**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. |

**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. |
| * Explain the relationship between guest satisfaction and profitability. |
| * 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. |

**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. |

**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). |

**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. |
| * 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. |

**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. |
| * Identify the process for reporting maintenance issues and completing and tracking repairs. |
| * Describe common emergency systems and their associated maintenance procedures. |

**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. |

**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. |

**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. |

**Food safety and sanitation – 6%**

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| * Define foodborne illness. |
| * Identify the most common sources of foodborne illness. |
| * 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. |

**Responsible food and beverage service – 5%**

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| * Assess how sustainable practices impact profitability. |
| * 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. |
| * Identify the legal responsibilities of beverage service providers. |
| * Explain the risks and responsibilities of handling guests’ personal data. |

**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. |

**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. |

**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. |

**Tourism – 4%**

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| * Assess how geography, seasonality, culture, and politics affect travel and tourism. |
| * 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. |

**Attractions – 2%**

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| * List and describe different types of attractions. |
| * Explain the importance of adequate infrastructure at attractions. |

**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. |

**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. |

**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. |

**Entrepreneurship – 3%**

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| * List the steps in creating a business plan. |
| * Explain the purpose of developing a brand for an organization. |
| * Describe the role of public relations in managing the brand. |

**Sales and marketing in hospitality – 7%**

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| * Identify sales segments within hospitality and tourism. |
| * Identify the marketing activities used in the hospitality and tourism industry. |
| * Identify the purpose of analyzing market segments when building a marketing plan, strategy, and message. |
| * Explain the role of sales in the hospitality and tourism industry. |
| * 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. |

**Financial management in hospitality – 10%**

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