

Entry Level Assessment Blueprint

Travel and Tourism



Specific Competencies and Skills Tested in this Assessment:

General Hospitality and Tourism Technical Skills

- Demonstrate knowledge of hospitality and tourism management (e.g., no-shows, overbooking)
- Apply marketing strategies and techniques within a hospitality and tourism context
- Apply customer service techniques in a hospitality and tourism context
- Identify elements of geography and climate that affect the hospitality and tourism industry

Travel and Tourism Technical Skills

- Apply information about world time zones, regional/seasonal climate, etc. in creating/enhancing travel
- Apply knowledge of human diversity in creating or enhancing travel
- Demonstrate an understanding of common tourism terminology in creating or enhancing travel
- Apply knowledge of diverse transportation, lodging, cruise, food options regarding customized travel

Academic Foundations

- Apply reading skills in a hospitality and tourism career environment
- Apply writing skills in a hospitality and tourism career environment
- Apply mathematical skills in a hospitality and tourism career environment
- Apply knowledge of economics in a hospitality and tourism career environment

Systems

- Describe the relationship of roles and responsibilities among hospitality and tourism professionals
- Analyze impact on hospitality and tourism systems based on influences such as changes in technology, etc.



Ethics and Legal Responsibilities

- Apply appropriate laws, regulations, industry standards to hospitality/tourism situations
- Identify ethical issues and demonstrate ethical behavior in hospitality and tourism situations

Specific Competencies and Skills continued:

Communications

- Locate, organize, reference written information to communicate with coworkers/clients
- Develop and deliver formal and informal presentations using media to engage and inform diverse audiences
- Apply listening skills; interpret verbal and nonverbal behaviors to communicate with coworkers and clients
- Interpret and use tables, charts, and figures

Information Technology Applications

- Use word processing, presentation, and email applications to prepare communications
- Use spreadsheet and database applications to manage and communicate data and information

Problem Solving, Critical Thinking, and Decision Making

- Use problem solving/critical thinking to locate information about problems and determine causes
- Use problem solving/critical thinking; determine root causes of problems; evaluate solutions

Leadership and Teamwork

- Exhibit 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

Safety, Health, and Environmental

- Identify/practice appropriate safety and health procedures for hospitality and tourism occupations
- Demonstrate emergency/first-aid knowledge and procedures for hospitality and tourism occupations

Employability and Career Development

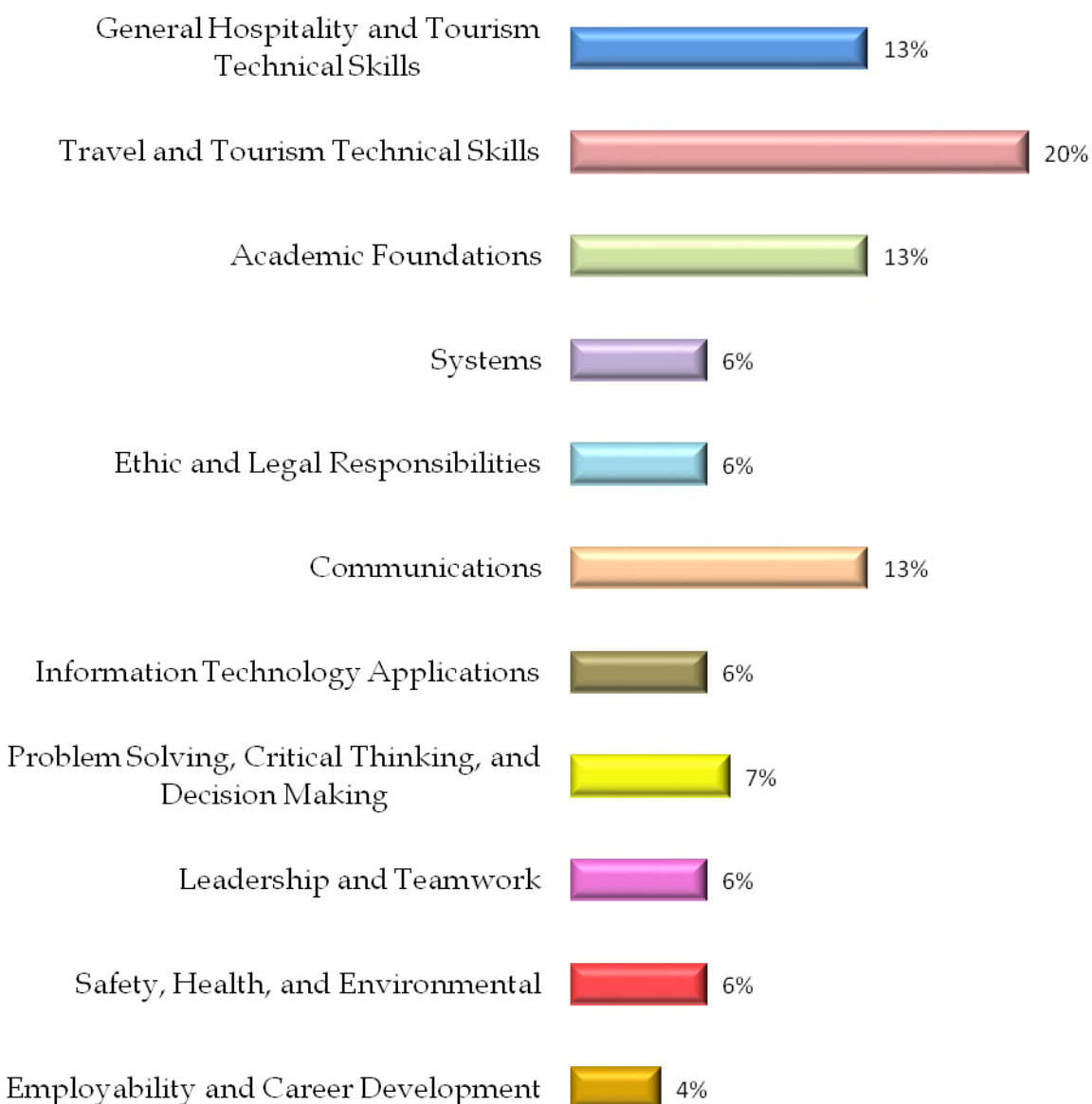
- Demonstrate employability skills related to a career in hospitality and tourism
- Pursue career development skills to advance in hospitality and tourism careers

Written Assessment:

Administration Time: 2 hours

Number of Questions: 104

Areas Covered:



Sample Questions:

Dividing the total consumer market into small groups of potential customers is referred to as market

- A. segmentation
- B. research
- C. integration
- D. development

Airlines often offer faster boarding services using

- A. electronic ticketing
- B. ATMs
- C. text messages
- D. passwords

When an employee is given an oral presentation, he/she should speak

- A. clearly and confidently
- B. in a low voice
- C. quickly and urgently
- D. in a monotone voice

Food preparation surfaces should be cleaned and sanitized

- A. after every shift
- B. twice a day
- C. after every item prepped
- D. at the end of the day

Mandarin is a language most often spoken in

- A. Canada
- B. United States
- C. China
- D. Italy

Which of the following sentences is grammatically correct?

- A. The owner needed to sale the property soon.
- B. Admission prices was change \$5.00 on October 31.
- C. The chef enthusiastically approved the new seasonal menus.
- D. The new annual training plan were due within the month.

Sample Questions (continued)

Adhering to an established set of personal ethics is referred to as

- A. insolence
- B. integrity
- C. ingenuity
- D. industriousness

Combining address file data with a form letter is called

- A. mail merge
- B. a personal letter
- C. a business letter
- D. auto-addressing

Which time zone is the Empire State Building located?

- A. Central Standard Time (CST)
- B. Eastern Standard Time (EST)
- C. Mountain Standard Time (MST)
- D. Pacific Standard Time (PST)

A traveler who stays less than 24 hours at a destination is commonly referred to as a _____ in the travel-tourism industry.

- A. slow poke
- B. day tripper
- C. circle tripper
- D. clock stopper