



CUSTOMIZED TEACHER ASSESSMENT BLUEPRINT

HOSPITALITY MANAGEMENT-LODGING

Test Code: 5927

Version: 01

Specific Competencies and Skills Tested in this Assessment:

Introduction to the Hospitality Industry

Describe standards of service
Describe the function of human resources in the hospitality industry
Display an understanding of hospitality terminology
Define and categorize hotel/restaurant organization and hotel segmentation
Identify various career paths and opportunities within the hospitality industry

Guest Relations and Concierge

Demonstrate effective communication skills
Handle guest complaints
Explain fee and pricing categories
Provide guest information services (concierge service)

Marketing and Sales

Describe functions of the marketing department
Describe the products and amenities of hotels
Describe the elements of a marketing strategy
Target the market audience
Describe the concept of supply and demand
Describe the importance of suggestive selling and upgrading
Prepare and promote sales; including banquet and group sales

Safety and Security

Demonstrate knowledge of safety regulations as required in the hospitality industry, including OSHA regulations
Demonstrate appropriate personal hygiene
Maintain guest and employee security procedures

Opening and Settling Financial Transactions

Describe and process financial transactions
Describe night audit procedures
Operate POS (point of sale) system and/or cash register

Hospitality Management-Lodging (continued)

Travel and Tourism

Demonstrate knowledge of travel/tourism-related geography
Accommodate different needs of travelers
Demonstrate the use of technology in the travel industry

Legal and Ethical Responsibilities

Describe rights of management, staff, and guests
Describe hospitality industry related legal responsibilities and issues, including ADA

Housekeeping Management

Identify various room types
Describe, interpret, and maintain housekeeping and room status records
Explain procedures for health, safety, and sanitation
Describe guest room cleaning and laundry procedures

Front Office Procedures

Identify front office terminology
Explain functions of the reservations department
Describe and operate electronic communication systems
Describe the function of forecasting
Calculate payroll and employee schedules
Identify and perform front office responsibilities
Identify leadership qualities to improve the quality of work and the work environment
Work effectively in a team environment to improve the quality of work and the work environment

Hospitality Management-Lodging (continued)

Written Assessment:

Administration Time: 3 hours
Number of Questions: 164

Areas Covered:

11%	Introduction to the Hospitality Industry
8%	Guest Relations and Concierge
15%	Marketing and Sales
9%	Safety and Security
10%	Opening and Settling Financial Transactions
6%	Travel and Tourism
6%	Legal and Ethical Responsibilities
11%	Housekeeping Management
24%	Front Office Procedures

Sample Questions:

The acronym, *CHA*, stands for

- A. Certified Hotel Administrator
- B. Council of Hospitality Administrators
- C. Council of Hotel Administrators
- D. Certified Hospitality Association

When occupancy increases, which of the following is likely to decrease?

- A. average daily rate per room
- B. average rate per guest
- C. room revenue
- D. overall cost analysis

The main factors determining a travel destination point are climate, accessibility, and

- A. transportation
- B. amenities
- C. value for dollar
- D. shopping

The ability of a restaurant server to cover a front desk clerk's position if he/she is absent is the result of

- A. stereotyping
- B. cross-training
- C. mentoring
- D. scheduling

A reservation inquiry typically includes the guest name, the number of persons in the party, and the guest's

- A. date of birth
- B. social security number
- C. number of dependents
- D. date of arrival

Hospitality Management-Lodging (continued)

Performance Assessment:

Administration Time: 2 hours and 15 minutes
Number of Jobs: 5

Areas Covered:

- 17% **Folio and Form Completion**
Form completion, calculation of sales tax, occupancy tax, running balance, and time to complete Job 1.
- 27% **Customer Relations and Role Play**
Greet and obtain basic information, up-selling techniques, room type, location, rate; provide guest with information, handling guest complaints, and time to complete Job 2.
- 19% **Pricing Menu Items**
Calculate individual item costs, room charge, total cost of continental breakfast, calculate total cost per person, total cost of meeting, and time to complete Job 3.
- 27% **Complete a Banquet Event Order Contract Form**
Contact information on form, room set-up, menu items, financial calculations, and time to complete Job 4.
- 10% **Set up Continental Breakfast Buffet Table**
Set up continental breakfast buffet, and time to complete Job 5.

Sample Job: Folio and Form Completion

Estimated Job Time: 30 Minutes

Participant Activity: Using the information provided, the participant will complete the guest account, including the transaction, the transaction code, the reference code, and the initials of the person posting the charges.