

NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

Business, Finance, and Marketing Education

Grade: Grade 9 - 12

Course: Hospitality and Tourism

NCCTE.2015.MH42 - Hospitality and Tourism

NCCTE.2015.MH42.01.00 - Understand the complexity of hospitality and tourism destinations.

NCCTE.2015.MH42.01.01 - Identify career opportunities in the hospitality and tourism industry.

NCCTE.2015.MH42.01.02 - Understand the types and interrelationships of hospitality and tourism destinations.

NCCTE.2015.MH42.01.03 - Understand how inter-organizational systems operations impact products and services offered at hospitality and tourism destinations.

NCCTE.2015.MH42.02.00 - Apply procedures for maximizing on resources at hospitality and tourism destinations.

NCCTE.2015.MH42.02.01 - Understand the impact of the hospitality and tourism destinations on an economy.

NCCTE.2015.MH42.02.02 - Understand forecasting skills to identify potential cost and profit for hospitality and tourism destinations.

NCCTE.2015.MH42.02.03 - Apply skills to manage plans and budgets to accomplish goals and objectives of hospitality and tourism destinations.

NCCTE.2015.MH42.03.00 - Understand hospitality marketing.

NCCTE.2015.MH42.03.01 - Understand categories and motivation of travelers and tourists.

NCCTE.2015.MH42.03.02 - Understand how cultural diversity impacts products and services offered by hospitality and tourism destinations.

NCCTE.2015.MH42.03.03 - Understand how geography impacts hospitality and tourism destinations.

NCCTE.2015.MH42.03.04 - Understand destination marketing strategies.

NCCTE.2015.MH42.04.00 - Understand the impact of customer service at hospitality and tourism destinations.

NCCTE.2015.MH42.04.01 - Understand customer service skills to ensure guest and customer satisfaction at hospitality and tourism destinations.

NCCTE.2015.MH42.04.02 - Understand fostering relationships with clientele for the hospitality and tourism destinations.

NCCTE.2015.MH42.05.00 - Understand safety and security and legal and ethical responsibilities at hospitality and tourism destinations.

NCCTE.2015.MH42.05.01 - Understand rules and laws designed to promote safety and security at hospitality and tourism destinations.

NCCTE.2015.MH42.05.02 - Understand ethical and legal implications for guest, customer, and employee conduct at hospitality and tourism destinations.

