

Suggested Priority Cluster Area: Infrastructure
NM Job Council's 13 Economic Sectors Primary Alignment: Visitor Driven
Industry
CAREER CLUSTER™: HOSPITALITY AND TOURISM

Pathways and related Programs of Study in this career cluster address careers in the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services.

Program Learning Outcomes from the NASDCTE Common Career Technical Core:	
1.	Describe the key components of marketing and promoting hospitality and tourism products and services.
2.	Evaluate the nature and scope of the Hospitality and Tourism Career Cluster and the role of hospitality and tourism in society and the economy.
3.	Demonstrate hospitality and tourism customer service skills that meet customers' needs.
4.	Describe employee rights and responsibilities and employers' obligations concerning occupational health and safety in the hospitality and tourism workplace.
5.	Identify potential, real and perceived hazards and emergency situations and determine the appropriate safety and security measures in the hospitality and tourism workplace.
6.	Describe career opportunities and means to attain those opportunities in each of the Hospitality and Tourism Career Pathways.

Workforce Certification:	

The Pathways for this Career Cluster™ are:

- Lodging
- Recreation, Amusements and Attractions
- Restaurants and Food/Beverage Services
- Travel and Tourism

Below are the POS's developed by the statewide stakeholders who participated in the development process.

Lodging: Employees working in the Lodging pathway perform tasks related to the operation of lodging facilities and the care of guests who use these facilities, either through direct guest contact or the provision of background services that enhance the guest experience.

Program Learning Outcomes from the NASDCTE Common Career Technical Core:	
1.	Use various communication technologies to accomplish work tasks in lodging facilities.
2.	Explain the role and importance of housekeeping operations to lodging facility.
3.	Allocate staff positions to meet the needs of various lodging departments.
4.	Describe the role and responsibilities of lodging managers.
5.	Compare the advantages and disadvantages of independently owned and chain-affiliated lodging facilities.
6.	Analyze the departmental interrelationships of a lodging facility.
7.	Explain various check-in and check-out procedures used in the lodging industry.
8.	Understand reservation procedures used in the lodging industry.
9.	Explain how room access policies and procedures ensure guest safety and minimize risks to the lodging facility.
10.	Explain how cash control procedures are used in the lodging industry
11.	Explain how guests and property are protected to minimize losses or liabilities in the lodging facility.
12.	Explain the basic legal issues in lodging management.

POS Course Sequence:				
	9 th Grade	10 th Grade	11 th Grade	12 th Grade
Career and Technical Courses and/or Degree Major Courses as Dual Credit	Introduction to Hospitality and Tourism	Hospitality/ Lodging Services	Hospitality/ Lodging Management	Marketing for Hospitality and Tourism
	Information Technology Applications			Hospitality and Tourism Internship
Core Requirement 2				

Program Learning Outcomes Matrix:													
Courses in the POS		Program Learning Outcomes											
STARS No.	Course Title	1	2	3	4	5	6	7	8	9	10	11	12

Program Learning Outcomes Matrix:													
Courses in the POS		Program Learning Outcomes											
STARS No.	Course Title	1	2	3	4	5	6	7	8	9	10	11	12

STARS No.	Course Descriptions:

Teacher Participants:

Post Secondary:

•

Industry:

•

Recreation, Amusements and Attractions: 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.

Program Learning Outcomes from the NASDCTE Common Career Technical Core:	
1.	Describe career opportunities in the Recreation, Amusements and Attractions Career Pathway.
2.	Explain admission and traffic control procedures used to manage and control individuals, groups and vehicles in recreation, amusement and attraction venues.
3.	Determine the maintenance and technology needs for various recreation, amusement and attraction venues.
4.	Describe safety and security issues unique to the Recreation, Amusements and Attractions Career Pathway.
5.	Compile a resource base to manage emergency situations in recreation, amusement and attraction venues.
6.	Identify safety and security issues for recreation, amusement and attraction venues that might require customer education.
7.	Compare different ticket sales options to maximize revenue for recreation, amusement and attraction venues.
8.	Describe the types of information and directions a guest would need at a recreation, amusement and attraction entry point.
9.	Develop marketing strategies for recreation, amusement and attraction venues.
10.	Analyze the merchandising, program and product potential for different recreation, amusement and attraction venues.
11.	Compare and contract various types of recreation, amusement and attraction venues.

POS Course Sequence:				
	9 th Grade	10 th Grade	11 th Grade	12 th Grade
Career and Technical Courses and/or Degree Major Courses as Dual Credit	Introduction to Hospitality and Tourism	Service Marketing	Event and Project Planning and Management	Marketing for Hospitality and Tourism
	Information Technology Applications			Hospitality and Tourism Internship
Core Requirement 2				

Restaurants and Food/Beverage Services: Employees working in the Restaurant and Food/Beverage Services pathway perform a variety of tasks to maintain operations and promote guest services in eating and drinking establishments.

Program Learning Outcomes from the NASDCTE Common Career Technical Core:	
1.	Describe ethical and legal responsibilities in food and beverage service facilities.
2.	Demonstrate safety and sanitation procedures in food and beverage service facilities.
3.	Use information from cultural and geographical studies to guide customer service decisions in food and beverage service facilities.
4.	Demonstrate leadership qualities and collaboration with others.
5.	Research costs, pricing, market demands and marketing strategies to manage profitability in food and beverage service facilities.
6.	Explain the benefits of the use of computerized systems to manage food service operations and guest service.
7.	Utilize technical resources for food services and beverage operations to update or enhance present practice.
8.	Implement standard operating procedures related to food and beverage production and guest service.
9.	Describe career opportunities and qualifications in the restaurant and food service industry.
10.	Apply listening, reading, writing and speaking skills to enhance operations and customer service in food and beverage service facilities.

POS Course Sequence:				
	9 th Grade	10 th Grade	11 th Grade	12 th Grade
Career and Technical Courses and/or Degree Major Courses as Dual Credit	Introduction to Hospitality and Tourism Information Technology Applications	Hospitality/ Restaurants and Food/Beverage Services	Restaurants and Food/Beverage Management	Marketing for Hospitality and Tourism Hospitality and Tourism Internship
Core Requirement 2				

Program Learning Outcomes Matrix:											
Courses in the POS		Program Learning Outcomes									
STARS No.	Course Title	1	2	3	4	5	6	7	8	9	10

Program Learning Outcomes Matrix:											
Courses in the POS		Program Learning Outcomes									
STARS No.	Course Title	1	2	3	4	5	6	7	8	9	10

STARS No.	Course Descriptions:

Teacher Participants:

Post Secondary:
•

Industry:
•

Travel and Tourism: Employees in the Travel and Tourism pathway focus on the development, research, packaging promotion and delivery of a traveler's experiences. There is a broad range of jobs in this pathway. Employees may be involved in developing a heritage area for the enjoyment and education of visitors, creating guide books, planning trips and events, managing a customer's travel plans or overseeing a huge urban convention center.

Program Learning Outcomes from the NASDCTE Common Career Technical Core:	
1.	Apply information about time zones, seasons and domestic and international maps to create or enhance travel.
2.	Apply unit and time conversion skills to develop travel schedules and compute cost, distance and time (including travel time) factors.
3.	Analyze cultural diversity factors to enhance travel planning.
4.	Assess the potential (real and perceived) hazards related to multiple environments, and recommend appropriate safety, health and security measures for travelers.
5.	Develop a safety and security plan containing proactive and reactive solutions to manage emergency situations for travelers and staff.
6.	Use common travel and tourism terminology used to communicate within the industry.
7.	Customize travel with diverse transportation, lodging, cruise and food options.
8.	Compare and contrast services and products from related industries to understand and evaluate how they impact the delivery of travel and tourism products and services to customers.
9.	Identify the community elements necessary to maintain cooperative tourism development efforts.
10.	Develop a travel product that matches customer needs, wants and expectation.
11.	Design promotional packages to effectively market travel and tourism.
12.	Select the most effective communication technique and media venue to convey travel marketing information to a target audience.

POS Course Sequence:				
	9 th Grade	10 th Grade	11 th Grade	12 th Grade
Career and Technical Courses and/or Degree Major Courses as Dual Credit	Introduction to Hospitality and Tourism Information Technology Applications	Foundations of Travel and Tourism	Event and Project Planning and Management	Marketing for Hospitality and Tourism Hospitality and Tourism Internship
Core Requirement 2				

