

# Pathway Assessment Blueprint

## Travel and Tourism



Test Code: 1288/ Version: 01

## General Assessment Information

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General Assessment Information

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**Test Type:** The Travel and Tourism industry-based credential is included in NOCTI's Pathway assessment battery. Pathway assessments assess knowledge and skills at a broader level than the Job Ready assessments and focus on the Pathways established as part of the national career cluster model. Pathway assessments are delivered entirely online which allows NOCTI to include engaging interactive items.

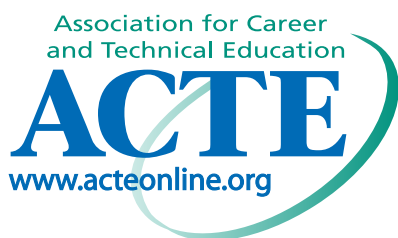
**Revision Team:** The assessment content is based on input from secondary, post-secondary, and business/industry representatives from the states of Michigan, Pennsylvania, and Tennessee.



52.0903-Tourism and Travel  
Services Management



Career Cluster 9-  
Hospitality and Tourism



The Association for Career and Technical Education (ACTE), the leading professional organization for career and technical educators, commends all students who participate in career and technical education programs and choose to validate their educational attainment through rigorous technical assessments. In taking this assessment you demonstrate to your school, your parents and guardians, your future employers and yourself that you understand the concepts and knowledge needed to succeed in the workplace. Good Luck!



MBAResearch believes that “proof of learning” is the first step toward a future career. Students who successfully complete a research-based assessment put themselves a step ahead of their competitors—for college admission and for beginning substantive careers in business. MBAResearch is proud to be the primary source of industry-validated standards and curriculum for business careers, for many high school and community college business administration curricula, and for many assessments offered here.



In the lower division  
baccalaureate/associate degree  
category, 3 semester hours in  
Travel and Tourism

## Written Assessment

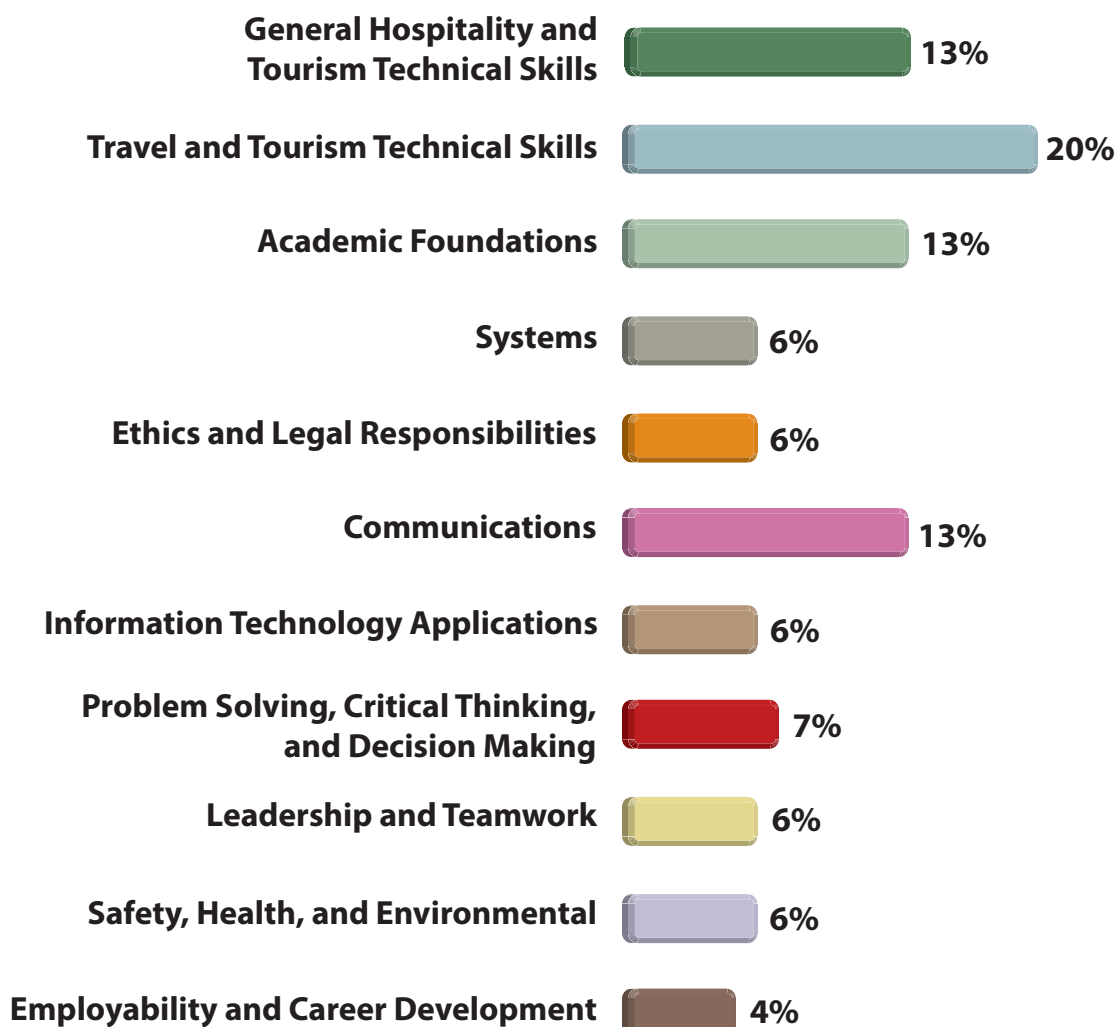
NOCTI written assessments consist of questions to measure an individual's factual theoretical knowledge.

**Administration Time:** 2 hours

**Number of Questions:** 104

**Number of Sessions:** This assessment may be administered in one, two, or three sessions.

### Areas Covered



## Specific Standards and Competencies Included 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

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## Specific Standards and Competencies (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

### **Communications**

- 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 Applications**

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

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## Specific Standards and Competencies (continued)

### **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 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
- Pursue career development skills to advance in hospitality and tourism careers



## 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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### Sample Questions (continued)

**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.

**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

**In 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



## Notes