**Hospitality & Tourism Specialist Credential Exam Domains and Objectives**

**General knowledge – 6%**

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| * Define hospitality.
 |
| * Describe the size and scope of the hospitality and tourism industry and its role as a major employer.
 |
| * Explain the impact of the hospitality and tourism industry on global, national, state, and local economies.
 |
| * Explain how businesses in various hospitality and tourism sectors depend on one another for success.
 |
| * Differentiate between franchises, independent businesses, and managed businesses.
 |
| * Assess how technology and automation are changing the hospitality and tourism industry.
 |

**Understanding careers in Hospitality and Tourism – 2%**

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| * Identify the types of careers in the hospitality and tourism industry.
 |
| * Explain the various career paths in the hospitality and tourism industry.
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**Guest Service and Experience – 7%**

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| * Analyze guests’ wants and needs in order to meet and exceed their expectations.
 |
| * Define emotional intelligence and explain its role in interactions with guests.
 |
| * Describe the elements of exceptional guest service.
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| * Explain the relationship between guest satisfaction and profitability.
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| * Identify the purpose of reputation management.
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| * Describe the challenges and opportunities in welcoming diverse guests.
 |
| * Explain the need to respect and value all guests and coworkers in the hospitality and tourism industry.
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**Lodging Industry general knowledge – 3%**

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| * Identify the classifications of hotels by type of service, location, target markets, and ownership.
 |
| * Explain the rating systems used for lodging properties.
 |
| * Outline the responsibilities of key departments in a lodging property.
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**The front office – 5%**

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| * Identify the duties and responsibilities of positions in the front office.
 |
| * Identify functions of computer reservation systems used in the hospitality and tourism industry.
 |
| * Describe the role of the front office in protecting guest privacy.
 |
| * Calculate occupancy percentage (Occ), average daily rate (ADR), and revenue per available room (RevPAR).
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**Housekeeping – 4%**

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| * Identify the duties and responsibilities of positions in the housekeeping department.
 |
| * Explain how the executive housekeeper applies productivity standards to housekeeping positions.
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| * Define par levels and explain how linen is stored, issued, and tracked.
 |
| * Describe the role of the housekeeping department in securing guest belongings and maintaining the lost and found process.
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**Engineering 4%**

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| * Identify the duties and responsibilities of positions in the engineering department.
 |
| * Describe the types of maintenance performed by the engineering department, including preventive maintenance, routine inspections, and manufacturer-recommended maintenance.
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| * Identify the process for reporting maintenance issues and completing and tracking repairs.
 |
| * Describe common emergency systems and their associated maintenance procedures.
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**Safety and security – 4%**

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| * Identify the legal rights and responsibilities of guests and the lodging property under innkeeper laws.
 |
| * Describe the role of security in maintaining control over both metal and electronic key systems.
 |
| * Explain how surveillance and access control measures are used to protect guests and assets.
 |
| * Explain the purpose of the emergency response plan and how it is used in emergency situations.
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**Restaurant operations general knowledge – 4%**

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| * Outline the responsibilities of key departments in a food and beverage operation.
 |
| * Describe how restaurants attract and retain staff.
 |
| * List the steps in menu planning.
 |
| * Explain the importance of standardized recipes in food production.
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**Pricing and profitability in restaurants – 5%**

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| * Explain the need for financial controls for labor costs, food costs, menu pricing, and cash control.
 |
| * Explain the purpose of labor and revenue control in a food and beverage operation.
 |
| * Explain how food and beverage operations forecast sales.
 |
| * Identify the components of a profit and loss statement, emphasizing food and labor costs.
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**Food safety and sanitation – 6%**

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| * Define foodborne illness.
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| * Identify the most common sources of foodborne illness.
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| * Identify how to prevent food handlers from contaminating food.
 |
| * Define HACCP.
 |
| * Explain the role of Occupational Safety and Health Administration (OSHA) regulations.
 |
| * Identify practices that promote a safe work environment.
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**Responsible food and beverage service – 5%**

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| * Assess how sustainable practices impact profitability.
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| * Explain how food and beverage operations are incorporating healthier food options and sustainable foods.
 |
| * Describe how to prepare for and serve guests with food allergies.
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| * Identify the legal responsibilities of beverage service providers.
 |
| * Explain the risks and responsibilities of handling guests’ personal data.
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**Meetings, conventions and special events – 5%**

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| * Explain the importance of meetings, conventions, and special events to the hospitality and tourism industry.
 |
| * Describe the purposes and target audiences for various types of meetings and conventions.
 |
| * Identify elements in planning special events, including themes, budgets, agendas, space and security needs, and schedules.
 |
| * Contrast the setups, facilities, equipment, and supplies required for various types of events.
 |
| * Discuss the importance of maintaining relationships with stakeholders and vendors in planning and facilitating events.
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**Banquets and catering – 3%**

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| * Describe the role of banquets and catering in a hospitality organization.
 |
| * Identify the duties and responsibilities of positions in the banquet and catering department.
 |
| * Describe the types of controls that banquet managers must practice.
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**Travel and transportation – 2%**

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| * Describe the purpose and operation of various travel systems and authorities, including the Federal Aviation Administration, the Transportation Security Administration, and major centralized reservation systems.
 |
| * Describe different methods for booking travel.
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**Tourism – 4%**

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| * Assess how geography, seasonality, culture, and politics affect travel and tourism.
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| * Identify personal factors that might influence a traveler to select a travel destination.
 |
| * Analyze the large- and small-scale economic, social, and environmental impacts of travel and tourism.
 |
| * Define destination marketing organizations (DMOs) and explain their functions.
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**Attractions – 2%**

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| * List and describe different types of attractions.
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| * Explain the importance of adequate infrastructure at attractions.
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**Resorts, clubs and entertainment – 2%**

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| * Describe the size and scope of the gaming industry and its impact on local economies.
 |
| * Give examples of regulations that affect the casino industry.
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**Cruise industry – 2%**

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| * Assess the impact of the cruise industry on the economy in cities with ports of call.
 |
| * Describe legal concerns that affect operations in the cruise industry.
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**Leadership skills and strategy – 5%**

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| * Explain how cultural norms, etiquette, and processes may differ depending on the market the business serves.
 |
| * Define standard operating procedures and explain how they are used by managers.
 |
| * Explain how an organization’s vision, mission, and values impact company culture.
 |
| * Define the role of human resources in a hospitality and tourism organization.
 |
| * Identify the employment laws that impact the hospitality and tourism industry.
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**Entrepreneurship – 3%**

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| * List the steps in creating a business plan.
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| * Explain the purpose of developing a brand for an organization.
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| * Describe the role of public relations in managing the brand.
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**Sales and marketing in hospitality – 7%**

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| * Identify sales segments within hospitality and tourism.
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| * Identify the marketing activities used in the hospitality and tourism industry.
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| * Identify the purpose of analyzing market segments when building a marketing plan, strategy, and message.
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| * Explain the role of sales in the hospitality and tourism industry.
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| * Identify the key objectives and activities of a hospitality and tourism sales department.
 |
| * Define prospecting and give examples of how the sales team finds new business.
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**Financial management in hospitality – 10%**

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| * Define KPI and give examples of KPIs in lodging, foodservice, events, cruise ships, and travel.
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| * Define revenue management.
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| * Explain how forecasting is used to determine pricing in the hospitality industry.
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| * Define the STR report and explain how it is used.
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| * Identify the components of income statements and balance sheets.
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| * Distinguish between operational and capital budgets.
 |
| * Define cost analysis.
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