators	Describe situations where ethical concerns can change the workplace.
	Identify problems that may arise if the workforce does not conduct itself ethically.
	Identify regulations that must be followed on a continuous basis in a given career area.
	List ethical liability issues that are specific to hospitality and tourism.

Cluster Topic HTC09	**EMPLOYABILITY AND CAREER DEVELOPMENT:** *Know and understand the importance of employability skills. Explore, plan, and effectively manage career. Know and understand the importance of entrepreneurship skills.*

HTC09.01	**Explain written organizational policies, rules, and procedures to ensure hospitality and tourism employees effectively perform their jobs.**
HTC09.01.01	Locate appropriate information on organizational policies in handbooks and manuals.
Sample Indicators	Identify the contents of various organizational publications.
	Select the appropriate document(s) as reference for the situation.
HTC09.01.02	Identify and discuss the influence of specific organizational policies and rules on a specific work situation.
Sample Indicators	Locate and identify specific organizational policy, rule or procedure to assist with a given situation.
	Explain specific organizational policy, rule or procedure to improve a given situation.
HTC09.02	**Identify career opportunities in one or more hospitality and tourism career pathways to broaden awareness of careers available within the career cluster.**
HTC09.02.01	Research career opportunities based upon their fit with personal career goals in the hospitality and tourism industries.
Sample Indicators	Locate and interpret career information for at least one career cluster.
	Identify job requirements for career pathways.
	Identify educational and credentialing requirements for career cluster and pathways.

HTC09.02.02	Match personal interests and aptitudes to careers in the hospitality and tourism industry when researching opportunities within the pathways.
Sample Indicators	Identify personal interests and aptitudes.
	Identify job requirements and characteristics of selected careers.
	Compare personal interests and aptitudes with job requirements and characteristics of career selected.
	Modify career goals based on results of personal interests and aptitudes with career requirements and characteristics.
HTC09.02.03	Examine entry-level, skilled level, and supervisory positions and the qualifications and skills needed for different levels of hospitality and tourism employment.
HTC09.02.04	Develop a career plan for advancement in hospitality and tourism careers.

HTC09.03 **Review independently owned and chain-affiliated facilities in hospitality and tourism to compare and illustrate the advantages and disadvantages of working in each venue.**

HTC09.03.01	Distinguish how an independently owned facility differs from other hospitality and tourism facilities.
Sample Indicators	List advantages and disadvantages of working for an independently owned facility.
	List the advantages and disadvantages of working for a chain-affiliated facility.
	Conclude which type provides the best working environment to suit personal characteristics and values.

HTC09.04 **Understand advancement procedures and the promotional work ladder within the hospitality and tourism industry to plan career objectives.**

HTC09.04.01	Evaluate personal skills that may determine individual potential for growth within the hospitality and tourism industry.
Sample Indicators	Comprehend the career ladder for each industry.
	Identify the head of each department and their responsibilities.
HTC09.04.02	Explain what projects need to be accomplished or skills acquired to achieve a promotion.
Sample Indicators	Gather information on the skills of higher-level positions.
	Identify the process of applying for promotional positions and the person(s) to contact.
	Write a career pathway plan.

HTC09.05 **Understand roles within teams, work units, departments, organizations, inter-organizational systems and the larger environment to identify how they affect the quality of the product or service the hospitality and tourism industry offers.**

HTC09.05.01	Trace the development of the hospitality and tourism industry to understand the overall structure.
Sample Indicators	Identify early stages of the hospitality and tourism industry.
	Outline the growth of the hospitality industry.
	Discuss current trends in society and how they affect hospitality and tourism.
	Draw conclusions on the impact of the future economic, technological and social changes in the hospitality and tourism industry.
HTC09.05.02	Use organizational charts to analyze workplace operations.

Sample Indicators	Learn the functions of the department or unit within the larger organization.
	Integrate the functions of other departments or units to serve the guest/customer.

Cluster Topic HTC10	**TECHNICAL SKILLS:** *Use the technical knowledge and skills required to pursue the targeted careers for all pathways in the career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.*

HTC10.01	**Utilize recognized customer service skills needed to be successful in the hospitality and tourism industry.**
HTC10.01.01	Apply customer service skills to ensure guest satisfaction.
Sample Indicators	Define customer service.
	Evaluate customer service scenarios.
	Determine appropriate customer service solutions.
	Describe how customer service affects a company's "bottom line."
HTC10.02	**Utilize different types of payment options to facilitate customer payments for services.**
HTC10.02.01	Process different types of payments to accommodate the guest/customer.
Sample Indicators	Accept cash payments.
	Make a credit card transaction.
	Settle a direct bill account.
	Combine payment methods to serve guests/customers.

D. PATHWAY KNOWLEDGE AND SKILLS

The following knowledge and skill statements apply to all careers in the Recreation, Amusements and Attractions Pathway. The statements are organized within five topics.

A. Foundational Academic Expectations
B. Essential Knowledge and Skills
C. Cluster (Foundation) Knowledge and Skills
D. Pathway Knowledge and Skills

Pathway Topic HTPD01	**SYSTEMS**

HTPD01.01	**Identify career opportunities in the recreation, amusements, and attractions pathway to broaden awareness of careers available in the cluster.**
HTPD01.01.01	Research various operating units in the pathway to distinguish the particular characteristics of each venue.
Sample Indicators	List recreational venues.
	List amusement venues.
	List attraction venues.
HTPD01.01.02	Compare venues and the unique organizational structure of various operating units.

Sample Indicators	Describe characteristics unique to each venue.
	Describe characteristics common to each venue.
HTPD01.01.03	Summarize unique career opportunities in recreation, amusements, and attractions by gathering occupational information for each venue.
Sample Indicators	List recreation careers.
	List amusement careers.
	List attraction careers.

HTPD01.02   **Examine and implement admission procedures and traffic control issues to manage and control people, groups, and vehicles.**

HTPD01.02.01	Utilize guidelines for access control to determine guest and group admission procedures.
Sample Indicators	Identify venues that use ticket admission and how those tickets are collected.
	Identify venues that use membership and how the member is identified.
	Explain how groups are handled differently in each case.
HTPD01.02.02	Apply traffic control procedures to facilitate movement of people and vehicles.
Sample Indicators	Plan for effective directions and parking of vehicles.
	Identify a situation where the number of guests would need to be controlled and list how this would be accomplished.
HTPD01.02.03	Monitor traffic control issues to manage congestion.

HTPD01.03   **Analyze each venue to determine the maintenance technology, merchandising, program and product potential.**

HTPD01.03.01	Evaluate maintenance issues to determine if special training of personnel is required.
Sample Indicators	List maintenance issues unique to recreation.
	List maintenance issues unique to amusements.
	List maintenance issues unique to attractions.
HTPD01.03.02	Research ideas needed to develop programs and/or products unique to each venue.
Sample Indicators	Explain the role history might play in developing programs/exhibits/events.
	Explain the role various animals have in exhibit development.
	Explain how a theme might determine the types of products/services/events available.

Pathway Topic HTPD02	**SAFETY AND SECURITY**

HTPD02.01   **Identify safety and security issues unique to each segment to implement appropriate safety and security measures.**

HTPD02.01.01	Research guest safety and security issues unique to each venue to create safety guidelines.
Sample Indicators	List guest safety/security issues at recreation venues.
	List guest safety/security issues at amusement venues.
	List guest safety/security issues at attraction venues.
HTPD02.01.02	Research employee safety and security issues unique to each venue to create safety guidelines.

Sample Indicators	List employee safety/security issues at recreation venues.
	List employee safety/security issues at amusement venues.
	List employee safety/security issues at attraction venues.
HTPD02.01.03	Examine equipment safety, functionality, and durability to protect guests and minimize replacement costs.
HTPD02.01.04	Evaluate methods for equipment maintenance and repair to minimize down time.

HTPD02.02 **Create a resource base to manage emergency situations in recreation, amusement and attraction venues.**

HTPD02.02.01	Formulate methods of resolution and/or alternatives to potential safety hazards.
Sample Indicators	Create a proactive solution to address common safety hazards including lighting, sound, surface areas, political and social climate.
	Create a reactive solution to guests' exposure to a health hazard.
	Suggest ways to manage guests and groups facing safety hazards.
	Develop and role play mock emergency situations demonstrating caution and good judgment.
HTPD02.02.02	Identify sources of assistance to utilize in emergency situations for self, co-workers and customers/guests.
Sample Indicators	Detail three resources for assistance with communication.
	Name the most common source for criminal assistance.
	Name a resource for assistance with environmental issues.
	List a source for assistance with legal issues.
	List two sources for assistance with medical or social services.

HTPD02.03 **Examine identified safety and security issues that require customer education in order to maintain a safe and accident-free venue.**

HTPD02.03.01	Disseminate information to customers addressing potential safety hazards and security issues.
Sample Indicators	Collect safety and security information relevant to the venue.
	Display safety and security information and materials.
	Distribute safety and security information appropriately to customer/guest.

Pathway Topic HTPD03	**ADMISSIONS**

HTPD03.01 **Examine identified admission procedures to manage and control individuals and groups.**

HTPD03.01.01	Utilize guidelines for access control to determine the guest and group admission procedures.
Sample Indicators	Identify which venues use ticket admission and methods of collection.
	Identify which venues use membership and method of identification.
	Explain how groups are handled differently in each case.
HTPD03.01.02	Research various methods of ticket allocation to control admission.
Sample Indicators	List methods of allocating tickets by season, month and day.
	Describe considerations for allocating adult, children and senior tickets.

HTPD03.02   **Compare different ticket sales options to establish best practices and maximize sales.**

HTPD03.02.01   Research various methods of ticket pricing and sales to maximize sales.

Sample Indicators   Identify the factors necessary to consider when setting ticket prices.
List various methods of selling tickets.

HTPD03.02.02   Identify types and structure of admission ticket distribution channels.
Sample Indicators   List ways to allocate tickets for sale.
List ways to distribute tickets for delivery.

HTPD03.03   **Evaluate the types of information and directions a guest would need at a facility entry point to become familiar with their surroundings.**

HTPD03.03.01   Prepare introductory information about a facility to distribute to guests.
Sample Indicators   List all locations a guest would need to know.
Describe the guest use of each area.

Identify the schedule opening and closing for each area of the facility (days/seasons).
Give a short history or background of the facility if relevant.

HTPD03.03.02   Prepare maps and diagrams of a facility to distribute to the guests.
Sample Indicators   Describe how a guest would travel through the facility.

List critical locations such as restrooms, telephones, ATMs and first aid stations.

HTPD03.03.03   Identify information from non-public sources and locations needed to serve guests.
Sample Indicators   List information a guest might need that they may not have accessed.
List non-public locations a customer service person would need as a resource.

HTPD03.03.04   Summarize the policies and procedures used to ensure guest safety.
Describe policies about items such as backpacks, strollers, wheelchairs, packages, high heels, etc, that would minimize damage and safety in an attraction or amusement
Sample Indicators   setting.
Identify emergency evacuation routes.

Pathway Topic HTPD04	MARKETING

HTPD04.01   **Identify operational departments in hospitality and tourism to develop marketing strategies in recreation, amusements, and attractions.**

HTPD04.01.01   Describe the use of market segmentation to design marketing plans.
Sample Indicators   List the groups or demographics of the groups to be targeted.
Describe how this factor affects the marketing strategies.

HTPD04.01.02   Describe the impact of seasonality on the design of marketing plans.
Sample Indicators   List the seasons that are most popular for each venue.
Give a scenario of a "worst" season.

HTPD04.01.03   Describe the ways to incorporate a loyalty program into the marketing plan.

Sample Indicators   List ways to entice the customer to return.
Give methods to convince customers to refer others to the facility.

HTPD04.01.04	Describe collaboration with other entities to provide an inclusive product or service.
Sample Indicators	Detail ways to set up a marketing partnership.
	Describe the process to create a tourism experience package with other businesses.
HTPD04.01.05	Identify a process to expose the public to a new product or service.
Sample Indicators	List methods to announce a new product to the public.
	List ways to communicate a new product or service to current customers.

HTPD04.02   **Examine the different venues in recreation, amusements, and attractions to gain knowledge of merchandising, program, and product potential.**

HTPD04.02.01	Summarize merchandising and retail outlet opportunities to predict types of available products.
Sample Indicators	Describe retail opportunities possible at each venue.
	List types of merchandise that may be available at each venue.
HTPD04.02.02	Research ideas needed to develop programs and/or products unique to each venue.
Sample Indicators	Explain the role history might play in developing programs/exhibits/events.
	Explain the role various animals have in exhibit development.
	Explain how a theme might determine the types of products/services/events available.

Pathway Topic HTPD05	OPERATIONS

HTPD05.01   **Explore the types of recreation, amusements, and attractions to gain awareness of the diverse operational units in the hospitality and tourism industry.**

HTPD05.01.01	Compare various operating methods of a recreational facility to distinguish characteristics of recreation.
Sample Indicators	List three ways to organize a business to provide recreational options for guests.
	Describe the benefits and disadvantages of each method.
	Name various types of recreation facilities.
HTPD05.01.02	Describe operational methods used at a recreational venue.
Sample Indicators	List three ways to organize a museum.
	Detail the benefits and disadvantages of each method.
	Name various types of museums.
HTPD05.01.03	Describe operational methods used at an attraction venue.
Sample Indicators	Name two business methods for operating a historic attractions.
	List three methods for operating an amusement attraction.
	List three business methods for operating an educational attraction.
	Describe the benefits and disadvantages of each method.
HTPD05.01.04	Describe operational methods used at an amusement venue.
Sample Indicators	Detail characteristics unique to the gaming venue.
	Describe the organizational requirements for operating a casino.
	List the benefits and disadvantages such management would encounter.
HTPD05.01.05	Evaluate the "Design Day Specifications" to best utilize a facility.

Sample Indicators   List the factors that influence the capacity of the facility.

Name the factors that influence the attendance of your customers.

Cite the methods of adjusting the design of a facility to accommodate the normal day, a slow day, and a super busy day.