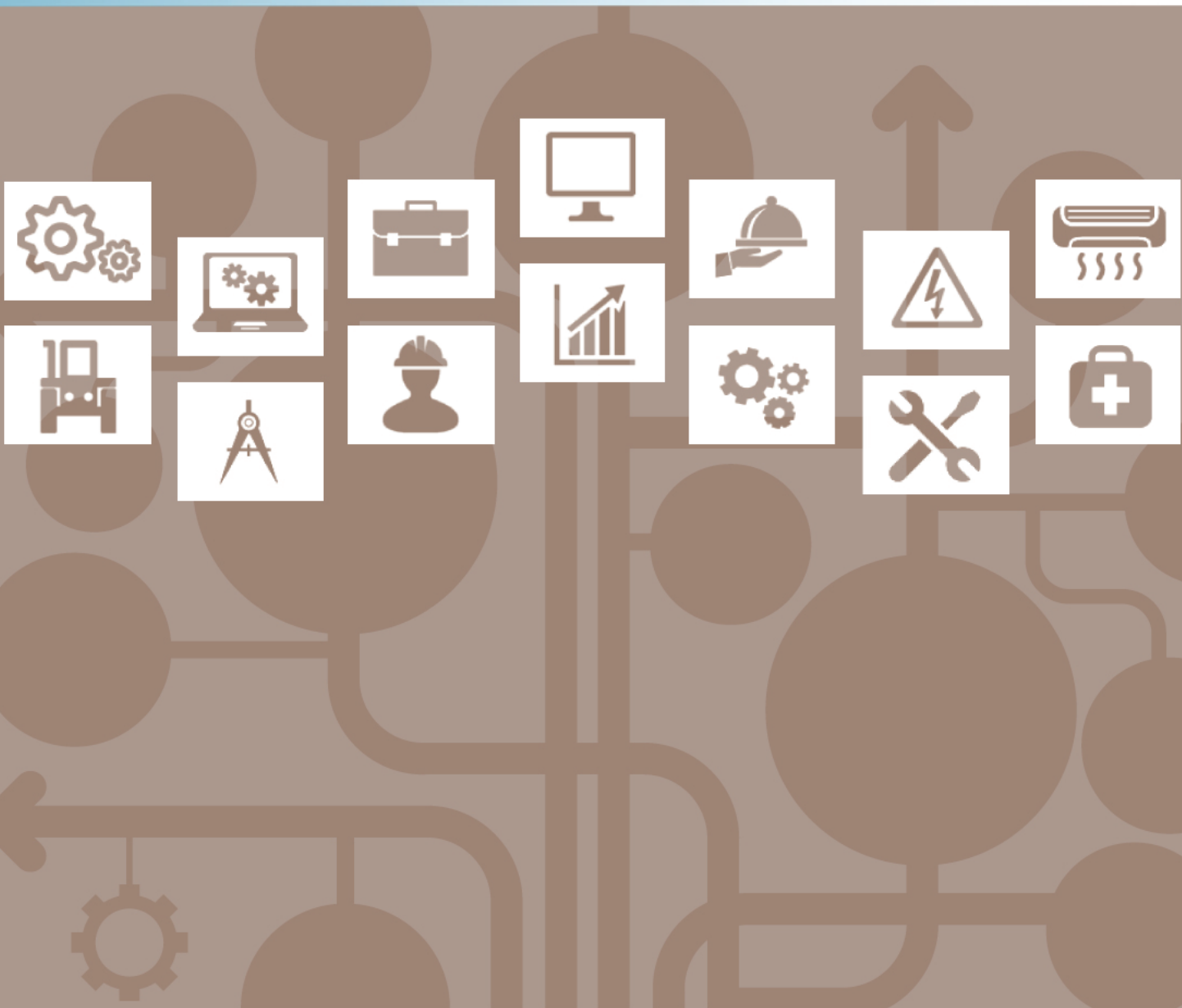




Entry Level Assessment Blueprint

Hospitality Management - Lodging



Test Code: 3080 / 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 hospitality industry, including OSHA regulations
- Demonstrate appropriate personal hygiene
- Maintain guest and employee security procedures

Specific Competencies and Skills continued:

Opening and Settling Financial Transactions

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

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 the 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

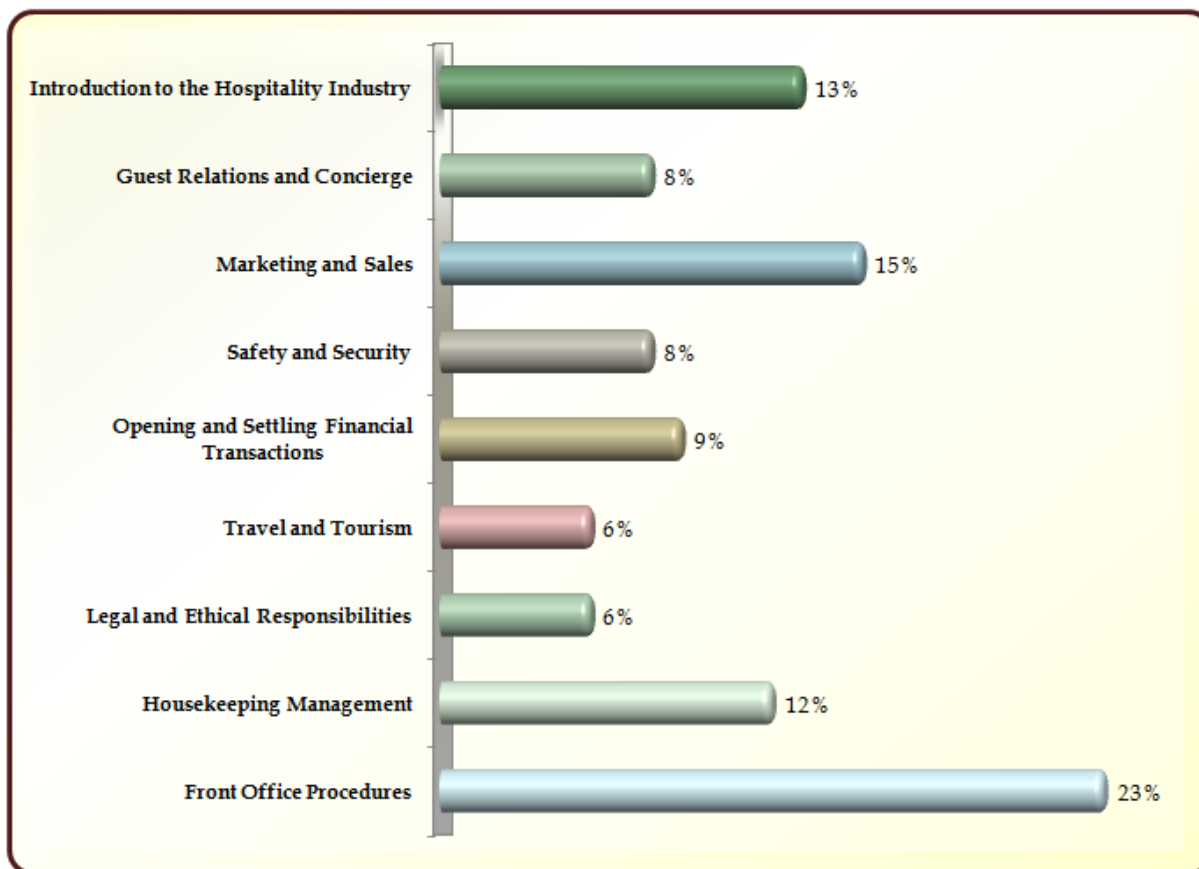
- Identify front office terminology
- Explain functions of the reservations department
- Describe and operate electronic communication systems
- Describe the function of forecasting
- Calculate payroll and employee schedules
- Identify and perform front office responsibilities
- Identify leadership qualities 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

Written Assessment:

Administration Time: 3 hours

Number of Questions: 172

Areas Covered:



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 or 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

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.

18% Pricing Menu Items

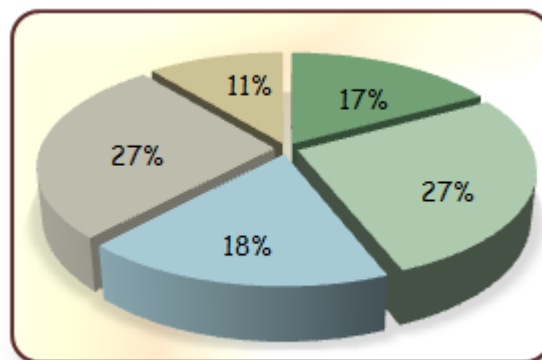
Calculate individual item costs, room charge, total cost of continental breakfast, calculate total cost per person, total cost of meeting, and time to complete Job 3.

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.

11% Set up Continental Breakfast Buffet Table

Set up continental breakfast buffet, and time to complete Job 5.



Sample Job: Folio and Form Completion

Maximum 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.

 <p>8771 Estero Blvd. Fort Myers Beach, FL 33931</p> <p>941-765-1040 FAX: 941-765-1055</p> <p>Lovers Key BEACH CLUB & RESORT www.loversonkey.com</p>				POOL TOWEL VOUCHER 			
FOLIO NO.		ARRIVAL DATE		ROOM NO.		PACKAGE PLAN:	
NO. OF ADULTS		CHILDREN		RATE CODE		TOTAL ROOM CHARGE*	
LAST NAME		FIRST		INITIAL			
ADDRESS							
CITY		STATE		ZIP CODE			
COMPANY/GROUP NAME							
CAR LICENSE		STATE		MAKE			
TYPE OF ACCOMMODATIONS RESERVED							
E-MAIL ADDRESS				PHONE			
CREDIT CARD AND NUMBER				EXPIRATION DATE			
FOLIO NO.		ROOM NO.		PACKAGE PLAN:			
ARRIVAL		DEPARTURE					
NAME							
SIGNATURE							
POOL TOWEL VOUCHER 							
FOLIO NO.		ROOM NO.		PACKAGE PLAN:			
ARRIVAL		DEPARTURE					
NAME							
SIGNATURE							
POOL TOWEL VOUCHER 							
FOLIO NO.		ROOM NO.		PACKAGE PLAN:			
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NAME							