

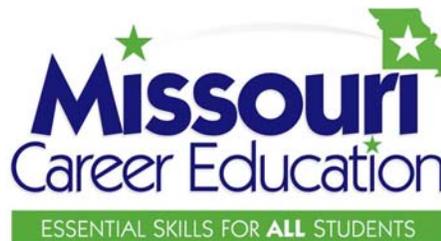
STATEWIDE VALIDATION

of
National Career Cluster Knowledge and Skills Statements
with
Suggestions to Better Prepare the Workforce of Tomorrow

*Responses Received from Online Survey of Missouri Business and Industry
Conducted November 20, 2006 through January 8, 2007*

16 Career Clusters

- *Agriculture, Food and Natural Resources*
- *Architecture and Construction*
- *Arts, Audio-Visual Technology, and Communication*
- *Business, Management and Administration*
- *Education and Training*
- *Finance*
- *Government and Public Administration*
- *Health*
- ***Hospitality and Tourism***
- *Human Services*
- *Information Technology*
- *Law, Public Safety, Corrections and Security*
- *Manufacturing*
- *Marketing, Sales and Service*
- *Science, Technology, Engineering and Mathematics*
- *Transportation, Distribution and Logistics*



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How essential are the following cluster FOUNDATION knowledge and skills to a career in Hospitality and Tourism? ACADEMIC:

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Study and use basic academic skills to perform effectively in the workplace.	60% (29)	38% (18)	2% (1)	0% (0)	0% (0)	1.42
Study the elements of marketing techniques used in various types of hospitality and tourism establishments to gain familiarity with all venues.	33% (16)	42% (20)	21% (10)	4% (2)	0% (0)	1.96
Study and synthesize information from cultural diversity and geographical studies to appreciate their importance in developing product and services.	23% (11)	40% (19)	27% (13)	10% (5)	0% (0)	2.25
Study and synthesize the effects of the economy on the hospitality and tourism industry to apply appropriate strategies in developing products or services.	35% (17)	40% (19)	23% (11)	2% (1)	0% (0)	1.92
Study the elements of management styles used in various types of hospitality and tourism establishments to gain familiarity with all venues.	33% (16)	54% (26)	4% (2)	8% (4)	0% (0)	1.88
Total Respondents						48

How essential are the following cluster foundation knowledge and skills to a career in Hospitality and Tourism? COMMUNICATIONS:

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Use good oral and written communication skills to create, express and interpret information.	85% (40)	15% (7)	0% (0)	0% (0)	0% (0)	1.15
Interpret verbal and nonverbal behaviors to enhance communication with co-workers and customers/guest.s.	64% (30)	30% (14)	4% (2)	2% (1)	0% (0)	1.45
Design all communications to exhibit professionalism in attitude, initiative, respect to others, and commitment.	66% (31)	30% (14)	2% (1)	2% (1)	0% (0)	1.40
Comprehend and use reading strategies to learn meaning, technical concepts, vocabulary, and follow directions.	51% (24)	36% (17)	13% (6)	0% (0)	0% (0)	1.62
Locate, organize and reference written information from various sources to communicate with co-workers and clients/participants.	38% (18)	51% (24)	9% (4)	2% (1)	0% (0)	1.74
Use correct grammar, punctuation and terminology to write and edit documents.	77% (36)	19% (9)	4% (2)	0% (0)	0% (0)	1.28
Use appropriate resources and techniques to develop and deliver formal and informal presentations.	28% (13)	57% (27)	15% (7)	0% (0)	0% (0)	1.87
Interpret and use tables, charts and figures to support written and oral communication.	21% (10)	53% (25)	23% (11)	2% (1)	0% (0)	2.06
Total Respondents						47

How essential are the following foundation cluster knowledge and skills to a career in Hospitality and Tourism? INFORMATION TECHNOLOGY APPLICATIONS:

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Identify and use information technology tools specific to hospitality and tourism to access, manage, and integrate information.	41% (19)	50% (23)	9% (4)	0% (0)	0% (0)	1.67
Apply computer skills to expedite workflow and enhance customer service.	62% (29)	30% (14)	9% (4)	0% (0)	0% (0)	1.47
Total Respondents						47

How essential are the following cluster FOUNDATION knowledge and skills to a career in Hospitality and Tourism? SYSTEMS:

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Understand roles within teams, work units, departments, organizations, inter-organizational systems and the larger environment to identify the effect of systems on the quality of the product or service.	30% (14)	60% (28)	9% (4)	0% (0)	2% (1)	1.78
Manage and improve organizational systems to better serve customers.	34% (16)	49% (23)	13% (6)	2% (1)	2% (1)	1.83
Achieve a familiarity with other industries that have relevant services or products and understand how they impact a seamless product/service to the guest/customer.	15% (7)	53% (25)	28% (13)	4% (2)	0% (0)	2.21
Total Respondents						47

How essential are the following cluster FOUNDATION knowledge and skills to a career in Hospitality and Tourism? SAFETY, HEALTH AND ENVIRONMENT:

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Review all safety and sanitation procedures applicable to the work area to ensure a safe and healthy work environment for all individuals.	40% (19)	45% (21)	13% (6)	2% (1)	0% (0)	1.77
Analyze life choices related to nutrition, stress, and exercise to measure their affect on performance in the career pathways within hospitality and tourism.	6% (3)	49% (23)	36% (17)	9% (4)	0% (0)	2.47
Analyze work related chemicals and hazardous materials to prevent health related problems that may result from exposure to these elements.	23% (11)	47% (22)	23% (11)	6% (3)	0% (0)	2.13
Study potential, real and perceived hazards to recognize and implement appropriate safety and security measures.	26% (12)	43% (20)	28% (13)	2% (1)	0% (0)	2.07
Research ways to use security measures to protect guests/customers, staff and limit liability.	36% (17)	43% (20)	21% (10)	0% (0)	0% (0)	1.85
Total Respondents						47

How essential are the following cluster FOUNDATION knowledge and skills to a career in Hospitality and Tourism? PROBLEM-SOLVING AND CRITICAL THINKING:

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Use the principles of budgeting and forecasting to maximize profit and growth in various sectors of hospitality and tourism.	49% (22)	40% (18)	9% (4)	2% (1)	0% (0)	1.64
Examine all comments and suggestions from the customer service area to formulate improvements in services/products and training of staff.	49% (22)	44% (20)	4% (2)	2% (1)	0% (0)	1.60
Study potential, real and perceived emergency situations to recognize and implement appropriate safety and security measures.	36% (16)	47% (21)	16% (7)	2% (1)	0% (0)	1.84
Identify and use common tasks that require employees to problem-solve on the job.	47% (21)	38% (17)	11% (5)	4% (2)	0% (0)	1.73
Total Respondents						45

How essential are the following cluster FOUNDATION knowledge and skills to a career in Hospitality and Tourism? ETHICAL AND LEGAL RESPONSIBILITIES:

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Examine and review ethical and legal responsibilities as they relate to guests/customers and employee conduct within the establishment to maintain high industry standards.	50% (23)	35% (16)	15% (7)	0% (0)	0% (0)	1.65
Show regard for ethics, values, and principles to deal fairly with others.	67% (31)	30% (14)	0% (0)	2% (1)	0% (0)	1.37
Examine professional and workplace ethics and legal responsibilities to provide guidelines for conduct.	48% (22)	43% (20)	7% (3)	2% (1)	0% (0)	1.63

Identify what ethical issues and concerns affect a career field to aid in making career choices.	33% (15)	46% (21)	20% (9)	2% (1)	0% (0)	1.91
Total Respondents						46

How essential are the following cluster FOUNDATION knowledge and skills to a career in Hospitality and Tourism? LEADERSHIP AND TEAMWORK

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Employ leadership and teamwork skills to facilitate workflow.	52% (24)	43% (20)	4% (2)	0% (0)	0% (0)	1.52
Lead others in tasks and activities to benefit the organization as a whole.	41% (19)	50% (23)	9% (4)	0% (0)	0% (0)	1.67
Establish and maintain effective working relationships with all levels of personnel and other departments to provide effective services to the guest/customer.	57% (26)	41% (19)	2% (1)	0% (0)	0% (0)	1.46
Resolve conflicts to satisfy staff, guests/customers, and others.	57% (25)	41% (18)	0% (0)	2% (1)	0% (0)	1.48
Total Respondents						46

How essential are the following cluster FOUNDATION knowledge and skills to a career in Hospitality and tourism? EMPLOYABILITY AND CAREER DEVELOPMENT:

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Research and review career options and qualifications to explore careers in the hospitality and tourism industry.	20% (9)	61% (28)	20% (9)	0% (0)	0% (0)	2.00

Review independently owned and chain-affiliated facilities in hospitality and tourism to compare and illustrate the advantages and disadvantages of working in each venue.	9% (4)	52% (24)	33% (15)	7% (3)	0% (0)	2.37
Learn steps necessary to seek, apply for, attain and retain employment.	33% (15)	54% (25)	13% (6)	0% (0)	0% (0)	1.80
Understand advancement procedures and the promotional work ladder within the industry to plan career objectives.	24% (11)	41% (19)	35% (16)	0% (0)	0% (0)	2.11
Total Respondents						46

How essential are the following cluster FOUNDATION knowledge and skills to a career in Hospitality and Tourism? TECHNICAL SKILLS:

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Examine the customer service skills required to be successful in the hospitality and tourism industry.	63% (29)	28% (13)	9% (4)	0% (0)	0% (0)	1.46
Utilize different types of payment options to facilitate customer payments for services.	22% (10)	33% (15)	43% (20)	2% (1)	0% (0)	2.26
Total Respondents						46

Please comment on other skills and knowledge that are essential as a foundation for success in an array of careers and educational pursuits in the Hospitality and tourism career cluster.

Total Respondents	9
(See Comments page)	

Please select a career pathway:

		Response Percent	Response Total
Restaurants and Food and Beverage Services		23.4%	11
Lodging		21.3%	10
Travel and Tourism		34%	16
Recreation, Amusements and Attractions		21.3%	10
Total Respondents			47

How essential are the following skills for the "Restaurant and Food and Beverage Services" career pathway?

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Examine and review ethical and legal responsibilities as they relate to guests, employees and conduct within the establishment to maintain high industry standards.	70% (7)	20% (2)	10% (1)	0% (0)	0% (0)	1.40
Review all safety and sanitation procedures applicable to the work area to supervise staff in proper sanitation	70% (7)	30% (3)	0% (0)	0% (0)	0% (0)	1.30
Examine the company's standard operating procedures to determine the criteria for food preparation.	60% (6)	30% (3)	0% (0)	10% (1)	0% (0)	1.60
Manage and use basic reading, writing, and mathematical skills for food production and guest services to provide a positive guest experience.	70% (7)	10% (1)	10% (1)	10% (1)	0% (0)	1.60
Study and synthesize information from ethnic and geographical studies to apply to customer service.	20% (2)	60% (6)	10% (1)	10% (1)	0% (0)	2.10

Integrate listening, writing, and speaking skills to enhance operations and guest satisfaction.	70% (7)	20% (2)	10% (1)	0% (0)	0% (0)	1.40
Review managerial skills required to make staffing decisions while following industry standards.	60% (6)	30% (3)	0% (0)	10% (1)	0% (0)	1.60
Research costs, pricing, and market demands to manage profitability and implement effective marketing strategies.	50% (5)	40% (4)	0% (0)	10% (1)	0% (0)	1.70
Manage unexpected situations to ensure continuity of quality service.	60% (6)	40% (4)	0% (0)	0% (0)	0% (0)	1.40
Examine types of computerized systems used to manage food service operations and guest service.	50% (5)	30% (3)	20% (2)	0% (0)	0% (0)	1.70
Research and evaluate technical resources for food services and bar operations to update or enhance industry standards.	40% (4)	30% (3)	20% (2)	10% (1)	0% (0)	2.00
Examine the company's standard operating procedures related to food and beverage production and guest service to measure effectiveness.	60% (6)	20% (2)	10% (1)	10% (1)	0% (0)	1.70
Research and review career options and qualifications in the restaurant and food service industry.	40% (4)	50% (5)	0% (0)	10% (1)	0% (0)	1.80
Total Respondents						10

What other skills and knowledge are essential for this career pathway?

Total Respondents						1
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How would you characterize your relationship to the workforce in the career pathway of Restaurants and Food and Beverage Services? Answer as many as applicable.

		Response Percent	Response Total
I make hiring decisions		90%	9
I supervise people who are in this career field		70%	7
I work in this career field		80%	8
I have a friend or relative who works in this career field		30%	3
I have an interest in improving the quality of the workforce in this area		90%	9
I have an interest in attracting more people to this career field		80%	8
I have no professional connection with this career field		0%	0
Other (please specify)		0%	0
Total Respondents			10

Thank you for your responses. Please indicate what you would like to do next.

		Response Percent	Response Total
Continue to the final wrap-up questions of this survey.		100%	10
Return to the Hospitality and Tourism career cluster list to select another pathway.		0%	0
Total Respondents			10

How essential are the following skills for the "Lodging" career pathway?

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Examine the uses of various types of telecommunications equipment found at lodging facilities to optimize guest service.	30% (3)	60% (6)	10% (1)	0% (0)	0% (0)	1.80
Summarize the importance of housekeeping standards to assure guest satisfaction.	80% (8)	10% (1)	10% (1)	0% (0)	0% (0)	1.30
Prepare a staffing guide to schedule various staff positions to assure guest satisfaction.	50% (5)	40% (4)	10% (1)	0% (0)	0% (0)	1.60
Explain how Operations manages inventories to maintain adequate quantities of both recycled and non-recycled items.	20% (2)	60% (6)	20% (2)	0% (0)	0% (0)	2.00
Outline the factors to consider when determining the size of an annual linen purchase to maintain desired quantities based on varying occupancy levels.	30% (3)	30% (3)	30% (3)	0% (0)	10% (1)	2.00
Explain how a status report is used to ensure housekeeping standards.	30% (3)	30% (3)	30% (3)	0% (0)	10% (1)	2.00
Research the major duties and qualifications for managerial positions common to back of house operations in many types of lodging operations to create a menu of career opportunities	20% (2)	60% (6)	20% (2)	0% (0)	0% (0)	2.00
Research the major duties and qualifications for managerial positions common to front end operations in many lodging operations to create a menu of career opportunities.	20% (2)	70% (7)	10% (1)	0% (0)	0% (0)	1.90

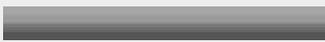
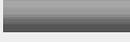
Compare entry-level, skilled level, and managerial positions in the lodging industry to gain awareness of the qualifications and skills required for career opportunities.	20% (2)	70% (7)	10% (1)	0% (0)	0% (0)	1.90
Review independently owned and chain-affiliated lodging facilities to compare and illustrate the advantages and disadvantages of each.	20% (2)	30% (3)	50% (5)	0% (0)	0% (0)	2.30
Analyze the functions performed by different divisions and departments within a lodging operation to visualize the interaction of all areas.	44% (4)	44% (4)	11% (1)	0% (0)	0% (0)	1.67
Understand the importance of guest registration, and rate and room assignment procedures to meet guest needs and ensure payment methods.	60% (6)	30% (3)	10% (1)	0% (0)	0% (0)	1.50
Understand the importance of check-out procedures to ensure guest satisfaction and verify settlement of account	50% (5)	40% (4)	10% (1)	0% (0)	0% (0)	1.60
Employ effective reservation procedures to meet guest needs and maximize occupancy.	60% (6)	30% (3)	10% (1)	0% (0)	0% (0)	1.50
Abide strictly by key control procedures to protect guest and minimize risks.	60% (6)	30% (3)	10% (1)	0% (0)	0% (0)	1.50
Explain how cash control procedures are used to protect funds.	40% (4)	40% (4)	20% (2)	0% (0)	0% (0)	1.80
Explain how guests and property are protected to minimize losses or liabilities.	60% (6)	20% (2)	20% (2)	0% (0)	0% (0)	1.60
Total Respondents						10

What other skills and knowledge are essential for this career pathway?

Total Respondents	1
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How would you characterize your relationship to the workforce in the "Lodging" career pathway?

Answer as many as applicable.

		Response Percent	Response Total
I make hiring decisions		60%	6
I supervise people who are in this career field		50%	5
I work in this career field		60%	6
I have a friend or relative who works in this career field		20%	2
I have an interest in improving the quality of the workforce in this area		60%	6
I have an interest in attracting more people to this career field		60%	6
I have no professional connection with this career field		20%	2
Other (please specify)		10%	1
Total Respondents			10

Thank you for your responses. Please indicate what you would like to do next.

		Response Percent	Response Total
Continue to the final wrap-up questions of this survey.		100%	10
Return to the Hospitality and Tourism career cluster list to select another pathway.		0%	0
Total Respondents			10

How essential are the following skills for the "Travel and Tourism" career pathway?

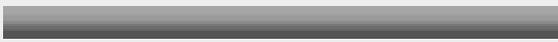
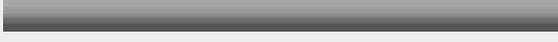
	Very important	Important	Slightly Important	Not Important	No opinion	Response Average
Understand and apply information about times zones, seasons, domestic and international maps in creating or enhancing travel.	0% (0)	27% (4)	40% (6)	33% (5)	0% (0)	3.07
Employ unit and time conversions skills to develop schedules, and compute cost, distance	13% (2)	13% (2)	40% (6)	33% (5)	0% (0)	2.93
Study differences in language, culture and behavior to achieve an awareness of cultural diversity.	14% (2)	43% (6)	21% (3)	21% (3)	0% (0)	2.50
Study potential, real and perceived hazards to recognize and implement appropriate safety and security measures.	14% (2)	36% (5)	29% (4)	21% (3)	0% (0)	2.57
Research and create a resource base using alternative plans, proactive, and reactive solutions to manage any emergency situation.	21% (3)	43% (6)	29% (4)	7% (1)	0% (0)	2.21
Review safety and security issues to establish procedures for customer education.	21% (3)	36% (5)	29% (4)	14% (2)	0% (0)	2.36
Achieve a familiarity with acronyms, abbreviations, and definitions of terminology to communicate within the tourism industry.	21% (3)	43% (6)	21% (3)	14% (2)	0% (0)	2.29
Attain a familiarity with diverse transportation, lodging, cruise and food service options to produce a customized product.	15% (2)	62% (8)	8% (1)	15% (2)	0% (0)	2.23

Achieve familiarity with other industries that have products or services relevant to a tourism package to gain awareness of their role and the tourism provider's role in delivering a seamless product to a customer.	21% (3)	50% (7)	14% (2)	14% (2)	0% (0)	2.21
Achieve a knowledge of the community elements essential to maintain cooperative tourism development efforts.	50% (7)	36% (5)	14% (2)	0% (0)	0% (0)	1.64
Match customer needs, wants and expectations to the travel product to integrate intangible and discretionary travel options.	50% (7)	43% (6)	7% (1)	0% (0)	0% (0)	1.57
Study the various market sub-sectors and the general interests of each to design tourism promotional packages.	29% (4)	43% (6)	21% (3)	7% (1)	0% (0)	2.07
Evaluate various communication techniques and media venues and select the most effective manner to convey information to a target audience such as the prospective customer, the general public, a disgruntled customer or a special needs population.	57% (8)	29% (4)	7% (1)	7% (1)	0% (0)	1.64
Total Respondents						15

What other skills and knowledge are essential for this career pathway?

Total Respondents	3
(See Comments page)	

How would you characterize your relationship to the workforce in the career pathway of Travel and Tourism? Answer as many as applicable.

		Response Percent	Response Total
I make hiring decisions		66.7%	10
I work in this career field		86.7%	13
I supervise people who are in this career field		73.3%	11
I have an interest in improving the quality of the workforce in this area		86.7%	13
I have an interest in attracting more people to this career field		53.3%	8
I have no professional connection with this career field		0%	0
I have a friend or relative who works in this career field		33.3%	5
No response		0%	0
Total Respondents			15

Thank you for your responses. Please indicate what you would like to do next.

		Response Percent	Response Total
Continue to the final wrap-up questions of this survey.		93.3%	14
Return to the Hospitality and Tourism career cluster list to select another pathway.		6.7%	1
Total Respondents			15

How essential are the following skills for the "Recreation, Amusements and Attractions" career pathway?

	Very important	Important	Slightly Important	Not Important	No opinion	Response Average
Explore the types, structure, and career opportunities of the diverse operational units in the pathway.	11% (1)	89% (8)	0% (0)	0% (0)	0% (0)	1.89
Study admission procedures and traffic control issues to manage and control people, groups, and vehicles.	11% (1)	67% (6)	22% (2)	0% (0)	0% (0)	2.11
Evaluate the unique operational departments in each segment to gain knowledge of the maintenance technology, merchandizing, program and product potential in each venue.	11% (1)	78% (7)	0% (0)	0% (0)	11% (1)	1.88
Achieve an awareness of safety and security issues unique to each segment to provide appropriate safety and security measures.	33% (3)	67% (6)	0% (0)	0% (0)	0% (0)	1.67
Achieve an awareness of safety and security issues unique to hospitality and tourism to provide appropriate safety and security measures.	33% (3)	67% (6)	0% (0)	0% (0)	0% (0)	1.67
Research and create a resource base using alternative plans, proactive and reactive solutions to manage any emergency situation.	22% (2)	78% (7)	0% (0)	0% (0)	0% (0)	1.78
Review safety and security issues to establish procedures for customer education.	0% (0)	100% (9)	0% (0)	0% (0)	0% (0)	2.00
Study admission procedures to manage and control individuals and groups.	0% (0)	100% (9)	0% (0)	0% (0)	0% (0)	2.00
Explore the different ticket sales options to establish best practices.	11% (1)	78% (7)	11% (1)	0% (0)	0% (0)	2.00
Examine traffic control issues as they apply to people and vehicles to alleviate congestion issues.	0% (0)	67% (6)	33% (3)	0% (0)	0% (0)	2.33

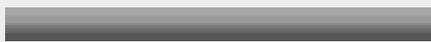
Evaluate the types of information and directions guest would need at entry to be familiar with their surroundings.	11% (1)	78% (7)	11% (1)	0% (0)	0% (0)	2.00
Evaluate the unique operational departments in hospitality and tourism to develop marketing strategies in recreation, amusements, and attractions.	33% (3)	67% (6)	0% (0)	0% (0)	0% (0)	1.67
Study the different venues in hospitality and tourism to gain knowledge of merchandizing, program and product potential.	22% (2)	78% (7)	0% (0)	0% (0)	0% (0)	1.78
Explore the types, structure, and career opportunities of recreation, amusements, and attractions to gain awareness of the diverse operational units in hospitality and tourism.	44% (4)	44% (4)	11% (1)	0% (0)	0% (0)	1.67
Total Respondents						9

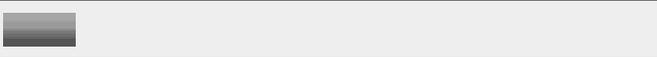
What other skills and knowledge are essential for this career pathway in Missouri?

Total Respondents

1

How would you characterize your relationship to the workforce in the career pathway of Recreation, Amusements and Attractions? Answer as many as applicable.

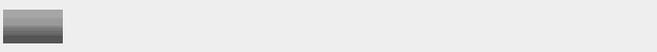
		Response Percent	Response Total
I make hiring decisions		66.7%	6
I work in this career field		66.7%	6
I supervise people who are in this career field		55.6%	5
I have an interest in improving the quality of the workforce in this area		66.7%	6

I have an interest in attracting more people to this career field		55.6%	5
I have no professional connection with this career field		0%	0
I have a friend or relative who works in this career field		0%	0
No response		11.1%	1
Total Respondents			9

Thank you for your responses. Please indicate what you would like to do next.

		Response Percent	Response Total
Continue to the final wrap-up questions of this survey.		100%	8
Return to the Hospitality and Tourism career cluster list to select another pathway.		0%	0
Total Respondents			8

In which state do you live?

		Response Percent	Response Total
Missouri		90.7%	39
Other (please specify)		9.3%	4
Total Respondents			43

Please indicate the professional area in which you work:

		Response Percent	Response Total
Business/Industry		53.5%	23
State Agency		4.7%	2
Federal Agency		0%	0
Association/Chamber		9.3%	4
Secondary Education		0%	0
Postsecondary Education		9.3%	4
Other (please specify)		23.3%	10
Total Respondents			43

Years of work experience:

		Response Percent	Response Total
Student		0%	0
0-1		0%	0
2-5		2.3%	1
6-10		11.6%	5
11-20		32.6%	14
21-30		34.9%	15
31+		18.6%	8
Total Respondents			43

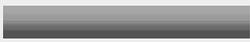
What other comments would you like to add related to career education in Missouri?

Total Respondents	4
(See Comments page)	

Would you be willing to participate in future surveys like this related to Missouri Career Education and workforce development?

		Response Percent	Response Total
Yes		57.1%	24
Maybe		31%	13
No		11.9%	5
Total Respondents			42

Would you be willing to serve on a local or state advisory council for the betterment of career education and workforce preparation in Missouri?

		Response Percent	Response Total
Yes		28.6%	12
Maybe		38.1%	16
No		33.3%	14
Total Respondents			42

If you indicated "yes" or "maybe" to either of the two questions above, please provide DESE your contact information (include name, company, address, telephone number, and e-mail address). This information will be used solely for the purposes described.

Total Respondents	20
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Through which channel did you receive this survey?

		Response Percent	Response Total
Trade association or professional society		69.8%	30
Chamber of Commerce or industry group		4.7%	2
Business colleague		2.3%	1
e-mail from Department of Elementary and Secondary Education		14%	6
Educator		0%	0
Website link		0%	0
Word-of-mouth		0%	0
Other (please specify)		9.3%	4
Total Respondents			43

Was this survey easy to use?

		Response Percent	Response Total
Yes		88.4%	38
No		0%	0
Somewhat		11.6%	5
Comments		0%	0
Total Respondents			43

COMMENTS FOR HOSPITALITY AND TOURISM:**FOUNDATION Knowledge and Skills:**

Please comment on other skills and knowledge that are essential as a foundation for success in an array of careers and educational pursuits in the Hospitality and tourism career cluster.	
1.	Being in the hospitality industry for 25 years as a Director Of Human Resources I would like to review the entire cluster .
2.	In tourism it is essential to know how to market a destination. That said, students need to be taught what it is that motivates a travel decision and how to market to that motivation plus what tourism research can do to help in this area.
3.	Conflict resolution Basic knowledge of contract law Basic knowledge of risk management (you covered it to a degree)
4.	Answers based on combining all job requirements in all areas of our business.
5.	Good communication skills Good work ethics
6.	The most important factor is a strong desire to work in customer service.
7.	Those seeking skills need a basic understanding of leisure. They need to understand why people want the particular services being provided. An understanding of group dynamics. A basic understanding of facility management and design.
8.	Background in other recreation related careers for comparison and contrast. There are degrees available in commercial and resort mgt, special event mgt, community and cultural development, parks,recreation, and tourism in higher ed and some in voc ed. So also a little bit about aquatics, contracts, vendors, the Americans with Disabilities Act (ADA)
9.	Williness to work hard, and sometimes long hours, it can be a very physical challenging career.

PATHWAY Knowledge and Skills:**RESTAURANT AND FOOD AND BEVERAGE SERVICES**

What other skills and knowledge are essential for this career pathway?	
1.	Food Preparation Skills, Menu planning, food costing, menu mix,

LODGING

What other skills and knowledge are essential for this career pathway?	
1.	Food & Beverage must go under Lodging. I would like to review the entire cluster since i have been a Director Of Human Resouces for 25 years in the lodging industry.

TRAVEL AND TOURISM

What other skills and knowledge are essential for this career pathway?	
1.	1) Need an understanding of tourism marketing research and how to design research based advertising and marketing programs. 2) Study different marketing mediums to understand the value of each, when to use, which to use in different circumstances and how to market for all different budget levels.
2.	Understand role of local/state government and how it impacts tourism product development. Understand how local cultural values impact tourism. Understand developers' (hotel, attraction, services, etc.) roles, needs. Strong understanding of electronic media (web) and role in marketing/promotion. Contract law
3.	again, some background in leisure , play, and recreation theory and or philosophy

RECREATION, AMUSEMENTS AND ATTRACTIONS

What other skills and knowledge are essential for this career pathway in Missouri?	
1.	Knowledge of human needs and life satisfaction. Those factors that motivate people to seek the services provided.

OTHER COMMENTS:

What other comments would you like to add related to career education in Missouri?	
1.	I would like to review the entire cluster for travel and tourism especially lodging and food & beverage. I am sorry it took me so long to respond, I have been out of the state on assignment....
2.	We need a training program for: Front Desk - Rooms Management Sales staff - Certificate program (1 year or 2 years for hotel sales or sales and marketing) Housekeeping Supervisors These front-line and back-of-house positions are critical and there are no training programs, that I am aware of, other than in-house programs.
3.	community development, leadership, recreation and leisure, youth development, aging-- boomers
4.	Career Education needs to provide students an opportunity to get excited and feel good about the choices that they make as well as educate them.