



## Tourism Skill Standards Checklist

**CERTIFICATION AREAS COMPLETED:**

- \*Customer Service, Marketing & Sales
- Human Resources, Marketing,  
Public Relations & Customer Service
- Fiscal Resources, Human Resources,  
Management Operations, Marketing  
& Public Relations
- Special Project (Select two)
- A minimum of 900 work hours

**Student Name** \_\_\_\_\_

**School District** \_\_\_\_\_

**YA Consortium** \_\_\_\_\_

**YA Coordinator** \_\_\_\_\_

**High School Diploma/GED/HSED  
Date Received** \_\_\_\_\_

**Level One Requirements:** \*Customer Service,  
plus either Human Resources or Fiscal Resources.  
Special projects are optional.  
A minimum of 450 work hours

<b>Total Hours Employed</b>	<b>Company Name</b>	<b>Phone #</b>
_____	_____	_____
_____	_____	_____
_____	_____	_____

*Please sign this page if you have been a mentor, trainer or instructor of this student.*

**CERTIFICATION:** I certify that this student has successfully completed the competencies required in my department.

\_\_\_\_\_ **Mentor/Trainer Signature** \_\_\_\_\_ Printed Name

\_\_\_\_\_ Department \_\_\_\_\_ Date Signed

\_\_\_\_\_ **Mentor/Trainer Signature** \_\_\_\_\_ Printed Name

\_\_\_\_\_ Department \_\_\_\_\_ Date Signed

\_\_\_\_\_ **Mentor/Trainer Signature** \_\_\_\_\_ Printed Name

\_\_\_\_\_ Department \_\_\_\_\_ Date Signed

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\_\_\_\_\_ Department \_\_\_\_\_ Date Signed

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\_\_\_\_\_ Department \_\_\_\_\_ Date Signed

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\_\_\_\_\_ Department \_\_\_\_\_ Date Signed

\_\_\_\_\_ **Mentor/Trainer Signature** \_\_\_\_\_ Printed Name

\_\_\_\_\_ Department \_\_\_\_\_ Date Signed

\_\_\_\_\_ **Mentor/Trainer Signature** \_\_\_\_\_ Printed Name

\_\_\_\_\_ Department \_\_\_\_\_ Date Signed

\_\_\_\_\_ **Instructor Signature** \_\_\_\_\_ **Instructor Signature**

\_\_\_\_\_ Printed Name \_\_\_\_\_ Printed Name

\_\_\_\_\_ Date Signed \_\_\_\_\_ Date Signed

\_\_\_\_\_ **Instructor Signature** \_\_\_\_\_ **Instructor Signature**

\_\_\_\_\_ Printed Name \_\_\_\_\_ Printed Name

\_\_\_\_\_ Date Signed \_\_\_\_\_ Date Signed

# Customer Service, Marketing and Sales

## RATING:

**3 = Entry level ready; minimal supervision needed**

**2 = Employment ready; more training needed**

**1 = Engaged in learning; not employment ready**

**(Required for Level One)**

	<u>Score</u>
1. Greet Customers	3 2 1
2. Receive messages	3 2 1
3. Direct calls/people	3 2 1
4. Document inquiries by activity, source and origin to maintain data base	3 2 1
5. Respond to guest requests	3 2 1
6. Respond to customer complaints, suggestions, concerns	3 2 1
7. Make reservations	3 2 1
8. Provide destination information	3 2 1
9. Maintain hospitable environment	3 2 1
10. Follow safety/health emergency procedures	3 2 1
11. Identify the target market	3 2 1
12. Track customer demographics	3 2 1
13. Identify the competition	3 2 1
14. Keep current on competition and industry trends	3 2 1
15. Visit the competition	3 2 1
16. Develop promotional materials	3 2 1
17. Label merchandise	3 2 1
18. Display merchandise	3 2 1
19. Develop logo and slogans	3 2 1
20. Collect destination information from community and other key destinations	3 2 1
21. Develop new programs and services	3 2 1
22. Coordinate direct mailings	3 2 1

	<u>Score</u>
23. Conduct surveys	3 2 1
24. Conduct research on visitors' attitude, demographics, expenditures	3 2 1
25. Conduct inquiry conversion study	3 2 1
26. Evaluate customer response to marketing plan	3 2 1
27. Understand the sales process	3 2 1
28. Write ad/editorial copy	3 2 1
29. Maintain contact with previous clients	3 2 1
30. Contact potential clients	3 2 1
31. Utilize resources to sell property	3 2 1
32. Check availability for sleeping rooms and function space	3 2 1
33. Quote prices to customer	3 2 1
34. Sell product/services	3 2 1

**Total # of items rated at a level 3 \_\_\_\_\_ (31 required)**

COMMENTS: \_\_\_\_\_

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# Human Resources, Marketing, Public Relations and Customer Service

**RATING:**

**3 = Entry level ready; minimal supervision needed**

**2 = Employment ready; more training needed**

**1 = Engaged in learning; not employment ready**

	<u>Score</u>
1. Organize human resources	3 2 1
2. Coordinate staff schedules/work assignments	3 2 1
3. Participate in hiring process	3 2 1
4. Review employer handbook content	3 2 1
5. Implement training systems	3 2 1
6. Participate in continuing education	3 2 1
7. Evaluate training systems	3 2 1
8. Maintain ad agency relationships	3 2 1
9. Contact media to establish relationship	3 2 1
10. Participate in local and industry-related organizations	3 2 1
11. Cultivate relationships past, present and future donors and vendors	3 2 1
12. Maintain community relationships	3 2 1
13. Analyze new products	3 2 1
14. Place listing in media calendars	3 2 1
15. Maintain photo files	3 2 1
16. Maintain media database	3 2 1
17. Maintain library of media exposure	3 2 1
18. Distribute bulk visitor information to community and throughout the state	3 2 1
19. Conduct tours	3 2 1
20. Collect customer feedback	3 2 1
21. Coordinate media visits	3 2 1

Score

22. Write public service announcements and media releases	3	2	1
23. Write news and/or feature releases	3	2	1
24. Make presentation to various groups	3	2	1

**Total # of items rated at a level 3 \_\_\_\_\_ (22 required )**

COMMENTS: \_\_\_\_\_

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# Fiscal Resources, Human Resources, Management Operations, Marketing and Public Relations

**RATING:**

**3 = Entry level ready; minimal supervision needed**

**2 = Employment ready; more training needed**

**1 = Engaged in learning; not employment ready**

	<u>Score</u>
1. Recommend service improvements	3 2 1
2. Develop entry level training program	3 2 1
3. Perform employee evaluations	3 2 1
4. Assist management in disciplinary action	3 2 1
5. Develop Customer Service Guidelines	3 2 1
6. Assist with development of marketing plan	3 2 1
7. Implement marketing advertising plan	3 2 1
8. Prepare research analysis	3 2 1
9. Purchase media	3 2 1
10. Negotiate sales contract	3 2 1
11. Nurture media relationships	3 2 1
12. Manage product of publications	3 2 1
13. Secure complimentary services	3 2 1
14. Enter records into databases	3 2 1
15. Retrieve records	3 2 1
16. Produce reports	3 2 1
17. Presents reports and results	3 2 1
18. Maintain tourism data	3 2 1
19. Maintain calendar of events and attractions	3 2 1
20. Maintain property and community services information book	3 2 1
21. Maintain departmental inventory	3 2 1

	<u>Score</u>
22. Compute price markup	3 2 1
23. Critique risk-management program	3 2 1
24. Review corporate copyright policies	3 2 1
25. Establish contractual agreement	3 2 1
26. Prepare routine financial operations documents	3 2 1
27. Assist in budget process	3 2 1
28. Maintain operational cost within budget	3 2 1
29. Implement internal control measures	3 2 1
30. Obtain price quotes	3 2 1
31. Compute price markup	3 2 1
32. Finalize banquet bill	3 2 1

**Total # of items rated at a level 3 \_\_\_\_\_ (29 required)**

COMMENTS: \_\_\_\_\_

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# Special Project - Membership Services

**RATING:**

**3 = Entry level ready; minimal supervision needed**

**2 = Employment ready; more training needed**

**1 = Engaged in learning; not employment ready**

**Score**

1. Maintain membership database	3	2	1
2. Nurture existing membership	3	2	1
3. Develop member education	3	2	1
4. Provide member education	3	2	1
5. Survey membership	3	2	1
6. Schedule bureau services for meeting planner	3	2	1

**Total # of items rated at a level 3 \_\_\_\_\_ (5 required to pass this section)**

COMMENTS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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## Special Project - Banquet/Convention Services

**RATING:**

**3 = Entry level ready; minimal supervision needed**

**2 = Employment ready; more training needed**

**1 = Engaged in learning; not employment ready**

**Score**

1. Establish meeting planner's needs	3	2	1
2. Conduct preliminary site visits	3	2	1
3. Create a customized event/menu	3	2	1
4. Prepare spouse/family programs	3	2	1
5. Secure lodging accommodations	3	2	1
6. Obtain equipment needed for specialized events	3	2	1
7. Develop banquet event order/contract	3	2	1

**Total # of items rated at a level 3 \_\_\_\_\_ (6 required to pass this section)**

COMMENTS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Special Project - Special Event Services

**RATING:**

**3 = Entry level ready; minimal supervision needed**

**2 = Employment ready; more training needed**

**1 = Engaged in learning; not employment ready**

	<u>Score</u>		
1. Manage event	3	2	1
2. Maintain events calendar	3	2	1
3. Establish special events committees	3	2	1
4. Solicit sponsorship for special events	3	2	1
5. Develop goals and community support for special events	3	2	1
6. Develop an advance event time line	3	2	1
7. Develop an operational plan	3	2	1
8. Implement marketing plan for event	3	2	1
9. Identify resource needs for event	3	2	1
10. Obtain special equipment needed for specialized event	3	2	1
11. Oversee set-up/clean-up of event	3	2	1
12. Conduct post event wrap-up	3	2	1
13. Conduct post event follow-up	3	2	1

**Total # of items rated at a level 3 \_\_\_\_\_ (12 required to pass this section)**

COMMENTS: \_\_\_\_\_  
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# Special Project - Recreation Services

**RATING:**

**3 = Entry level ready; minimal supervision needed**

**2 = Employment ready; more training needed**

**1 = Engaged in learning; not employment ready**

**Score**

1. Develop Recreation Program/Special Events	3	2	1
2. Schedule recreation activities	3	2	1
3. Schedule recreational staff	3	2	1
4. Coordinate Recreation Program/Special Events	3	2	1
5. Coordinate recreational equipment rental	3	2	1
6. Coordinate set-up and removal of equipment	3	2	1
7. Maintain recreational equipment	3	2	1

**Total # of items rated at a level 3 \_\_\_\_\_ (6 required to pass this section)**

COMMENTS: \_\_\_\_\_  
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# Special Project - Motor Coach Sales and Services

**RATING:**

**3 = Entry level ready; minimal supervision needed**

**2 = Employment ready; more training needed**

**1 = Engaged in learning; not employment ready**

**Score**

1. Develop relationships with motor coach tour planners	3	2	1
2. Nurture relationships with motor coach destinations	3	2	1
3. Develop customized itineraries for motor coach tours	3	2	1
4. Display at group tour shows	3	2	1
5. Maintain tour group database	3	2	1
6. Telemarket group tours	3	2	1
7. Develop pool of "step on" tour guides	3	2	1

**Total # of items rated at a level 3 \_\_\_\_\_ (6 required to pass this section)**

COMMENTS: \_\_\_\_\_  
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