



## Pathway Assessment Blueprint

# Travel and Tourism



Test Code: 1288 / Version: 01

**“Measuring What Matters”**

## 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

- 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

## Specific Competencies and Skills continued:

### 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 and tourism situations
- Identify ethical issues and demonstrate ethical behavior in hospitality and tourism situations

### Communication

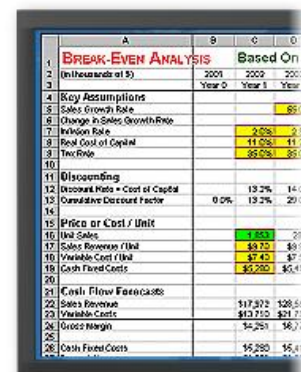
- Locate, organize, reference written information to communicate with coworkers and clients
- Develop and deliver formal and informal presentations using media to engage and inform diverse audiences
- Apply listening skills; interpret verbal and nonverbal behaviors to communicate with coworkers and clients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

### Information Technology

- 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



BREAK-EVEN ANALYSIS		Based On		
(in thousands of \$)		2009	2009	2009
		Year 0	Year 1	Year 2
<b>4 Key Assumptions</b>				
5	Sales Growth Rate			\$50
6	Change in Sales Growth Rate			
7	Inflation Rate	2.0%	2.0%	
8	Real Cost of Capital	11.0%	11.0%	
9	Tax Rate	35.0%	35.0%	
10				
<b>11 Discounting</b>				
12	Discount Rate = Cost of Capital		13.2%	14.0%
13	Cumulative Discount Factor	0.0%	19.2%	29.0%
14				
<b>15 Price or Cost / Unit</b>				
16	Unit Sales		1,953	2,011
17	Sales Revenue / Unit		\$9.33	\$9.60
18	Variable Cost / Unit		\$7.40	\$7.60
19	Cash Fixed Costs		\$5,280	\$5,411
20				
<b>21 Cash Flow Forecasts</b>				
22	Sales Revenue		\$17,972	\$28,551
23	Variable Costs		\$14,310	\$21,722
24	Gross Margin		\$3,291	\$6,829
25				
26	Cash Fixed Costs		\$5,280	\$5,411

## ***Specific Competencies and Skills continued:***

### **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 Environment**

- Identify and practice appropriate safety and health procedures for hospitality and tourism occupations
- Demonstrate emergency and 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 careers
- Pursue career development skills to advance in hospitality and tourism careers

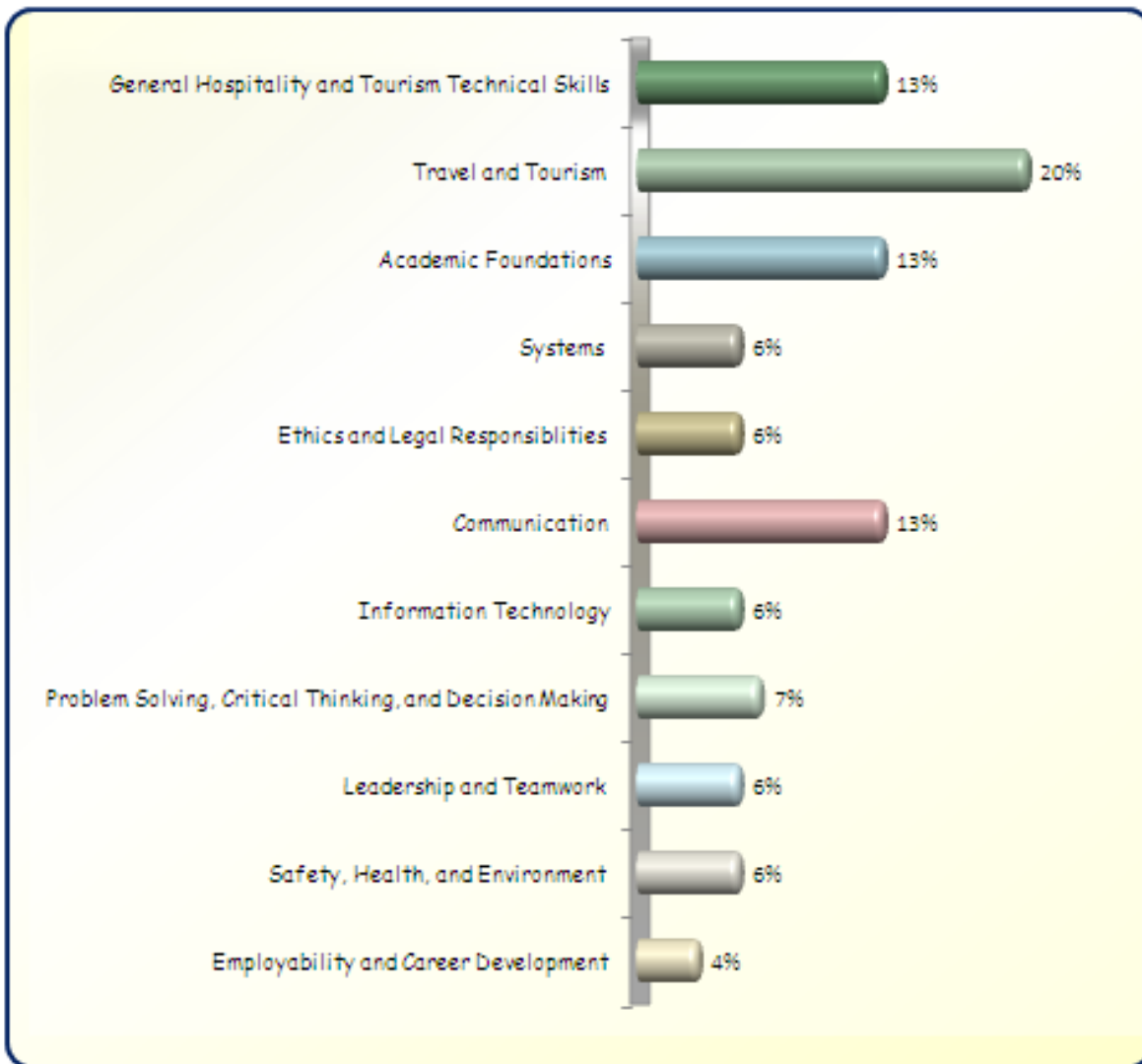


### Written Assessment:

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 giving an oral presentation, he/she should speak

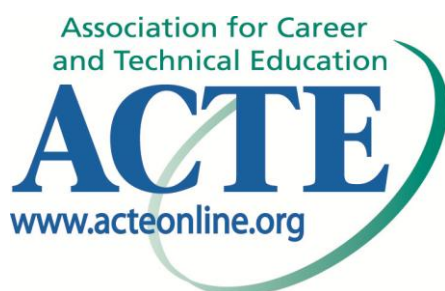
- A. clearly and confidently
- B. in a low voice
- C. quickly and urgently
- D. in a monotone voice

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



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