Federal Democratic Republic of Ethiopia OCCUPATIONAL STANDARD



HOTEL MANAGEMENT NTQF Level V





Ministry of Education September 2012

Introduction

Ethiopia has embarked on a process of reforming its TVET-System. Within the policies and strategies of the Ethiopian Government, technology transformation – by using international standards and international best practices as the basis, and, adopting, adapting and verifying them in the Ethiopian context – is a pivotal element. TVET is given an important role with regard to technology transfer. The new paradigm in the outcome-based TVET system is the orientation at the current and anticipated future demand of the economy and the labor market.

The Ethiopia Occupational Standard (EOS) is the core element of the Ethiopian National TVET-Strategy and an important factor within the context of the National TVET-Qualification Framework (NTQF). They are national Ethiopian standards, which define the occupational requirements and expected outcome related to a specific occupation without taking TVET delivery into account.

This document details the mandatory format, sequencing, wording and layout for the Ethiopian Occupational Standard comprised of Units of Competence.

A Unit of Competence describes a distinct work activity. It is documented in a standard format that comprises:

- Occupational title, NTQF level
- Unit code
- Unit title
- Unit descriptor
- Elements and Performance criteria
- Variables and Range statement
- Evidence guide

Together all the parts of a Unit of Competence guide the assessor in determining whether the candidate is competent.

The ensuing sections of this EOS document comprise a description of the respective occupation with all the key components of a Unit of Competence:

- chart with an overview of all Units of Competence for the respective level including the Unit Codes and the Unit Titles
- contents of each Unit of Competence (competence standard)
- occupational map providing the technical and vocational education and training (TVET) providers with information and important requirements to consider when designing training programs for this standards, and for the individual, a career path

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UNIT OF COMPETENCE CHART

| Occupational Stand | ard: Hotel | Management |
|--------------------|------------|------------|
|--------------------|------------|------------|

Occupational Code: CST HHM

NTQF Level-IV

CST HHM5 **01 0912**

Manage and Purchase Stock

CST HHM5 **02 0912**

Manage Workplace Relations

HOHMGT5 03 0912

Manage Workplace Diversity

CST HHM5 04 0912

Establish and Maintain an OHS System

CST HHM5 05 0912

Develop Workplace Policy and Procedures for Sustainability

CST HHM5 06 0912

Manage Physical Asset

CST HHM5 07 0912

Manage Financial Operations

CST HHM5 08 0912

Maintain a General Ledger

CST HHM5 09 0912

Manage Payroll

CST HHM5 10 0912

Develop and Manage Marketing Strategies

CST HHM5 11 0912

Create an Innovative Work Environment

CST HHM5 12 0912

Manage Quality Customer Service

CST HHM5 13 0912

Manage Business Risk

CST HHM5 14 0912

Research and Evaluate Event Industry Trends and Practices

CST HHM5 15 0912

Determine Event Feasibility

CST HHM5 16 0912

Plan and Develop Event Proposals and Bids

CST HHM5 **17 0912**

Manage Project Quality

CST HHM5 18 0912

Facilitate and Capitalize on Change and Innovation

CST HHM5 19 0912

Establish and Build Business Relationship

CST HHM5 20 1012

Develop and Refine Systems for Continuous Improvement in Operations

| Occupational Standard: Hotel Management Level IV | |
|--|--|
| Unit Title | Manage and Purchase Stock |
| Unit Code | CST HHM5 01 0912 |
| Unit Descriptor | This unit describes the performance outcomes, skills and knowledge required to establish and implement stock control and stock purchasing systems. |

| Elements | Performance Criteria |
|--|--|
| Establish and implement an order and | Develop an order and supply process for stock and communicate to relevant people. |
| supply process | 1.2 Establish economic order quantities based on internal information and supplier advice. |
| | 1.3 Determine required stock levels according to peak seasons, special events and supplier's lead time. |
| | 1.4 Develop process to include monitoring of quality during supply and delivery processes in line with any organization and regulatory requirements, including food safety regulations |
| 2. Establish and implement stock control systems | 2.1 Develop stock control systems and communicate to all appropriate staff in a timely manner. |
| Control Systems | 2.2 Apply special control systems to items showing high wastage or loss. |
| | 2.3 Use data correctly to calculate standard methods and measures and communicate to appropriate staff. |
| | 2.4 Monitor workplace systems and make adjustments according to feedback and operational experience. |
| | 2.5 Initiate training of staff to minimize stock wastage |
| 3. Develop optimum supply arrangements | 3.1 Evaluate quality of supply, based on feedback from colleagues and customers. |
| arrangements | 3.2 Source and review potential suppliers in line with organization requirements. |
| | 3.3 Develop appropriate and accurate <i>purchase specifications</i> . |
| | 3.4 Assess suppliers against specifications considering all <i>relevant factors</i> . |
| | 3.5 Assess <i>terms of purchase</i> and negotiate with suppliers to achieve optimum supply arrangements. |
| | 3.6 Adjust sources of supply in line with assessments and make accurate records of agreements. |

| Variable | | Range | | |
|--------------------|------------------------------------|--------------------|---|-----------------------------|
| Stock may include: | | food and beverages | | |
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| | • linen |
|-----------------------------------|--|
| | housekeeping supplies |
| | stationery |
| | cleaning agents and chemicals |
| | general stores |
| | merchandise |
| Data for | yield tests |
| establishing stock | historical sales figures |
| control systems | stock take figures |
| may include: | - Clock tame ngares |
| Stock control | integrated point-of-sale systems |
| systems may | • imprint |
| include: | • ledgers |
| | bin cards |
| | stocktaking systems |
| | stock valuation systems |
| | stock valuation systems stock reporting systems |
| Special control | |
| Special control systems for items | systems for receiving, storing and issuing |
| of high wastage | requisitioning |
| | controlling issue quantities |
| may include: | issuing to authorised persons |
| | procedures for stock transfer to other departments |
| Standard methods | portion size, such as weight, volume, count, scoop, measure, |
| and measures may | cup or slice |
| include: | standard recipes |
| Information to be | product name |
| included in | general description |
| purchase | detailed description |
| specifications may | use for product |
| include: | storage procedures |
| | required labelling |
| | |
| Relevant factors to | |
| consider in | ability to meet all aspects of the specification product availability |
| assessing suppliers | product availability delivery consider including amorganov delivery |
| against | delivery service, including emergency delivery |
| specifications may | minimum and maximum order quantities |
| include: | competitive pricing |
| ii loluud. | financial terms available |
| | references from other customers |
| | trading hours |
| | after sales service |
| Terms of purchase | competitive or open market buying |
| may include: | contract buying |
| | sealed bid buying |
| | cost plus buying |
| | one stop buying |
| | cooperative buying |
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| • | negotiated buying |
|---|---|
| • | volume buying and warehousing |
| • | centralised or decentralised purchasing |

| Evidence Guide | |
|--|---|
| Critical aspects of | Assessment requires evidence that the candidate: |
| Competence | ability to develop purchasing and control systems to ensure continuity, quality and cost-effectiveness of supply knowledge of typical purchasing and control systems used within the relevant tourism or hospitality context |
| | development of a purchasing and control system to address a specific business operation need |
| Underpinning Knowledge and Attitudes | Demonstrates knowledge of: economic order quantities and their workplace application, including: applicability to different items appropriate formulas data required to compute the economic order quantity information from suppliers needed to establish economic order quantities supply sources for different types of product information required to develop an accurate and complete purchase specification, including appropriate terminology supplier and market knowledge relevant to given industry |
| | context |
| Underpinning Skills Resources | Demonstrates skills to: communication skills to negotiate and liaise with stock suppliers critical thinking skills to evaluate and determine optimum supply arrangements planning and organisational skills to establish and monitor stock control systems and procedures problem-solving skills to address stock-related issues at a management level literacy skills to interpret and develop a wide range of documents related to purchasing and stock control numeracy skills to work with budgets and specific stock control issues, such as wastage, standard measures and stock takes Access is required to real or appropriately simulated situations, |
| Implication | including work areas, materials and equipment, and to |
| | information on workplace practices and OHS practices. |
| Assessment Methods | Competency may be assessed through: Interview / Written Test / Oral Questioning Observation / Demonstration |
| Context of Assessment | Competency may be assessed in the work place or in a simulated work place setting |

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| Occupational Standard: Hotel Management Level IV | | |
|--|---|--|
| Unit Title | Manage Workplace Relations | |
| Unit Code | CST HHM5 02 0912 | |
| Unit Descriptor | This unit describes the performance outcomes, skills and knowledge required to manage workplace relations from an industrial relations perspective. | |

| Elements | Performance Criteria |
|---|---|
| Build a positive industrial relations climate | 1.1 Provide employees with accurate and impartial information on industrial matters likely to affect them. |
| Totations diffiate | 1.2 Identify and evaluate promptly workplace changes or issues that may cause industrial unrest and take <i>appropriate action</i> . |
| | 1.3 Analyze potential causes of industrial unrest in external environments and take appropriate action promptly. |
| | 1.4 Create conditions of employment according to relevant legislation and industrial awards or agreements. |
| | 1.5 Implement mechanisms for consulting with staff and facilitating two-way communication. |
| | 1.6 Ensure induction and training initiatives are used effectively to develop a competent workforce. |
| | 1.7 Establish consultative structures for the identification and resolution of grievances |
| 2. Implement formal industrial procedures | 2.1 Contribute to the development of <i>formal industrial relations procedures</i> in consultation with <i>relevant parties</i> . |
| | 2.2 Use and monitor agreed procedures to resolve employee relations issues according to organization policy and legal requirements. |
| | 2.3 Monitor agreed processes and make appropriate adjustments in consultation with relevant parties. |
| | 2.4 Identify the need for and access specialist assistance in industrial relations matters when appropriate. |

| Variable | Range |
|--|---|
| Appropriate action in relation to potential industrial unrest may include: | initiation of consultation processes further research on issues presented making reports and recommendations to colleagues accessing specialist assistance |

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| Conditions of employment may relate to: | salary or wages penalty rates holiday and leave entitlements superannuation hours of work grievance procedures |
|---|---|
| Formal industrial relations procedures may include: | grievance procedures dispute resolution procedures mediation conciliation arbitration |
| Relevant parties to be included in consultation processes must be appropriate to the industry sector and include: | staff unions employer groups boards of management government authorities |

| Evidence Guide | |
|--|---|
| Critical aspects of Competence | Assessment requires evidence that the candidate: knowledge of industrial relations issues, procedures and regulations as they apply to particular sectors ability to interpret industrial awards and agreements ability to foster the development of a positive industrial relations climate demonstration of skills through the development of workplace relations approaches to meeting a particular organisation or industry need |
| Underpinning Knowledge and Attitudes | Demonstrates knowledge of: overview of the current federal and relevant state or territory industrial relations system, including legal obligations of employers role of specific unions in the relevant industry sector role of specific employer groups in the relevant industry sector provisions of awards appropriate to the industry sector overview of procedures for creating workplace agreements procedures and specific communication skills for formal counselling, and grievance and industrial dispute resolution |
| Underpinning Skills | Demonstrates skills to: critical thinking and analytical skills to evaluate complex information from varied sources and apply that information to management practices planning and organisational skills to organise and implement workplace procedures to address industrial relations issues literacy skills to interpret and develop complex documentation numeracy skills to work with numerical aspects of industrial agreements |

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| Resources Implication | Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to |
|--------------------------|---|
| | information on workplace practices and OHS practices. |
| Methods of | Competency may be assessed through: |
| Assessment | Interview / Written Test / Oral Questioning |
| | Observation / Demonstration |
| Context of | Competency may be assessed in the work place or in a |
| Assessment | simulated work place setting |

| Occupational Standard: Hotel Management Level IV | | |
|--|--|--|
| Unit Title | Manage Workplace Diversity | |
| Unit Code | CST HHM5 03 0912 | |
| Unit Descriptor | This unit describes the performance outcomes, skills and knowledge required to provide leadership in a diverse workplace where customers and staff are from a wide range of backgrounds. | |

| Elements | Performance Criteria | |
|--|---|--|
| Encourage respect for diversity in the | 1.1 Provide a role model for others through individual behaviour that demonstrates respect for <i>diversity</i> . | |
| workplace. | 1.2 Develop work practices and undertake planning in a manner that shows respect for workplace diversity. | |
| | 1.3 Assist and coach colleagues in ways of accepting diversity in relation to customers and other colleagues. | |
| | 1.4 Initiate open communication and discussion about diversity issues among colleagues and team members | |
| Use diversity as an asset | 2.1 Recognize and use the skills of a diverse workforce to enhance organization performance. | |
| | 2.2 Promote the benefits of productive diversity to colleagues. | |
| | 2.3 Seek out information about emerging approaches to diversity and integrate into current work practice | |
| Deal with problems arising from diversity | 3.1 Recognize workplace <i>problems that arise from diversity issues</i> promptly and take action to resolve the situation. | |
| issues | 3.2 Identify training needs related to diversity issues and take appropriate action. | |
| | 3.3 Use coaching and mentoring to assist colleagues to work successfully in a diverse environment. | |

| Variable | Range |
|---|---|
| Diversity is referred to herein its broadest sense and may be related to: | race language special needs disabilities family structure gender age sexual preference |

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| Work practices that reflect respect for diversity may include: | acknowledgment of religious and cultural celebrations appropriate allocation of duties to particular staff members culturally appropriate mixing of staff training in culturally appropriate communication consideration of customers with special needs |
|--|--|
| Benefits of productive diversity may include: | multilingual workforce workforce that reflects the diversity of the customer base improved cross-cultural communication education of the workforce in relation to greater understanding of diversity removal of prejudice different perspectives on problem-solving increased trade with other countries or cultures more interesting work environments |
| Problems that arise from diversity issues may include: | communication challenges conflicting beliefs and values in the workplace |

| Evidence Guide | |
|--|---|
| Critical aspects of Competence | Assessment requires evidence that the candidate: understanding of the role of leaders and managers in encouraging diversity knowledge of cross-cultural communication techniques as they apply to leaders and managers knowledge of specific cultural issues that may apply in a particular industry context ability to apply knowledge and understanding of diversity issues to specific workplace situations |
| Underpinning Knowledge and Attitudes | Demonstrates knowledge of: specific diversity issues that apply to the relevant industry context and contribute to the industry's progress, including benefits of productive diversity current and emerging views and approaches on managing workplace diversity potential scope of the term diversity how diversity may affect workplace operations legal issues that relate to diversity, including equal employment opportunity (EEO) and anti-discrimination |
| Underpinning Skills | Demonstrates skills to: cross-cultural communication skills with specific reference to the roles of leaders and managers, including cross-cultural communication for: |

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| | with complex ideas and concepts | |
|-------------|--|--|
| Resources | Access is required to real or appropriately simulated situations, | |
| Implication | including work areas, materials and equipment, and to | |
| | information on workplace practices and OHS practices. | |
| Assessment | Competency may be assessed through: • Interview / Written Test / Oral Questioning | |
| Methods | | |
| | Observation / Demonstration | |
| Context of | Competency may be assessed in the work place or in a | |
| Assessment | simulated work place setting | |

| Occupational Standard: Hotel Management Level IV | | |
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| Unit Title | Establish and Maintain an OHS System | |
| Unit Code | CST HHM5 04 0912 | |
| Unit Descriptor | This unit describes the performance outcomes, skills and knowledge required to develop, implement and sustain effective, professional and contemporary OHS management practices. It focuses on the establishment and review of systems, policies and procedures designed to ensure a safe workplace. A systematic management approach is central to compliance with OHS legislation which imposes obligations on businesses whether small, medium or large to manage the safety of their workers and anyone else in the workplace. | |

| Elements | Performance Criteria |
|--|---|
| Establish and maintain a framework for health, safety and security. | 1.1 Access and interpret key legislative documents to ensure that OHS systems comply with regulatory requirements, standards and codes. |
| | 1.2 Design an OHS management system to suit the characteristics and needs of the organization, in consultation with appropriate personnel. |
| | 1.3 Identify and provide adequate financial, human and specialist external resources to address OHS management practices. |
| | 1.4 Develop and clearly articulate OHS policies and procedures in a format readily accessible to all personnel. |
| | 1.5 Define and allocate health, safety and security responsibilities clearly, including relevant information in job descriptions and duty statements. |
| | 1.6 Consult with key personnel, and determine, develop and implement a plan for all <i>OHS training requirements</i> . |
| | 1.7 Establish and monitor a system for keeping <i>OHS records</i> . |
| | 1.8 Establish and maintain systems to ensure communication of information to personnel, including information on policies, procedures and their roles and responsibilities in OHS management practices. |
| 2. Establish and maintain consultative arrangements for the management of health, safety | 2.1 Establish and maintain appropriate <i>consultative processes</i> to suit the characteristics and needs of the organization. |
| | 2.2 Plan for and ensure that consultation is conducted at times designated and required by legislation. |
| | 2.3 Resolve issues raised through consultation and participation promptly and effectively |
| and security. | 2.4 Provide information about the outcomes of consultation and |

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| | participation in a manner accessible to employees |
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| 3. Establish and maintain practices for identifying hazards, and assessing and | 3.1 Develop or access a <i>hazard identification and risk</i> assessment tool or template document that incorporates assessment criteria for assessing risks and consequences. |
| | 3.2 Plan for and ensure that <i>hazards are identified at times</i> designated and required by legislation. |
| controlling risks | 3.3 Develop procedures for the ongoing identification of hazards, especially <i>types of hazards designated by legislation</i> . |
| | 3.4 Develop procedures for the assessment of risks associated with identified hazards. |
| | 3.5 Develop procedures for the control of risks and the ongoing monitoring of controls. |
| | 3.6 Nominate the roles and responsibilities of personnel for hazard identification, risk assessment and risk control within procedures. |
| | 3.7 Take a lead role in assessing and controlling risks, including implementing interim or emergency solutions according to consultative requirements of OHS legislation. |
| | 3.8 Manage the response to any incident or accident and follow legislative requirements for notifying and cooperating with OHS regulatory authorities |
| 4. Evaluate the organization's health, safety and security system. | 4.1 Assess ongoing compliance with OHS legislation and regulatory requirements, standards and codes to ensure that OHS legal requirements are maintained. |
| | 4.2 Consult with a range of personnel to elicit feedback on OHS policies, procedures and practices. |
| | 4.3 Assess the effectiveness of OHS management practices, including a review of any incidents or accidents, near misses, OHS reports and statistics held by the organization. |
| | 4.4 Develop, implement, document and communicate improvements and changes to the OHS system. |

| Variable | Range |
|-------------------------------------|--|
| OHS management system must include: | safe premises, including the provision of entrances and exits that are safe safe machinery, equipment and materials safe systems of work safe working environment information, instructions, training and supervision that ensure employees' health and safety adequate facilities for the welfare of employees appropriate management of incidents or accidents and |
| | notification to OHS regulatory authorities |

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| OUC policies and | arraniasticula everall annuasala ta OHO |
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| OHS policies and | organisation's overall approach to OHS |
| procedures may | consultation |
| cover: | incident and accident management and notification to OHS |
| | regulatory authorities |
| | participation of personnel in OHS management practices |
| | hazard identification |
| | risk assessment |
| | risk control |
| | ongoing monitoring of risks |
| | responsibilities of employees to ensure safety |
| | particular safe work practices in regard to: |
| | handling of hazardous substances |
| | manual handling |
| | wearing or using protective equipment |
| | retail supply of hazardous substances |
| | security issues |
| | emergency evacuation and responses |
| OHS training | OHS policy and procedures |
| requirements may | induction training |
| include: | coaching or mentoring in safe work practices |
| | formal training programs in safe work practices |
| | provision of information, fact sheets and signage to ensure |
| | safe work practices |
| | OHS representative or committee training |
| | hazard identification, and risk assessment and control training |
| OHS records may | policies and procedures |
| include | training plans and training undertaken |
| documentation of: | consultation records, such as: |
| | diaries of meetings |
| | agendas for and minutes of meetings |
| | committee members |
| | consultation decisions and follow-up actions |
| | hazard identification records |
| | risk assessments |
| | risk control actions |
| | incident, accident and near miss reports and related statistics |
| | incident or accident notifications to OHS regulatory authorities |
| Consultative | consultation with all employees during the course of each |
| processes may | business day |
| involve: | diary, whiteboard or suggestion box used by staff to report |
| | concerns |
| | recording of concerns in a management diary |
| | regular staff meetings that involve OHS discussions |
| | special staff meetings or workshops to specifically address |
| | OHS issues |
| | staff handbook with OHS information |
| | survey or questionnaire that invites feedback on OHS issues |
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| Times designated and required by legislation for consultation will vary but may include when the organisation: | informal meetings with notes fact sheets to fully inform personnel about OF responsibilities formal meetings with agendas, minutes and a formal OHS representatives formal OHS committees participation in OHS management practices, s personnel in: conducting hazard identification and risk assemaking decisions on how to eliminate or contraviting parts of OHS policies and procedures makes initial and ongoing decisions on how b with personnel is proposing to make changes to the premises materials and systems of work that might affer safety of personnel conducts hazard identification and risk assess hazard identification and risk assessment practices | est to consult s, equipment, ct the health and sment or reviews ctices | |
|--|--|---|--|
| Hazard | makes decisions about actions to eliminate or introduces or alters procedures for monitoring introduces or alters facilities for the welfare of | workplace risks personnel | |
| identification and risk assessment tool or template document may include: | self-designed tools developed for the organisa an OHS management system tools and templates developed: by external consultancy services by industry associations for use of member buter of the public use by and found within business multiplications, including those developed by Ohauthorities | usinesses nanagement | |
| Assessment criteria may include: | criteria developed by external consultancy ser criteria outlined in Ethiopian standards criteria suggested by industry associations for businesses self-determined criteria for the organisation as management system | r use by member s part of an OHS | |
| Times designated by legislation for systematic hazard identification may include: | before changes to work practices are introduced when new information relating to health and secomes available | he premises are used for the first time and during the installation or alteration of any plant changes to work practices are introduced ew information relating to health and safety risk | |
| Types of hazards designated by legislation may include: | physical environment, for example: working space of any workers lighting hot and cold environments prevailing noise levels electrical items flooring | | |
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| • | equipment designed to assist with or replace manual handling plant, for example: |
|---|--|
| • | machinery |
| • | tools |
| • | appliances |
| • | equipment |
| • | working practices, for example: |
| • | opening and closing procedures and security procedures |
| • | any standard operating procedures for work-related tasks |
| • | rostering of staff and shift allocation |
| • | length of time spent at certain tasks and allocation of breaks |

| Evidence Gui | de | | | |
|---|--|---|--|---|
| Critical aspect Competence | production de income as kn production reader ev | pject or tablish, provem lustry of velopm slusive of sessme owledg pject or alistic p | requires evidence that the candidate work activities that show the candid implement, evaluate and make ongrents to a complete OHS system for peration and in line with regulatory rent of comprehensive OHS system of policies, procedures, hazard idented that documents e of specific relevant OHS legislative work activities conducted over a content of time so that the implementant aspects of this unit can be assessed as be established, evaluated and reverse to the content of the content | ate's ability to oing a given service requirements documents dification and risk e requirements mmercially tion and ed, i.e. an OHS |
| Underpinning Knowledge an Attitudes | Demode intercoperate of the see o | nstrate depth a ritory Ceration depth kandards mponer enative ansultati ganisati en type ceptable way security is ner legaricular sohol, rety of canstrate ph-level | s knowledge of: and comprehensive knowledge of rel DHS legislation as it affects specific v s knowledge of associated OHS codes | levant state or vorkplace s of practice and eeds groups used by edural systems and in the industry eards afety and ystems afety, in ole service of olic liability and |
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| | requirements that relate to OHS management Advelop and write comprehensive OHS systems inclusive of detailed yet easily accessible policies, procedures and template documents In high-level communication skills to consult with different personnel Critical thinking skills to allow for a rational and logical evaluation of the characteristics and needs of the organisation in order to design a tailored OHS system, and to evaluate and review it |
|--------------------------|---|
| Resources Implication | Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to |
| Implication | information on workplace practices and OHS practices. |
| Assessment | Competency may be assessed through: |
| Methods | Interview / Written Test / Oral Questioning |
| | Observation / Demonstration |
| Context of | Competency may be assessed in the work place or in a |
| Assessment | simulated work place setting |

| Occupational Standard: Hotel Management Level IV | | |
|--|---|--|
| Unit Title | Develop Workplace Policy and Procedures for Sustainability | |
| Unit Code | CST HHM5 05 0912 | |
| Unit Descriptor | This unit describes the performance outcomes, skills and knowledge required to develop and implement a strategic workplace sustainability policy. It requires the ability to define the scope of the policy, and develop policy content and procedures that reflect the organisation's commitment to sustainability, communicate and implement the policy and review and modify it to suit changed circumstances. | |

| Elements | Performance Criteria | |
|----------------------------|--|--|
| Develop workplace | 1.1 Define scope of sustainability policy. | |
| sustainability policy. | 1.2 Identify and consult with stakeholders as a key component of the policy development process and evaluate opportunities for stakeholders to participate in partnership sustainability practices. | |
| | 1.3 Include in the policy, <i>strategies</i> for minimizing resource use, reducing toxic material and hazardous chemical use and employing life cycle management approaches at all stages of work. | |
| | 1.4 Recommend policy options based on likely effectiveness, timeframes and cost. | |
| | 1.5 Develop policy that reflects the organization's commitment to sustainability as an integral part of the business planning and as a business opportunity. | |
| | 1.6 Agree on appropriate methods of implementation. | |
| | 1.7 Consider and evaluate relevant inclusions from established industry benchmark standards and codes of conduct | |
| 2. Communicate the policy. | 2.1 Promote the policy and its expected outcomes to key stakeholders and agree on implementation. | |
| | 2.2 Inform those involved in implementing the policy on outcomes to be expected, activities to be undertaken and assigned responsibilities. | |
| | 2.3 Develop mechanisms and systems to maximize opportunities to capture feedback. | |
| 3. Implement the policy. | 3.1 Develop and communicate procedures to help implement the policy. | |
| | 3.2 Implement strategies for continuous improvement in resource efficiency. | |

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| | 3.3 Establish and assign responsibilities relating to record systems for tracking continuous improvements in sustainability approaches |
|------------------------------|--|
| Review policy implementation | 4.1 Document outcomes and provide feedback to key personnel and stakeholders. |
| | 4.2 Investigate the success or otherwise of policy. |
| | 4.3 Monitor records to identify trends that may require remedial action and to promote continuous improvement of performance. |
| | 4.4 Modify policy and procedures to ensure improvements. |

| Variable | Range |
|---|--|
| Scope of sustainability policy may include: | integrated approach to sustainability that includes environmental, economic and social aspects, or a narrower one to focus on each aspect individually parts of the enterprise to which it is to apply, including whether it is for the whole enterprise, one site, one work area or a combination of these investigation of particular business and market context of the industry and enterprise addressing sustainability initiatives through reference to standards, guidelines and approaches, such as: ISO 14001 Environment Management System life cycle analyses global reporting initiative ecological footprint assessment triple bottom line reporting product stewardship |
| Stakeholders may include: | individuals and groups inside and outside the organisation that have some direct interest in the enterprise's conduct, actions, products and services, including: employees at all levels of the organization customers suppliers regulators other organizations |
| Strategies may include: | awareness raising among stakeholders training staff in principles and techniques of sustainability promotional and educational activities conducting audits of energy and waste within initial development of policy and procedures and their subsequent review minimising environmental impacts through: technological solutions education restricting and minimizing use of particular resources |

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- reducing use of energy through energy-saving devices
- reducing waste
- involving clients, stakeholders and other persons in contributing to sustainable practices

Evidence Guide

Critical aspects of Competence

Assessment requires evidence that the candidate:

- project or work activities that show the candidate's ability to develop, implement and review strategic and integrated sustainability policies and procedures according to regulatory requirements for a given service industry operation
- knowledge of specific and relevant legislative and industry regulatory requirements
- knowledge of environmental, economic, social or cultural impacts and issues associated with the candidate's industry sector and the particular environments of operation
- project or work activities conducted over a commercially realistic period of time so that the implementation and evaluation aspects of this unit can be assessed; for example, a sustainability policy can be established, evaluated and reviewed

Underpinning Knowledge and Attitudes

Demonstrates knowledge of:

- components of policies and procedures
- policy development processes and practices
- consultation and communication mechanisms used by organisations to develop and implement procedural systems
- in-depth knowledge of legislation and regulations imposed by relevant land management agencies and federal, state or territory, and local governments and their relevance to the particular industry sector and workplace
- how to access industry codes of practice, standards and accreditation scheme requirements; and in-depth knowledge of their contents and organisational compliance requirements
- principles, practices and available tools and techniques of sustainability management relevant to the particular industry sector and workplace
- best practice approaches relevant to the particular industry sector and workplace
- relevant systems and procedures to aid in the achievement of sustainability in the workplace
- quality assurance systems relevant to the particular industry sector and workplace
- awareness of enterprise policies, procedures and protocols from other related industries
- equal employment opportunity, equity and diversity, and OHS implications of policy being developed
- general awareness of global environmental issues and environmental ethics

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| | in-depth knowledge of environmental, economic, social or cultural impacts relevant to the particular industry sector and workplace in-depth knowledge of ways to enhance sustainable work practices, such as minimising impact through efficient and effective: waste disposal resource and energy use involvement of sustainable practices in all areas of |
|---------------------|---|
| | operation |
| Underpinning Skills | Demonstrates skills to: ability to research, analyse and present information ability to prepare written reports that are concise, well articulated and suited to intended audience high-level literacy skills to read and interpret complex materials describing legislative and industry regulatory requirements that relate to environmental, economic and cultural sustainability high-level written literacy skills to develop comprehensive sustainability business management practices and systems inclusive of detailed yet easily accessible policies and procedures high-level communication skills to conduct consultation with a variety of stakeholders, deal with different points of view and dissenting stakeholders and adjust communication to suit different audiences ability to work as a member of a team to consult on and validate policy ability to respond to diversity, including gender and disability |
| Resources | Access is required to real or appropriately simulated situations, |
| Implication | including work areas, materials and equipment, and to information on workplace practices and OHS practices. |
| Assessment | Competency may be assessed through: |
| Methods | Interview / Written Test / Oral QuestioningObservation / Demonstration |
| Context of | Competency may be assessed in the work place or in a |
| Assessment | simulated work place setting |

| Occupational Standard: Hotel Management Level IV | |
|--|--|
| Unit Title | Manage Physical Asset |
| Unit Code | CST HHM5 06 0212 |
| Unit Descriptor | This unit describes the performance outcomes, skills and knowledge required to manage the physical assets of an organisation. It includes a focus on establishing strategies, systems and procedures for asset maintenance and monitoring, as well as financing asset acquisition. |

| Elements | Performance Criteria |
|---|--|
| Develop strategies for systematic | 1.1 Develop strategies for managing <i>physical assets</i> that reflect overall business and marketing objectives of the organization. |
| maintenance, repair and | 1.2 Evaluate current and potential financial objectives and constraints in developing asset management strategies. |
| purchase of physical assets. | 1.3 Integrate all <i>OHS requirements</i> into physical asset management. |
| | 1.4 Develop and maintain an accurate and current physical assets register as part of the asset management strategy. |
| | 1.5 Incorporate maintenance and repair regimes that minimize disruption and loss of revenue and involve appropriate specialists. |
| | 1.6 Integrate <i>practices to support environmental</i> sustainability into physical asset management practices |
| 2. Monitor the condition and performance of | 2.1 Establish and implement systems to ensure that the condition and performance of physical assets are regularly reported and discussed within the organization. |
| physical assets in the workplace. | 2.2 Establish and implement systems to identify timely replacement of physical assets. |
| | 2.3 Make assessments of physical asset performance based on safety, operational efficiency, customer service quality and input from colleagues. |
| | 2.4 Identify physical asset problems promptly and take appropriate action. |
| | 2.5 Evaluate need for and access specialist assistance when required |
| 3. Coordinate financing of physical assets. | 3.1 Prepare accurate work or equipment specifications to guide the acquisition process. |
| priyolodi doseto. | 3.2 Estimate acquisition costs based on evaluation of <i>current</i> , <i>accurate and relevant data</i> , including supplier quotations and estimates. |
| | 3.3 Make appropriate decisions on the acquisition of physical |

| assets according to organization policies and procedures. |
|--|
| 3.4 Select methods of financing to meet current organization financial objectives based on an analysis of internal and external factors. |
| 3.5 Implement the financing process in consultation with key stakeholders and appropriate financial specialists. |
| Make and keep accurate records of all financial agreements and related documents. |

| Variable | Range | |
|--|---|--|
| Physical assets may include: | buildings equipment fixtures, fittings and furniture vehicles gardens pools rides and games | |
| OHS requirements may relate to: | restrictions on who can undertake repairs regularity of maintenance required levels of usage | |
| Practices to support environmental sustainability may include: | use of particular consumables protocols for use of machinery minimising waste systems to reduce power use regular maintenance | |
| Systems to monitor condition and performance of physical assets may include: | integration of reporting into day-to-day operating procedures regular management reports internal or external inspections and audits regular staff feedback analysis of maintenance costs over a period of time | |
| Specialist assistance may include: | trades people mechanics electronic specialists vendor support | |
| Specifications may include: | information on general business context numbers of users or customers budget parameters operational constraints | |
| Current, accurate and relevant data used for estimating costs may include: | quotations from suppliers current maintenance contracts published or advertised prices previous contracts and costs | |
| Methods of financing may include: | hire purchase renting purchase | |

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| Evidence Guide | |
|--|---|
| Critical aspects of Competence | Assessment requires evidence that the candidate: ability to plan for and manage the acquisition, maintenance and replacement of physical assets for a small business, or section or department of a larger business understanding of financial and legal issues that affect the management of physical assets development of asset management strategies and financing arrangements for a specific business operation |
| Underpinning Knowledge and Attitudes | Demonstrates knowledge of: types of physical assets required by organisations in different work contexts maintenance requirements for different types of physical assets in the relevant industry context features and benefits of different financing options for asset acquisition, including purchase, rent, lease and hire purchase features of an assets register and techniques for its development and maintenance overview of taxation arrangements in relation to the acquisition and disposal of physical assets specific legislation relevant to the management and maintenance of physical assets, such as that relevant to vehicles or food production equipment environmental standards and requirements in relation to different types of physical assets |
| Underpinning Skills | Demonstrates skills to: critical thinking and analytical skills to evaluate complex information from varied sources to develop strategic management approaches to physical assets planning and organisational skills to develop and implement complex and interrelated workplace procedures, systems and schedules for physical asset management literacy skills to interpret and develop a varied range of complex business documents numeracy skills to analyse and prepare a wide range of financial data, and to interpret estimates and financial agreements for physical asset acquisition |
| Resources Implication | Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices. |
| Assessment Methods | Competency may be assessed through: Interview / Written Test / Oral Questioning Observation / Demonstration |
| Context of Assessment | Competency may be assessed in the work place or in a simulated work place setting |

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| Occupational Standard: Hotel Management Level IV | |
|--|--|
| Unit Title | Manage Financial Operations |
| Unit Code | CST HHM5 07 0912 |
| Unit Descriptor | This unit describes the performance outcomes, skills and knowledge required to manage day-to-day financial operations of a small organisation, a department within a larger organisation or a complex project. The unit is not intended to cover detailed specialist accounting skills that are undertaken by qualified accountants or financial controllers, but does include the awareness of accounting issues and concepts needed by managers for effective communication with accountants or other specialists on financial matters. |

| Elements | Performance Criteria |
|--|--|
| Develop approaches to financial | 1.1 Assess scope of financial management requirements for a given organization or project. |
| management. | 1.2 Identify need for and organize specialist accounting assistance where appropriate. |
| | Develop approaches to financial management based on overall direction and goals of the organization or project. |
| | 1.4 Develop financial management systems and procedures according to organization needs. |
| Develop and monitor financial procedures and | 2.1 Develop <i>financial procedures and systems</i> to meet relevant statutory and internal control requirements. |
| systems | 2.2 Communicate importance of financial objectives, management controls and systems to all staff. |
| | Develop practical procedures and systems for monitoring income and ensuring payment of accounts. |
| | 2.4 Research and integrate the use of current industry practices and technology into systems where appropriate. |
| | 2.5 Check compliance with procedures and systems on a regular basis. |
| | 2.6 Monitor the flow of financial information within the organization in terms of currency, accuracy, level of detail and relevance. |
| | Review financial management systems regularly and make adjustments according to organization needs |
| Make pricing decisions. | 3.1 Make pricing decisions based on current, sufficient, accurate and relevant financial and marketplace data. |
| | 3.2 Identify fixed, variable and semi-variable costs. |
| | 3.3 Perform and interpret simple cost-volume-profit analysis. |

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| | 3.4 Set appropriate profit margins according to organization policy and calculate prices correctly |
|-----------------------------------|---|
| 4. Monitor financial performance. | 4.1 Monitor budgets against performance targets on a regular basis. |
| | 4.2 Negotiate corrective budgets to maximize business performance. |
| | 4.3 Take remedial action to address financial performance problems where appropriate. |
| | 4.4 Prepare and interpret profit and loss statements accurately with appropriate level of detail. |
| | 4.5 Conduct financial ratio analysis and apply the findings to financial management and reporting as appropriate. |
| | 4.6 Communicate feedback on positive and negative performance to appropriate colleagues in an appropriate manner |
| 5. Prepare financial reports. | 5.1 Prepare accurate, concise, relevant and sufficiently detailed <i>financial reports</i> to schedule, in a format appropriate to the audience and according to organization and statutory requirements. |
| | 5.2 Identify the need for and access specialist advice on reporting requirements where appropriate. |

| Variable | Range |
|--|--|
| Scope of financial management requirements for different projects or organisations will vary and may relate to differing requirements for: | budgeting and forecasting reporting, including depth, regularity and nature of reports control mechanisms specialist financial skills |
| Financial procedures and systems: | must address: transaction recording checking and reconciliation processes banking procedures invoicing accounts payable and receivable cash management and security measures cash flow management budget management reporting requirements GST(Goods & Services Tax) and other taxation requirements statutory requirements that apply to the specific business structure |

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| | sector specific requirements, such as the Travel Compensation Fund in retail travel |
|-------------------|--|
| | may cover: |
| | stock control |
| | financial responsibilities within an organization or department |
| Financial reports | GST reports and business activity statements |
| must include: | cash flow statements |
| | profit and loss statements |
| | balance sheets |
| | reconciliations |

| Evidence Guide | |
|--------------------------------------|--|
| Critical aspects of Competence | Assessment requires evidence that the candidate: understanding of the total financial management process within a business ability to integrate the financial management activities of a business into overall business operations knowledge of financial control, reporting and monitoring systems establishment and management of financial systems over a period of time so that the monitoring and implementation aspects of the unit can be assessed |
| Underpinning Knowledge and Attitudes | Demonstrates knowledge of: different financial management roles for given industry sectors or types of business, including operational managers, owner-operators, financial controllers and external accountants or auditors aspects of financial management to be considered for a given organisation or industry sector ways in which financial management interrelates with all other areas of business activity major steps in the total accounting process and relationship of each with business operations and reporting requirements typical financial management systems and technology relevant to the organisation or industry sector, including features and capabilities of one or more computerised accounting packages key features of and how to prepare the main financial reports used to monitor business performance, including: profit and loss statements balance sheets sales and receivables reports techniques for calculating profit margins relevant to a given industry sector overview of specific financial and taxation regulations and requirements relevant to the industry sector, including how GST applies to different business operations and reporting |

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| | requirements overview of economic issues that affect financial performance in specific industry contexts |
|--------------------------|---|
| Underpinning Skills | Demonstrates skills to: critical thinking and analytical skills to evaluate complex financial and other business information and develop appropriate management initiatives planning and organisational skills to develop and implement systems and procedures for sound financial management within an organisation or project literacy skills to interpret and develop information and documentation dealing with complex ideas, concepts and data numeracy skills to interrogate and develop financial data, work with complex mathematical ideas and develop approaches to strategic issues such as pricing |
| Resources Implication | Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices. |
| Assessment Methods | Competency may be assessed through: Interview / Written Test / Oral Questioning Observation / Demonstration |
| Context of Assessment | Competency may be assessed in the work place or in a simulated work place setting |

| Occupational Standard: Hotel Management Level IV | | |
|--|---|--|
| Unit Title | Maintain a General Ledger | |
| Unit Code | CST HHM5 08 0912 | |
| Unit Descriptor | This unit describes the performance outcomes, skills and knowledge required to maintain a general ledger within an organisation including processing journal entries and preparing a trial balance. | |

| Elements | Performance Criteria |
|-------------------------|--|
| Process journal entries | 1.1. Prepare <i>general journal entries</i> from <i>source journals</i> in accordance with accounting requirements, organizational policy, procedures and accounting standards |
| | Post journal entries into <i>general ledger system</i> in accordance with organizational policy, procedures and accounting standards |
| | 1.3. Reconcile accounts payable and accounts receivable subsidiary ledger systems with general ledger |
| | 1.4. Ensure processing maintains the accounting equation and is completed within designated time lines |
| Prepare a trial balance | 2.1. Prepare trial balance of general ledger system in accordance with organizational requirements and accounting standards, and ensure it is checked for accuracy |
| | 2.2. Identify and rectify irregularities or refer them for resolution when trial balance does not balance, in accordance with organizational policy and procedures |

| Variable | Range |
|---|---|
| General journal entries may include: | bad debts written off correction of posting errors interest expense interest receivable opening entries purchase of a non-current asset on credit sale of a non-current asset on credit transfer of funds between bank accounts withdrawal of stock and assets by owner |
| Source journals for general ledger may include: | cash payments journal cash receipts journal general journal purchases journal purchases returns journal sales journal |

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| | sales return journal |
|---|---|
| General ledger system may include: | computerisedmanual |
| Reconciling accounts payable and accounts receivable may include: | checking accuracy of accounts payable balances with general ledger control account checking accuracy of accounts receivable balances with general ledger control account |
| Preparing trial balance may include: | checking total debits equal total credits listing ledger account balances from general ledger tracing of errors |

| Evidence Guide | |
|--|--|
| Critical aspects of Competence | Assessment requires evidence that the candidate: accurately entering data applying understanding of general journal entries and knowledge of the relationship between journals and general ledger implementation of double-entry principles systematic tracing of errors |
| Underpinning Knowledge and Attitudes | Demonstrates knowledge of: • key provisions of relevant legislation and regulations from all forms of government, standards and codes that may affect aspects of business operations such as: • Taxation Office regulations • Goods and Services Tax (GST) regulations • anti-discrimination legislation • ethical principles • codes of practice • finance legislation • privacy laws • occupational health and safety • limit of scope of own responsibility • organisational accounting systems and procedures |
| Underpinning Skills | Demonstrates skills to: Iteracy skills to read and understand financial procedures numeracy skills to: use knowledge of mathematical concepts interpret, compare and calculate with whole numbers and money use decimal fractions and percentages problem-solving skills to use approximation to check for discrepancies and ensure calculations are correct |
| Resources Implication | Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices. |

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| Assessment | Competency may be assessed through: | |
|------------|--|--|
| Methods | Interview / Written Test / Oral Questioning | |
| | Observation / Demonstration | |
| Context of | Competency may be assessed in the work place or in a | |
| Assessment | simulated work place setting | |

| Occupational Standard: Hotel Management Level IV | | |
|--|--|--|
| Unit Title | Manage Payroll | |
| Unit Code | CST HHM5 09 0912 | |
| Unit Descriptor | This unit describes the performance outcomes, skills and knowledge required to establish and monitor security procedures for managing organisational payroll services and to calculate and process salary payments, group taxation and related payments. | |

| Elements | Performance Criteria |
|---------------------------------|---|
| Establish procedures for | 1.1.Establish security procedures that ensure the confidentiality and security of payroll information |
| the management of payroll | 1.2.Ensure procedures guarantee substantiation of claims for allowances |
| payron | 1.3.Establish <i>control measures</i> to safeguard organization's financial resources in accordance with <i>legislative and organizational requirements</i> |
| | 1.4.Establish systems to ensure that statutory obligations are met and records are kept for the period determined by government legislation |
| Prepare payroll data | 2.1.Use nominated industrial awards, contracts and government legislation to calculate gross pay and annual salaries |
| | 2.2.Calculate statutory and voluntary deductions using government and employee documentation |
| | 2.3.Provide payroll data to payroll processor for calculation within designated time lines |
| Authorize payment of | 3.1.Check payroll, and authorize salaries and wages for payment in accordance with organizational policy and procedures |
| salaries | 3.2.Reconcile salaries, wages and deductions in accordance with organizational policy and procedures |
| | 3.3.Deal with salary, wage and related enquiries in accordance with organizational policy and procedures |
| Administer salary records | 4.1.Process declaration forms for new and existing employees in accordance with Taxation Office requirements |
| | 4.2.Forward periodic deductions to <i>nominated creditors</i> within designated time lines |
| | 4.3.Prepare and dispatch payments to government authorities accurately and in accordance with the relevant government legislation |
| | 4.4.Calculate and transcribe group tax amounts and make payments in accordance with taxation procedures |

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| 4.5. Prepare and reconcile employee group certificate amounts |
|---|
| from salary records |

| Variable | Range |
|--|--|
| Security procedures may include: | authorised access back-up files computer passwords employees signing for pay ensuring security of passwords and keys keeping payroll documents secure maintaining security and confidentiality of employees' details numbering payroll registers restricting access to electronic files and locking paper-based confidential information separating locations of confidential information storage of information off site supervision of timesheets |
| Control measures may include: | authorisation requirements dual checking system internal control policies and procedures multiple checks and balances reconciliation of records separation of duties |
| Legislative and organisational requirements may include: | Accounting and Auditing Standards Securities and Investments Commission requirements Taxation Office regulations corporations law Fringe Benefits Tax (FBT) organisational policy and procedures for cash handling superannuation tax file number |
| Nominated industrial awards, contracts and government legislation may include: | certified and workplace agreements enterprise agreements federal and state/territory awards use of Wage line |
| Calculating gross pay and annual salaries may include: | allowances annual leave loading appropriate pay structure deductions employment history cards FBT FBT returns long service leave overtime |

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| | a populty rates |
|--------------------|--|
| | penalty rates |
| | salary packaging items |
| | salary sacrificing |
| | sick leave |
| | • time sheets |
| Statutory and | • insurance |
| voluntary | Medicare levy |
| deductions may | payroll tax |
| include: | superannuation levy |
| | • union fees |
| Designated time | Taxation Office time lines for submission such as group tax, |
| lines may include: | fringe benefits tax |
| | Business Activity Statement (BAS) |
| | stipulated time period before employee departs organisation |
| | stipulated time period before pay is due to employees |
| | organisational time lines |
| Nominated | Taxation Office |
| creditors may | government agencies |
| include: | health funds |
| | membership organisations |
| | those nominated as part of salary packaging |
| | • union |

| Evidence Guide | |
|---------------------|---|
| Critical aspects of | Assessment requires evidence that the candidate: |
| Competence | documenting steps undertaken to establish payroll system |
| | using data and calculations to calculate payroll, including a range of deductions |
| | preparing appropriate records to record payroll processing |
| Underpinning | Demonstrates knowledge of: |
| Knowledge and | key provisions of relevant legislation from all forms of |
| Attitudes | government, standards, regulations and codes that may affect |
| | aspects of business operations, such as: |
| | Taxation Office regulations |
| | ➤ anti-discrimination legislation |
| | > ethical principles |
| | > codes of practice |
| | > financial legislation |
| | > privacy laws |
| | > relevant industrial awards |
| | other relevant government and statutory bodies in relation to payroll |
| | superannuation regulations |
| | organizational policies and procedures across the full range of tasks required payroll processes |
| Underpinning Skills | Demonstrates skills to: |
| | communication skills to answer enquiries, and to explain and |

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| | resolve discrepancies with employees Iiteracy skills to follow complex financial procedures and to follow and write detailed instructions numeracy skills to: use financial formulae calculate gross and net pay compare differing rates of pay over a given time span of the same nature prepare cash analysis sheets reconcile figures and rectify anomalies to ensure accuracy |
|-------------|---|
| Resources | Access is required to real or appropriately simulated situations, |
| Implication | including work areas, materials and equipment, and to |
| | information on workplace practices and OHS practices. |
| Assessment | Competency may be assessed through: |
| Methods | Interview / Written Test / Oral Questioning |
| | Observation / Demonstration |
| Context of | Competency may be assessed in the work place or in a |
| Assessment | simulated work place setting |

| Occupational Standard: Hotel Management Level IV | | |
|--|--|--|
| Unit Title | Develop and Manage Marketing Strategies | |
| Unit Code | CST HHM5 10 0912 | |
| Unit Descriptor | This unit describes the performance outcomes, skills and knowledge required to develop and manage marketing strategies, including developing a marketing plan. | |

| Elements | Performance Criteria | | |
|---|---|--|--|
| Collect and analyze information on the internal business environment. | 1.1 Identify and confirm core activities, customer base, business values and current business direction. | | |
| | 1.2 Identify and analyze <i>information</i> on current and past marketing and its effectiveness. | | |
| | Review performance information from all areas of the business to identify strengths, weaknesses and critical success factors. | | |
| | 1.4 Identify and record current <i>capabilities and resources</i> , including the need for specialist assistance. | | |
| | 1.5 Identify any under-performing products and services and analyze and report on reasons for under-performance. | | |
| | 1.6 Record and report information according to organization requirements | | |
| Collect and analyze information on | 2.1 Identify and analyze information on expected market growth or decline with associated risk factors. | | |
| the external business | Record and analyze projected changes in the labor force, population and economic activity. | | |
| environment. | 2.3 Gather and analyze <i>comparative market information</i> . | | |
| | 2.4 Identify and analyze industry and customer <i>trends and developments</i> , including emerging issues and technology. | | |
| | 2.5 Identify and analyze legal, ethical and environmental constraints of the market and potential business impacts. | | |
| | Record and report information according to organization requirements | | |
| Develop marketing strategies. | 3.1 Identify and analyze specific opportunities based on internal and external market analysis. | | |
| | 3.2 Develop marketing strategies that are consistent with direction, values and business plans of the organization. | | |
| | 3.3 Ensure marketing strategies meet <i>legal and ethical</i> constraints. | | |
| | 3.4 Develop strategies in consultation with key stakeholders | | |

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| Prepare marketing plan. | 4.1 Formulate marketing plan to clearly communicate all priorities, responsibilities, timelines and budgets. |
|--|--|
| | 4.2 Provide timely opportunities for colleagues to contribute to marketing plan. |
| | 4.3 Submit marketing plan for approval where appropriate according to organization policy |
| 5. Implement and monitor marketing activities. | 5.1 Implement and monitor activities detailed in the plan in a cost- efficient manner and according to schedule and contingencies. |
| donvinos. | 5.2 Produce marketing reports according to organization policy. |
| | 5.3 Share information on marketing activities with operational staff to maintain awareness of current organization focus |

| Variable | Range | | | |
|---|--|--|--|--|
| Sources of information may include: | peers internet official statistics government agencies industry associations business advisory services financial institutions industry publications | | | |
| Capabilities and resources may include: | human resources financial resources equipment capacity staff skill levels hours of operation communication capabilities location and position e-business capacity | | | |
| Comparative market information may include: | best practice informationbenchmarkingcompetitor information | | | |
| Trends and developments may be: | economic ecological and environmental government activities social and cultural demographic technological industrial | | | |
| Legal and ethical constraints may include: | legislation regulations codes of practice cultural expectations and influences social responsibilities, such as protection of children and environmental protection | | | |

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| Evidence Guide | |
|--|---|
| Critical aspects of | Assessment requires evidence that the candidate: |
| Competence | ability to develop a marketing strategy and plan for a specific tourism or hospitality product, service or organisation that identify current and relevant industry organisation marketing issues and include a detailed, realistic implementation program |
| | knowledge and understanding of specific implementation and monitoring issues |
| | project or work activities conducted over a period of time to allow the candidate to develop and implement a marketing strategy for a given product or service |
| | development and implementation of a marketing strategy that targets and involves individuals or businesses with a genuine interest or potential in purchasing the product or service |
| Underpinning Knowledge and Attitudes | Demonstrates knowledge of: data collection tools and research methodologies of particular relevance to marketing marketing planning techniques and formats internal and external issues that impact on market planning in a given industry context |
| | in-depth knowledge of industry marketing and distribution networks in the relevant context |
| | legal issues that impact on marketing activities including Trade Practices and Fair Trading legislation |
| Underpinning Skills | Demonstrates skills to: research and analytical skills to analyse internal and external business environments |
| | planning and organisational skills to implement the marketing plan |
| | literacy skills to analyse a wide range of complex market and business information from varied sources |
| | numeracy skills to develop marketing resource strategies and scenarios |
| Resources Implication | Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices. |
| Assessment Methods | Competency may be assessed through: Interview / Written Test / Oral Questioning Observation / Demonstration |
| Context of | Competency may be assessed in the work place or in a |
| Assessment | simulated work place setting |
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| Occupational Standard: Hotel Management Level IV | | |
|--|--|--|
| Unit Title | tle Create an Innovative Work Environment | |
| Unit Code | CST HHM5 11 0912 | |
| Unit Descriptor | This unit describes the performance outcomes, skills and knowledge required to create a work environment that enables and supports the application of innovative practices in the workplace. | |

| Elements | Performance Criteria |
|--|---|
| Implement work practices and | 1.1 Establish working conditions that encourage the application of innovation in the workplace. |
| procedures to support innovation. | 1.2 Implement processes to maximize the use of innovation in work activities. |
| milovation. | 1.3 Introduce and maintain workplace procedures to foster the application of innovation in the workplace. |
| | 1.4 Facilitate <i>collaborative work arrangements</i> to foster innovation |
| 2. Implement | 2.1 Actively support and guide the development of new ideas. |
| management practices to support | 2.2 Ensure all ideas are positively received and constructive advice provided. |
| innovation. | 2.3 Establish and maintain relationships based on mutual respect and trust between <i>management and staff</i> . |
| | 2.4 Exemplify innovative work practice in the way management approaches work and team responsibilities |
| 3. Promote innovation in the | 3.1 <i>Acknowledge</i> staff suggestions, improvements and innovation. |
| workplace | 3.2 Celebrate and promote innovation by appropriate means. |
| | 3.3 Promote and reinforce the value placed by management on innovation in spite of the potential risks |
| 4. Create a physical | 4.1 Decorate the <i>physical environment</i> to maximize creativity. |
| environment that supports innovation. | 4.2 Design work spaces to encourage the cross-fertilization of ideas as well as the application of innovation at work skills. |
| iiiiovation. | 4.3 Design work spaces to provide for the development of relationships between all members of the workplace |
| 5. Provide information and | 5.1 Share <i>relevant information</i> , knowledge and skills within the organization. |
| learning opportunities to foster innovation. | 5.2 Provide formal learning opportunities to help develop skills needed for innovation at work. |

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| 5.3 Create active <i>learning opportunities</i> in which managers and |
|---|
| staff can learn from the experience of others. |

| Variable | Range |
|--|--|
| Working conditions may include: | flexible working hours family friendly leave entitlements time provided for ideas generation study leave social leave |
| Processes to encourage the application of innovation in the workplace may include: | collecting data future scanning seeking feedback networking making suggestions creative thinking collaborating |
| Work activities may include: | the development of new products processes services programs tools work practices |
| Workplace procedures may relate to: | staff meetings training performance management project management client relations briefing processes |
| Collaborative work arrangements may include: | working in teams or partnerships working with supplier organizations working in different sections |
| Management and staff may: | come from a variety of social, cultural or ethnic backgrounds vary in literacy and numeracy skills vary in competencies |
| Acknowledgement may include: | congratulating team providing newsletter stories using idea to help generate other ideas acknowledgement from management |
| Ways to celebrate and promote innovation may include: | positive feedback presentation to peers and higher management work station arrangements work space design and décor relaxation areas eating areas external areas prizes |

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| | certificates |
|---------------------|---|
| | articles in newsletters |
| Physical | location of work sections |
| environment may | |
| include: | |
| Sources of relevant | contact with others inside or outside the store |
| information may | customers |
| include: | staff |
| | publications |
| | business journals |
| | • newspapers |
| | conferences and courses |
| | internet |
| | statistics |
| | observation |
| | market research |
| Learning | formal training or education |
| opportunities may | informal learning |
| include: | coaching and mentoring |
| | job rotation |
| | information seminars |
| | on-line learning |
| | • conferences |
| | policy and procedures |
| | reports |
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| Evidence Guide | |
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| Critical aspects of Competence | Assessment requires evidence that the candidate: organizes procedures to support innovation in the workplace encourages collaborative work arrangements implements management practices that support innovation provides encouragement for innovation rewards suggestions, improvements and innovation in the workplace through celebration and promotion by appropriate means creates a physical environment that supports innovation establishes strategies to promote innovative work practice provides information and learning opportunities to foster innovation |
| Underpinning Knowledge and Attitudes | Demonstrates knowledge of: innovation at work skills basic management principles the ways workplace climate can affect employees' attitudes and performance coaching and learning opportunities for employees and how they can be used to improve the skills in the use of innovative |

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| Underpinning Skills | work practices factors that can motivate staff to apply innovative work practices ways of rewarding performance in the workplace Interpersonal communication skills to: discuss and provide constructive feedback on ideas establish and maintain relationships and share information through clear and direct communication ask questions to identify and confirm requirements use language and concepts appropriate to cultural differences use and interpret non-verbal communication leadership skills encouraging and supporting achievements of team members accessing, interpreting and sharing information | |
|--------------------------|---|--|
| | researching information | |
| Resources Implication | Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices. | |
| Assessment Methods | Competency may be assessed through: Interview / Written Test / Oral Questioning Observation / Demonstration | |
| Context of Assessment | Competency may be assessed in the work place or in a simulated work place setting | |

| Occupational Standard: Hotel Management Level IV | | |
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| Unit Title | Manage Quality Customer Service | |
| Unit Code | CST HHM5 12 0912 | |
| Unit Descriptor | This unit describes the performance outcomes, skills and knowledge required to manage customer service quality in a range of service industry workplaces. It requires the ability to develop and monitor management strategies to enhance and oversee the delivery of quality customer service. | |

| Elements | Performance Criteria |
|---|---|
| Develop approaches to enhance quality | 1.1 Obtain information on customer needs, expectations and satisfaction levels using both <i>formal and informal research</i> . |
| customer service. | 1.2 Provide opportunities for customers and colleagues to provide feedback on products and services. |
| | 1.3 Review <i>changes in internal and external environments</i> and integrate findings into planning for quality service. |
| | 1.4 Provide opportunities for colleagues to participate in the customer service planning process. |
| | 1.5 Develop standards and plans to address key quality service issues |
| Manage the delivery of quality service. | 2.1 Communicate <i>customer service issues</i> , <i>standards</i> and expectations clearly to colleagues. |
| | 2.2 Provide colleagues with access to information on service standards and delivery. |
| | 2.3 Use coaching to assist colleagues to deal with customer service issues and take responsibility for service outcomes. |
| | 2.4 Monitor <i>customer service</i> in the workplace according to organization policies and procedures to ensure standards are met |
| Monitor and adjust customer service. | 3.1 Seek feedback from customers on an ongoing basis and use this to improve performance where applicable. |
| Service. | 3.2 Identify customer service problems and make adjustments to standards, systems and procedures to ensure continued service quality. |
| | 3.3 Communicate new approaches to all those involved in service delivery within appropriate timeframes. |

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| Variable | Range |
|--|---|
| Formal and informal research on customer needs may include: | talking to customers qualitative or quantitative research seeking feedback from service delivery colleagues analysis of competitive environment analysis of industry and market trends |
| Changes in internal and external environments affecting quality service planning may include: | management changes organisational restructures introduction of new equipment recruitment practices technological changes affecting service delivery changes in the competitive environment economic climate trends in customer preferences introduction of e-business |
| Customer service issues and standards may relate to: | response times service guarantees pricing guarantees product quality document presentation standards personal presentation standards complaint management |
| Customer service may be provided in various modes, including: | face-to-face online by telephone email or written communication |

| Evidence Guide | |
|--|---|
| Critical aspects of Competence | Assessment requires evidence that the candidate: ability to develop proactive approaches to delivering and monitoring quality customer service within a specific workplace context knowledge of quality service principles and processes demonstration of skills through the establishment, monitoring and evaluation of service delivery in a workplace context (e.g. managing an event or running a tour) |
| Underpinning Knowledge and Attitudes | The following knowledge must be assessed as part of this unit: roles and responsibilities of management in ensuring quality service within an organisation concepts of total quality service and total quality management and their application in a given industry context role of continuous improvement and benchmarking methods of implementing quality assurance in the workplace, including: establishing and monitoring standards staff involvement and reward |

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| | evaluating customer service overview of the range of market research techniques used to gain information on customer preferences legislation that impacts on customer service standards and delivery, including relevant requirements under state fair trading legislation industry schemes that impact on customer service standards and delivery, such as accreditation schemes and codes of conduct |
| Underpinning Skills | Demonstrates skills to: communication skills to provide support and coaching to a customer service team critical thinking and problem-solving skills to assess the need for, and make systemic improvements to address, service quality issues |
| | literacy skills to interpret complex information from varied sources and to develop documents that detail service standards, systems and procedures |
| Resources Implication | Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices. |
| Assessment Methods | Competency may be assessed through: Interview / Written Test / Oral Questioning Observation / Demonstration |
| Context of Assessment | Competency may be assessed in the work place or in a simulated work place setting |

| Occupational Standard: Hotel Management Level IV | |
|--|--|
| Unit Title | Manage Business Risk |
| Unit Code | CST HHM5 13 0912 |
| Unit Descriptor | This unit describes the performance outcomes, skills and knowledge required to actively identify risks to business operations, assess the associated consequences and take measures to eliminate or control the risk. It requires the ability to monitor business risks on an ongoing basis. |

| Elements Performance Criteria | |
|--|--|
| Identify risks to business operations. | 1.1 Determine <i>operational objectives</i> through consultation with <i>key people</i> and by referring to available <i>information sources</i> and use this as the basis for identifying, assessing and controlling risks to the organization or activity. |
| | 1.2 Develop or access a business risk identification and assessment tool or template document which incorporates assessment criteria for assessing risks and consequences. |
| | 1.3 Use appropriate <i>methods to identify foreseeable risk</i> that has the potential to adversely affect operational activities. |
| | 1.4 Ensure that risk assessment processes are a key component of all operational activities. |
| | 1.5 Involve other people in the risk identification process and integrate the perspective of key people. |
| | 1.6 Produce <i>clear documents that outline identified risks</i> to allow for a full assessment. |
| Assess risks to business operations. | 2.1 Refer to identified and documented <i>risks</i> , consult with and involve key people to achieve broad input into the risk assessment process. |
| | 2.2 Use a systematic and <i>four-staged hierarchical process model</i> to conduct the risk assessment. |
| | 2.3 Use established assessment criteria for assessing risks and consequences. |
| | 2.4 Prepare clear documentation of the outcome of risk assessment and proposed control actions |
| 3. Eliminate or control the business risk. | 3.1 Assess the organization's <i>capability to eliminate or control risk</i> and determine specific control measures. |
| buoii1033 Hak. | 3.2 Develop and document contingency plans for risk elimination, minimization or control and communicate these them to key people involved in the operational activity. |

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| | 3.3 Implement control measures according to individual level of responsibility or refer to appropriate personnel for permission or further action. |
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| | 3.4 Eliminate risk where possible or take action to control and minimize the risk. |
| | 3.5 Continuously monitor specific risks and controls to ensure effectiveness of control method. |
| | 3.6 Regularly monitor low or accepted risks for any unacceptable consequences |
| 4. Monitor and evaluate business risk management practices. | 4.1 Continuously monitor operational activities for a changing risk profile and identify, assess and control business risks on an ongoing basis. |
| | 4.2 Make evaluation of specific risk controls a key component of all operational activity reviews. |
| | 4.3 Consult with a range of key people to elicit feedback on the effectiveness of all risk management practices. |
| | 4.4 Identify inadequacies in risk management practices, develop, implement, document and communicate improvements to risk management practices. |

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| Variable | F | Range | | |
| Operational objectives may include: | | client of departs departs whole particulation meeting be minimising making a meeting person staging ar | | ssfully |
| include: > peers > supervis > manage • clients • contractors • participants • venue and • industry as • legal repres | | colleagues peers superv manag clients contractor participan venue and industry as legal repre- | risors gers ts and performers d facility managers essociation personnel essentatives accountants | |
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| Information sources may include: Information sources with colleagues or bid documents tender, proposal or bid documents customer quotations discussions with colleagues or clients group workshops or brainstorming includer reports and articles media reports and articles observation checklists Information sources with colleagues or clients group workshops or brainstorming includer reports and articles media reports and articles observation clearly self-designed tools and assessment criteria tools and templates developed: Information sources with customer and assessment criteria tools and templates developed: Information sources with customer and assessment manuals Information sources, such as plans and reports review of incident reports and registers review of global or local reports and media discussions that identify critical economic, social, terror-related, war-related or health issues Clear documents that outline identified risks and documentation of the outcome of the assessment may include: Clear documents that outline identified risks and documentation of the outcome of the assessment may include: Clear documents are the propertional activity observation of business, project or client activities review of information sources, such as plans and reports review of global or local reports and media discussions that identify critical economic, social, terror-related, war-related or health issues Clear documents are the propertion of the outcome of the assessment may include: Clear documents are the propertion of the propertion of the outcome of the assessment may include and the propertion of | | |
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| include: Methods to identify foreseeable risk may include: audit of operational activity interview and discussion investigation of an incident with a negative result monitoring of operational activity observation of business, project or client activities review of incident reports and registers review of global or local reports and media discussions that identify critical economic, social, terror-related, war-related or health issues Clear documents that outline identified risks and documentation of the outcome of the assessment may include: Clear documents that outline identified risks and documentation of the outcome of the assessment may include: Risks may involve: Risks may involve: Fishks may involve: of or public use and found within business management manuals audit of operational activity observation of an incident with a negative result on investigation of an incident with a negative result on investigation of an incident with a negative result on investigation of an incident with a negative result on investigation of an incident with a negative result on investigation of an incident with a negative result on investigation of an incident with a negative result on investigation of an incident with a negative result on investigation of an incident with a negative result on investigation of an incident with a negative result on investigation of an incident with a negative result on investigation of an incident with a negative result on investigation of an incident with a negative result on investigation of an incident with a negative result on investigation of an incident with a negative result on investigation of an incident with a negative result on peative result | criteria may | |
| Methods to identify foreseeable risk may include: | include: | , , , |
| foreseeable risk may include: • interview and discussion • investigation of an incident with a negative result • monitoring of operational activity • observation of business, project or client activities • review of incident reports and registers • review of information sources, such as plans and reports • review of global or local reports and media discussions that identify critical economic, social, terror-related, war-related or health issues Clear documents that outline identified risks and documentation of the outcome of the assessment may include: • checklist • completed risk identification and assessment report or checklist, such as a tool or template document • comprehensive file notes • correspondence with customer, supplier or specialist adviser • report • meeting notes or minutes • action plan Risks may involve: • product failure • failure of marketing program • competitor activity • damage to property or equipment • system or equipment failure • financial loss | | , |
| foreseeable risk may include: • interview and discussion • investigation of an incident with a negative result • monitoring of operational activity • observation of business, project or client activities • review of incident reports and registers • review of information sources, such as plans and reports • review of global or local reports and media discussions that identify critical economic, social, terror-related, war-related or health issues Clear documents that outline identified risks and documentation of the outcome of the assessment may include: Clear documents • checklist • completed risk identification and assessment report or checklist, such as a tool or template document • comprehensive file notes • correspondence with customer, supplier or specialist adviser • report • meeting notes or minutes • action plan Risks may involve: Product failure • failure of marketing program • competitor activity • damage to property or equipment • system or equipment failure • financial loss | Methods to identify | audit of operational activity |
| monitoring of operational activity observation of business, project or client activities review of incident reports and registers review of information sources, such as plans and reports review of global or local reports and media discussions that identify critical economic, social, terror-related, war-related or health issues Clear documents that outline identified risks and documentation of the outcome of the assessment may include: Clear documents that outline identified risks and documentation of the outcome of the assessment may include: Clear documents that outline identified risk identification and assessment report or checklist, such as a tool or template document comprehensive file notes correspondence with customer, supplier or specialist adviser report meeting notes or minutes action plan Clear documents that outline identified risks and documents completed risk identification and assessment report or checklist, such as a tool or template document comprehensive file notes correspondence with customer, supplier or specialist adviser report meeting notes or minutes action plan Clear documents completed risk identification and assessment report or checklist, such as a tool or template document comprehensive file notes correspondence with customer, supplier or specialist adviser report meeting notes or minutes action plan competitor activity damage to property or equipment system or equipment failure financial loss | foreseeable risk | , |
| monitoring of operational activity observation of business, project or client activities review of incident reports and registers review of information sources, such as plans and reports review of global or local reports and media discussions that identify critical economic, social, terror-related, war-related or health issues Clear documents that outline identified risks and documentation of the outcome of the assessment may include: Clear documents **Clear documents** **Checklist** **Completed risk identification and assessment report or checklist, such as a tool or template document comprehensive file notes **Correspondence with customer, supplier or specialist adviser report **meeting notes or minutes** **action plan** Risks may involve: **Product failure** **failure of marketing program** **competitor activity** **damage to property or equipment** **system or equipment failure** **financial loss** | may include: | investigation of an incident with a negative result |
| observation of business, project or client activities review of incident reports and registers review of information sources, such as plans and reports review of global or local reports and media discussions that identify critical economic, social, terror-related, war-related or health issues Clear documents that outline identified risks and documentation of the outcome of the assessment may include: Risks may involve: Observation of business, project or client activities review of information sources, such as plans and reports review of global or local reports and media discussions that identify critical economic, social, terror-related, war-related or health issues checklist completed risk identification and assessment report or checklist, such as a tool or template document comprehensive file notes correspondence with customer, supplier or specialist adviser report meeting notes or minutes action plan product failure failure of marketing program competitor activity damage to property or equipment system or equipment failure financial loss | | _ |
| review of incident reports and registers review of information sources, such as plans and reports review of global or local reports and media discussions that identify critical economic, social, terror-related, war-related or health issues Clear documents that outline identified risks and documentation of the outcome of the assessment may include: Risks may involve: • review of incident reports and registers • review of information sources, such as plans and reports • review of information sources, such as plans and reports • review of information sources, such as plans and reports • review of information sources, such as plans and reports • review of information sources, such as plans and reports • review of information sources, such as plans and reports • review of information sources, such as plans and reports • review of information sources, such as plans and reports • review of information sources, such as plans and reports • review of information sources, such as plans and reports • review of information sources, such as plans and reports • checklist • completed risk identification and assessment report or checklist, such as a tool or template document • comprehensive file notes • correspondence with customer, supplier or specialist adviser • report • meeting notes or minutes • action plan • product failure • failure of marketing program • competitor activity • damage to property or equipment • system or equipment failure • financial loss | | |
| review of information sources, such as plans and reports review of global or local reports and media discussions that identify critical economic, social, terror-related, war-related or health issues Clear documents that outline identified risks and documentation of the outcome of the assessment may include: Risks may involve: Product failure failure of marketing program competitor activity damage to property or equipment system or equipment failure financial loss | | |
| review of global or local reports and media discussions that identify critical economic, social, terror-related, war-related or health issues Clear documents that outline identified risks and documentation of the outcome of the assessment may include: Risks may involve: review of global or local reports and media discussions that identify critical economic, social, terror-related, war-related or health issues checklist completed risk identification and assessment report or checklist, such as a tool or template document comprehensive file notes correspondence with customer, supplier or specialist adviser report meeting notes or minutes action plan Product failure failure of marketing program competitor activity damage to property or equipment system or equipment failure financial loss | | , |
| Clear documents that outline identified risks and documentation of the outcome of the assessment may include: Risks may involve: identify critical economic, social, terror-related, war-related or health issues checklist completed risk identification and assessment report or checklist, such as a tool or template document comprehensive file notes correspondence with customer, supplier or specialist adviser report meeting notes or minutes action plan Risks may involve: product failure failure of marketing program competitor activity damage to property or equipment system or equipment failure financial loss | | |
| Clear documents that outline identified risks and documentation of the outcome of the assessment may include: Risks may involve: health issues checklist completed risk identification and assessment report or checklist, such as a tool or template document comprehensive file notes correspondence with customer, supplier or specialist adviser report meeting notes or minutes action plan Risks may involve: product failure failure of marketing program competitor activity damage to property or equipment system or equipment failure financial loss | | |
| Clear documents that outline identified risks and documentation of the outcome of the assessment may include: Risks may involve: • checklist • completed risk identification and assessment report or checklist, such as a tool or template document • comprehensive file notes • correspondence with customer, supplier or specialist adviser • report • meeting notes or minutes • action plan • product failure • failure of marketing program • competitor activity • damage to property or equipment • system or equipment failure • financial loss | | |
| that outline identified risks and documentation of the outcome of the assessment may include: Risks may involve: • completed risk identification and assessment report or checklist, such as a tool or template document • comprehensive file notes • correspondence with customer, supplier or specialist adviser • report • meeting notes or minutes • action plan Risks may involve: • product failure • failure of marketing program • competitor activity • damage to property or equipment • system or equipment failure • financial loss | Clear documents | |
| identified risks and documentation of the outcome of the assessment may include: Risks may involve: Checklist, such as a tool or template document comprehensive file notes correspondence with customer, supplier or specialist adviser report meeting notes or minutes action plan Product failure failure of marketing program competitor activity damage to property or equipment system or equipment failure financial loss | that outline | |
| documentation of the outcome of the assessment may include: Risks may involve: Outcome of the assessment may include: Risks may involve: Outcome of the assessment may include: Outcome of the assessment may include as a supplier or specialist adviser may also assessment may include as a supplier or specialist adviser may also assessment may and assessment may are a supplier or specialist adviser may also assessment may are a supplier or specialist adviser may are a s | | · · |
| the outcome of the assessment may include: Risks may involve: • correspondence with customer, supplier or specialist adviser report • meeting notes or minutes • action plan • product failure • failure of marketing program • competitor activity • damage to property or equipment • system or equipment failure • financial loss | documentation of | • |
| assessment may include: • report • meeting notes or minutes • action plan Risks may involve: • product failure • failure of marketing program • competitor activity • damage to property or equipment • system or equipment failure • financial loss | the outcome of the | · |
| include: meeting notes or minutes action plan Risks may involve: product failure failure of marketing program competitor activity damage to property or equipment system or equipment failure financial loss | assessment may | |
| e action plan Risks may involve: • product failure • failure of marketing program • competitor activity • damage to property or equipment • system or equipment failure • financial loss | include: | • |
| Risks may involve: | | |
| failure of marketing program competitor activity damage to property or equipment system or equipment failure financial loss | Risks may involve: | · |
| competitor activity damage to property or equipment system or equipment failure financial loss | Triono may involve. | • |
| damage to property or equipment system or equipment failure financial loss | | |
| system or equipment failurefinancial loss | | 1 |
| financial loss | | |
| | | 1 • • |
| • industrial dispute | | |
| | | • Industrial dispute |

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| | inability to provide business or operational activity with appropriate human, financial or physical resources natural disasters political events civil uprising terrorism |
|--|---|
| | world or local health events or epidemics professional incompetence non-compliance with industry or legal requirements |
| | security breaches or failures change of client or customer requirements |
| Four-staged hierarchical process model | identifying the consequences that could result from the identified risk determining the exposure to the risk |
| must include: | determining the exposure to the risk estimating the probability that negative impacts will occur determining an overall risk level for the identified issue, identifying risk level as: low accepted medium high |
| Capability to eliminate or control risk may include: | access to accurate information expertise within the organisation to determine and implement appropriate control measures legal liability financial or other resource constraints on implementing sufficient control measures |
| Operational objectives may include: | business or operational objectives relating to: client of the organization department within an organization whole of the organization particular project particular event or community activity meeting budget minimising losses making a business profit meeting project deadlines staging an event or community activity successfully successful project outcomes |

| Evidence Guide | |
|---------------------|--|
| Critical aspects of | Assessment requires evidence that the candidate: |
| Competence | project or work activities that show the candidate's ability to systematically identify risks to business operations, assess the associated consequences and take measures to control the risks for a given service industry operation ability to develop or access and use business risk |

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| | identification and assessment templateproject or work activities conducted over a commercially |
|---------------------|---|
| | realistic period of time so that the monitoring and evaluation |
| | aspects of business risk can be assessed |
| Underpinning | Demonstrates knowledge of: |
| Knowledge and | broad and working knowledge of risk management systems or |
| Attitudes | practices |
| | the way business risk management practices link with other management systems |
| | context of risk assessment within the overall operation of the business or activity |
| | key principles and elements of risk assessment processes |
| | appropriate risk identification or assessment templates, and their format and use |
| | range of techniques for assessing risks, such as the four- staged hierarchical process model |
| | broad and working knowledge of industry and legal |
| | compliance requirements |
| | broad and working knowledge of consultative mechanisms commonly used by organisations |
| | 1 |
| | |
| Lindorning Chille | organisational activities and capabilities |
| Underpinning Skills | Demonstrates skills to: |
| | ability to access appropriate risk identification or assessment templates |
| | high-level communication skills to communicate and consult |
| | with key people on issues of business risk identification, assessment and control |
| | literacy skills to read and interpret complex business |
| | management materials, such as business plans, marketing |
| | plans and reports that relate to managing business risks; and |
| | write risk identification, assessment and control documents |
| | critical thinking skills to allow for a rational and logical |
| | evaluation of the business risk and to apply or suggest |
| | effective controls while incorporating the views of other people |
| | consulted |
| Resources | Access is required to real or appropriately simulated situations, |
| Implication | including work areas, materials and equipment, and to |
| | information on workplace practices and OHS practices. |
| Assessment | Competency may be assessed through: |
| Methods | Interview / Written Test / Oral Questioning |
| | Observation / Demonstration |
| Context of | Competency may be assessed in the work place or in a simulated |
| Assessment | work place setting |
| | · · · · · · · · · · · · · · · · · · · |

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| Occupational Standard: Hotel Management Level IV | |
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| Unit Title | Research and Evaluate Event Industry Trends and Practices |
| Unit Code | CST HHM5 14 0912 |
| Unit Descriptor | This unit describes the performance outcomes, skills and knowledge required to research and critically evaluate past, present and future event industry practices to enhance the quality of one's own work practice. |

| Elements | Performance Criteria | |
|--|---|--|
| Research event industry ideas, practices and | 1.1 Assess and select <i>formal and informal research strategies</i> to explore <i>event industry information</i> , <i>ideas and concepts</i> . | |
| trends. | 1.2 Identify and explore potential <i>new and alternative sources of information</i> . | |
| | Source information on the history and evolution of the global event industry as a context for effective work practice | |
| 2. Evaluate information to inform work | 2.1 Critically analyze information in the context of industry practice and philosophy of work. | |
| practice | 2.2 Assess ways in which information may be used or adapted within work practices, including integration of new technologies. | |
| | 2.3 Develop positions and ideas and integrate into work practice. | |
| | 2.4 Use information to generate discussion and <i>critical analysis</i> of event management practice and opportunities | |
| 3. Extend own event management | 3.1 Proactively identify and use opportunities presented by research to extend event management skills and knowledge. | |
| skills and knowledge. | 3.2 Re-evaluate and refine approaches to work in the context of current and emerging trends. | |
| | 3.3 Identify and use practice, feedback, discussion and evaluation opportunities to continuously improve skills. | |

| Variable | Range |
|--|--|
| Formal and informal research strategies may include: | reading current literature, including specialist journals and industry magazines participating actively in relevant industry associations participating in professional development and other learning opportunities participating in and contributing to discussion through conferences, meetings, seminars, courses and journals internet research formal study |

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| Event industry information, ideas and concepts may relate to: | overall philosophy about events and their place in society overall management practice event operations safety and risk management environmental sustainability history of events role of events in the broader social, economic and political environment best practice examples research around concepts of leisure and play emerging and future technology |
|---|--|
| New and alternative sources may include: | theories of business and management practice work from other related areas of community or business activity, including: artists and designers photographers historians film makers authors entertainers |
| Positions and ideas may include: | totally new approaches to work practice adaptation of current practice specific operational innovations |
| Critical analysis may include: | comparing and contrasting reflecting critiquing or challenging considering merit discussing and debating making judgements about relevance of information and ideas considering how ideas may be adapted considering how ideas may be challenged within work drawing links between research and own work |

| Evidence Guide | |
|-----------------------------------|---|
| Critical aspects of Competence | Assessment requires evidence that the candidate: ability to conduct research on a complex range of event industry issues, trends and ideas ability to analyse, critique and synthesise complex sources to develop own positions and ideas in-depth conceptual, technical and management knowledge of the event industry demonstration of skills through one or more pieces of event industry research |

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| Underpinning Knowledge and Attitudes Demonstrates knowledge of: research methodologies and options sources of event industry references, and broader references that may inform emerging and innovative practice in event management and operations current and emerging event industry trends across all areas of planning, management and operations evolution of the event industry, globally event industry networks and professional development opportunities techniques and methods to generate new ideas and develop innovative approaches to work Demonstrates skills to: analytical skills to develop complex conceptual, technical or management positions and ideas literacy skills to research complex and unfamiliar information sources Resources Resources Implication including work areas, materials and equipment, and to information on workplace practices and OHS practices. Assessment Methods Competency may be assessed through: Interview / Written Test / Oral Questioning Observation / Demonstration Competency may be assessed in the work place or in a simulated work place setting | | | |
|--|---------------------|---|--|
| Attitudes | | Demonstrates knowledge of: | |
| that may inform emerging and innovative practice in event management and operations current and emerging event industry trends across all areas of planning, management and operations evolution of the event industry, globally event industry networks and professional development opportunities techniques and methods to generate new ideas and develop innovative approaches to work Underpinning Skills Demonstrates skills to: analytical skills to develop complex conceptual, technical or management positions and ideas literacy skills to research complex and unfamiliar information sources Resources Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices. Competency may be assessed through: Interview / Written Test / Oral Questioning Observation / Demonstration Competency may be assessed in the work place or in a | | research methodologies and options | |
| planning, management and operations | Attitudes | that may inform emerging and innovative practice in event | |
| event industry networks and professional development opportunities techniques and methods to generate new ideas and develop innovative approaches to work Underpinning Skills Demonstrates skills to: analytical skills to develop complex conceptual, technical or management positions and ideas literacy skills to research complex and unfamiliar information sources Resources Implication Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices. Competency may be assessed through: Interview / Written Test / Oral Questioning Observation / Demonstration Context of Competency may be assessed in the work place or in a | | | |
| opportunities techniques and methods to generate new ideas and develop innovative approaches to work Underpinning Skills Demonstrates skills to: analytical skills to develop complex conceptual, technical or management positions and ideas literacy skills to research complex and unfamiliar information sources Resources Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices. Assessment Methods Competency may be assessed through: Interview / Written Test / Oral Questioning Observation / Demonstration Context of Competency may be assessed in the work place or in a | | evolution of the event industry, globally | |
| Underpinning Skills Demonstrates skills to: analytical skills to develop complex conceptual, technical or management positions and ideas literacy skills to research complex and unfamiliar information sources Resources Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices. Assessment Methods Interview / Written Test / Oral Questioning Observation / Demonstration Context of Competency may be assessed in the work place or in a | | ' | |
| analytical skills to develop complex conceptual, technical or management positions and ideas literacy skills to research complex and unfamiliar information sources Resources Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices. Assessment Competency may be assessed through: | | | |
| management positions and ideas Ilteracy skills to research complex and unfamiliar information sources Resources Implication Assessment Assessment Methods Context of Management positions and ideas Ilteracy skills to research complex and unfamiliar information sources Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices. Competency may be assessed through: Interview / Written Test / Oral Questioning Observation / Demonstration Competency may be assessed in the work place or in a | Underpinning Skills | Demonstrates skills to: | |
| literacy skills to research complex and unfamiliar information sources Resources Implication Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices. Competency may be assessed through: Interview / Written Test / Oral Questioning Observation / Demonstration Context of Competency may be assessed in the work place or in a | | • | |
| Implication including work areas, materials and equipment, and to information on workplace practices and OHS practices. Assessment Competency may be assessed through: • Interview / Written Test / Oral Questioning • Observation / Demonstration Context of Competency may be assessed in the work place or in a | | · | |
| information on workplace practices and OHS practices. Assessment Methods Interview / Written Test / Oral Questioning Observation / Demonstration Context of Competency may be assessed in the work place or in a | Resources | Access is required to real or appropriately simulated situations, | |
| Assessment Methods Interview / Written Test / Oral Questioning Observation / Demonstration Context of Competency may be assessed through: Interview / Written Test / Oral Questioning Observation / Demonstration | Implication | including work areas, materials and equipment, and to | |
| Methods Interview / Written Test / Oral Questioning Observation / Demonstration Context of Competency may be assessed in the work place or in a | | information on workplace practices and OHS practices. | |
| Observation / Demonstration Context of Competency may be assessed in the work place or in a | Assessment | Competency may be assessed through: | |
| Observation / Demonstration Context of Competency may be assessed in the work place or in a | Methods | Interview / Written Test / Oral Questioning | |
| | | Observation / Demonstration | |
| Assessment simulated work place setting | Context of | Competency may be assessed in the work place or in a | |
| | Assessment | simulated work place setting | |

| Occupational Standard: Hotel Management Level IV | | |
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| Unit Title | Determine Event Feasibility | |
| Unit Code | CST HHM5 15 0912 | |
| Unit Descriptor | This unit describes the performance outcomes, skills and knowledge required to assess the viability of a proposed complex event comprising multiple components, and to develop recommendations and models for its future planning and operation. | |

| Elements | | Performance Criteria | | |
|--------------------------------------|---|---|---|-----------------------------|
| Analyze event context and rationale. | | consultatio | verall event rationale and goals thro on with key stakeholders and evalu cept information . | |
| | | relation to | e and assess the place of the prop other events, the industry and commender marketplace. | |
| | | | nd determine the marketability of the search and consultation. | e proposed event |
| | | | he <i>internal and external factors</i> the of the proposed event | hat impact on |
| 2. Assess reserved requirement and | | • | omplete and realistic estimates of r ed on thorough breakdown of all even | _ |
| opportunitie | es | | otential sources of revenue and of prealistic estimates. | other resources |
| | | | explore different resource scenarios vent models | with a range of |
| | 3. Evaluate planning and | | verall event planning and manage ents. | ement |
| requiremen | | 3.2 Evaluate s | specific operational requirements nt. | s for each event |
| | | • | key <i>regulatory requirements</i> and agement and operations. | I their impact on |
| | | 3.4 Consider negative environmental impacts and minimal impact practices to reduce these | | |
| 4. Develop recommend ns and mod | | | ositions and recommendations bas of analysis. | ed on the |
| no and models. | | 4.2 Develop specific planning, management and operational recommendations for the overall event and key event components. | | |
| 4.3 Clear | | 4.3 Clearly art | iculate contingency planning requir | ements. |
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| 4.4 Present accurate and complete income and expenditure estimates to inform future decision making. |
|--|
| 4.5 Offer different <i>models and options</i> , including clear details of the benefits and risks of suggested models. |
| 4.6 Present key stakeholders with feasibility outcomes in appropriate format. |

| Evidence Guide | | | |
|-------------------------|--|--|--|
| Critical aspects of | Assessment requires evidence that the candidate: | | |
| Competence | ability to critically evaluate a wide range of complex information and to develop substantiated positions and recommendations to inform event planning and management at both a strategic and operational level in-depth conceptual, technical and management knowledge of the event industry demonstration of skills through the completion and presentation of a detailed feasibility analysis for at least one | | |
| Underpinning | | | |
| Knowledge and Attitudes | complex event concept Demonstrates knowledge of: event industry operations at an in-depth level, including features and formats or a wide range of event types internal and external factors that impact on event feasibility and affect its management and operation resource requirements for the overall planning and management of complex events, and for specific event components sources of potential revenue for different types of event sources of event industry references, and broader references that may inform emerging and innovative practice in event management and operations current and emerging event industry trends across all areas of planning, management and operations risk management issues of particular relevance to events options for the presentation of feasibility analysis results the environmental impacts of resource, water and energy use at event sites and minimal impact practices to reduce these correct and environmentally sound disposal methods for all types of waste and in particular for hazardous substances | | |
| Underpinning Skills | Demonstrates skills to: | | |
| | analytical skills to interrogate and evaluate complex information and to develop positions and recommendations as a result of analysis planning and organisational skills to provide recommendations for cohesive event planning and management communication skills to consult and liaise with a wide range of stakeholders on strategic event management proposals and | | |
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| | issues literacy skills to analyse and develop complex information and documentation numeracy skills to estimate costs and develop different budgetary scenarios and models |
|--------------------------|--|
| Resources Implication | Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices. |
| Assessment Methods | Competency may be assessed through: Interview / Written Test / Oral Questioning Observation / Demonstration |
| Context of Assessment | Competency may be assessed in the work place or in a simulated work place setting |

| Occupational Standard: Hotel Management Level IV | | |
|--|--|--|
| Unit Title | Plan and Develop Event Proposals and Bids | |
| Unit Code | CST HHM5 16 0912 | |
| Unit Descriptor | This unit describes the performance outcomes, skills and knowledge required to plan and develop proposals and bids for the staging of complex events comprising multiple components. | |

| Elements | Performance Criteria | | |
|---------------------------------------|---|--|--|
| Interpret event brief. | 1.1 Accurately interpret and assess event brief in terms of organization's capacity to meet the stated requirements. | | |
| | 1.2 Evaluate and plan action required for development of the proposal or bid. | | |
| | 1.3 Undertake liaison with the client to clarify requirements where appropriate | | |
| Develop proposal or bid details. | 2.1 Research and develop details and options for inclusion in the proposal or bid after consultation with suppliers and other relevant agencies. | | |
| | 2.2 Assess <i>current and emerging factors and trends</i> for impact on bid preparation. | | |
| | 2.3 Identify and integrate appropriate current and emerging technology into proposal. | | |
| | 2.4 Seek support for the proposal or bid from <i>relevant individuals and agencies</i> . | | |
| | 2.5 Evaluate possible competitors and develop strategies to address competitive issues | | |
| 3. Develop proposal or bid materials. | 3.1 Prepare <i>proposal or bid materials</i> within the designated timelines according to requirements of the brief. | | |
| materials. | 3.2 Assess the need for expert assistance and organize the involvement of <i>appropriate specialists</i> . | | |
| | 3.3 Present materials in a format that maximises the use of presentation and promotional techniques. | | |

| Variable | Range | |
|----------------------|---|--|
| Details and options | general concepts and themes | |
| for inclusion in the | business program | |
| proposal or bid may | social program | |
| include information | costs which ensure profitability of the bid proponent | |
| on: | travel and touring arrangements | |
| | accommodation | |

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| | entertainment |
| | staging |
| | special features |
| | sample promotional materials |
| | references and details of other successful undertakings |
| | organisational information, including structure and personnel |
| | support statements, information from other organisations |
| | approach to environmental impacts and issues |
| | proposals relating to use of technology |
| | risk management approaches |
| | potential negative environmental impacts and proposed |
| 0 | minimal impact practices for the event and particular site |
| Current and | overall industry context |
| emerging factors | sponsoring organisation objectives |
| and trends may relate to: | sustainability |
| ו ו ו ו ו ו ו ו ו ו ו ו ו ו ו ו ו ו ו | information from other similar events |
| | competitor activity |
| | emerging technologies |
| Dala | new product and service options |
| Relevant | high profile individuals |
| individuals and | • sponsors |
| agencies may include: | local businesses |
| iiioluuc. | community agencies |
| | government agencies |
| Dropost and the | statutory authorities |
| Proposal or bid | text documents |
| materials may include: | electronic presentations idea to a cap DVDs or other moultimed discontinue. |
| miciaac. | videotapes, DVDs or other multimedia options |
| | • props |
| | other promotional items |
| Appropriate | artists |
| specialists may | graphic designers |
| include: | multimedia specialists |
| | photographers |
| | professional writers |
| | |

| Evidence Gui | de | | | |
|-------------------------------|------------------------------------|--|---|--|
| Critical aspect Competence | s of | ability to use specific conditions brief, coordinated proposal of the proposal of the | requires evidence that the candidate indertake the proposal or bidding proposal or bidding proposal event, including effective association of all details and resources or bid requirements, and professional or bid materials and documents e of typical proposal or bid requirement of a proposal or bid for a specific | ocess for a sessment of the to meet the all presentation of ents and |
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| | in a competitive bidding environment |
|--|---|
| | |
| Underpinning Knowledge and Attitudes | Demonstrates knowledge of: components to be included in event proposals and bids and product knowledge in relation to those components for different types of events networks and interrelationships of different industry sectors and organisations and their impact on the development of event proposals and bids in a given industry context event management logistical and operational factors that impact on proposal and bid development and proposed approaches risk management issues to be considered in formulation of event proposals and bids environmental impacts and minimal impact practices to be |
| | considered in formulation of event proposals and bids for particular event sites sources of specialist advice and expertise for the development of proposal and bid materials presentation techniques for proposal and bid materials, including current technology options |
| Underpinning Skills | Demonstrates skills to: critical thinking skills to assess, evaluate and develop options to address potentially complex event requirements literacy skills to interpret and develop complex documents numeracy skills to estimate costs, test different financial scenarios and present costs and quotations for event staging |
| Resources Implication | Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices. |
| Assessment Methods | Competency may be assessed through: Interview / Written Test / Oral Questioning Observation / Demonstration |
| Context of Assessment | Competency may be assessed in the work place or in a simulated work place setting |

| Occupational Standard: Hotel Management Level V | | |
|---|---|--|
| Unit Title | Manage Project Quality | |
| Unit Code | CST HHM5 17 0912 | |
| Unit Descriptor | This unit specifies the outcomes required to manage quality within projects. It covers determining quality requirements, implementing quality assurance processes, and using review and evaluation to make quality improvements in current and future projects. | |

| Elements | Perf | ormance Criteria |
|--|------|--|
| Determine quality requirements | 1.1 | Quality objectives, standards and levels are determined, with input from stakeholders and guidance of a higher project authority, to establish the basis for quality outcomes and a quality management plan |
| | 1.2 | Established <i>quality management methods, techniques and tools</i> are selected and used to determine preferred mix of quality, capability, cost and time |
| | 1.3 | Quality criteria are identified, agreed with a higher project authority and communicated to stakeholders to ensure clarity of understanding and achievement of quality and overall project objectives |
| | 1.4 | Agreed quality requirements are included in the project plan and implemented as basis for performance measurement |
| Implement quality assurance | 2.1 | Results of project activities and product performance are measured and documented throughout the project life cycle to determine compliance with agreed quality standards |
| | 2.2 | Causes of unsatisfactory results are identified, in consultation with the client, and appropriate actions are recommended to a higher project authority to enable continuous improvement in quality outcomes |
| | 2.3 | Inspections of quality processes and <i>quality control</i> results are conducted to determine compliance of quality standards to overall quality objectives |
| | 2.4 | A quality management system is maintained to enable effective recording and communication of quality issues and outcomes to a higher project authority and stakeholders |
| Implement project quality improvements | 3.1 | Processes are reviewed and agreed changes implemented continually throughout the project life cycle to ensure continuous improvement to quality |
| | 3.2 | Project outcomes are reviewed against performance criteria to determine the effectiveness of quality management processes and procedures |

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| 3.3 | Lessons learned and recommended <i>improvements</i> are |
|-----|--|
| | identified, documented and passed on to a higher project |
| | authority for application in future projects |

| Variable | Range | | |
|--|---|--|--|
| Quality objectives may include: | requirements from the client and other stakeholders requirements from a higher project authority negotiated trade-offs between cost, schedule and performance those quality aspects which may impact on customer satisfaction | | |
| Quality management plan may include: | established processes authorizations and responsibilities for quality control quality assurance continuous improvement | | |
| Quality management methods, techniques and tools may include | brainstorming benchmarking charting processes ranking candidates defining control undertaking benefit/cost analysis processes that limit and/or indicate variation control charts flowcharts histograms pareto charts scatter gram run charts | | |
| Quality control may include: | monitoring conformance with specifications recommending ways to eliminate causes of unsatisfactory performance of products or processes monitoring of regular inspections by internal or external agents | | |
| Improvements may include: | formal practices, such as total quality management or continuous improvement improvement by less formal processes which enhance both the product quality and processes of the project, for example client surveys to determine client satisfaction with project team performance | | |

| Evidence Guide | | | | |
|--|--|-------------------------------|---|-----------------------------|
| Competence responsibility | | responsibility evidence of n | to provide evidence that: the candid for quality management of projects. nanaging the work of others within the o quality. | This will include |
| Products that could be used as evidence include: | | | | |
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| | | . , , | |
|---|---|---|--|
| | lists of contraction records and quate manage manage applicate continue records | ion produced in managing projects so quality objectives, standards, levels a of inspections, recommended rectificality outcomes ement of quality management systemement plans ion of quality control, quality assuran- ous improvement processes of quality reviews essons learned and recommended in | nd measurement cation actions and quality ce and |
| | Processes to how quare projects how quare how quare respect how quare how quare how produring producing | hat could be used as evidence included in the property of the | de: e determined for ojects out projects with ts ality and arising d |
| Underpinning Knowledge an Attitudes | the principles of project quality management and their | | ity management dards xt of the project odologies; and |
| ethnic backgrounds, a project management quality management planning and organizing | | relate to people from a range of social ckgrounds, and physical and mental nanagement anagement and organizing ication and negotiation | |
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| | leadership and personnel management monitoring and review skills |
|--------------------------|--|
| Resources Implication | The following resources must be provided: |
| Methods of Assessment | Competence may be assessed through: • Interview/Written Test • Observation/Demonstration with Oral Questioning |
| Context of Assessment | Competence may be assessed in the real workplace or in a simulated workplace setting |

| Occupational Standard: Hotel Management Level V | | |
|---|--|--|
| Unit Title | Facilitate and Capitalize on Change and Innovation | |
| Unit Code | CST HHM5 18 0912 | |
| Unit Descriptor | This unit specifies the outcomes required to plan and manage the introduction and facilitation of change; particular emphasis is on the development of creative and flexible approaches, and on managing emerging opportunities and challenges. | |

| Elements | Per | formance Criteria |
|--|-----|---|
| Participate in planning the | 1.1 | Manager contributes effectively to the organization's planning processes to introduce and facilitate change |
| introduction and facilitation of change | 1.2 | Plans to introduce change are made in consultation with appropriate stakeholders |
| onango | 1.3 | Organization's objectives and plans to introduce change are communicated effectively to individuals and teams |
| Develop creative and flexible | 2.1 | Variety of approaches to managing workplace issues and problems are identified and analyzed |
| approaches and solutions | 2.2 | Risks are identified and assessed, and action initiated to manage these to achieve a recognized benefit or advantage to the organization |
| | 2.3 | Workplace is managed in a way which promotes the development of innovative approaches and outcomes |
| | 2.4 | Creative and responsive approaches to resource management improve productivity and services, and/or reduce costs |
| Manage emerging challenges and | 3.1 | Individuals and teams are supported to respond effectively and efficiently to changes in the organization's goals, plans and priorities |
| opportunities | | develop competencies to handle change efficiently and |
| | 3.3 | Opportunities are identified and taken as appropriate, to make adjustments and to respond to the changing needs of customers and the organization |
| 1.3 Organization's objectives and plans to introduce change are communicated effectively to individuals and teams 2. Develop creative and flexible approaches and solutions 2.1 Variety of approaches to managing workplace issues and problems are identified and analyzed 2.2 Risks are identified and assessed, and action initiated to manage these to achieve a recognized benefit or advantage to the organization 2.3 Workplace is managed in a way which promotes the development of innovative approaches and outcomes 2.4 Creative and responsive approaches to resource management improve productivity and services, and/or reduce costs 3. Manage emerging challenges and opportunities 3.1 Individuals and teams are supported to respond effectively and efficiently to changes in the organization's goals, plans and priorities 3.2 Coaching and mentoring assist individuals and teams to develop competencies to handle change efficiently and effectively 3.3 Opportunities are identified and taken as appropriate, to make adjustments and to respond to the changing needs of customers and the organization 3.4 Information needs of individuals and teams are anticipated and facilitated as part of change implementation and management 3.5 Recommendations for improving the methods and | | |
| | 3.5 | techniques to manage change are identified, evaluated and |

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|--|

| Variables | Range |
|--|---|
| Manager | a person with frontline management roles and |
| Appropriate stakeholders may refer to: | responsibilities, regardless of the title of their position those individuals and organizations who have a stake in the change and innovation being planned, including: |
| Risks may refer to: | any event, process or action that may result in goals and objectives of the organization not being met any adverse impact on individuals or the organization various risks identified in a risk management process |
| Information needs may include: | new and emerging workplace issues implications for current work roles and practices including training and development changes relative to workplace legislation, such as OHS, workplace data such as productivity, inputs/outputs and future projections planning documents reports market trend data scenario plans customer/competitor data |

| Evidence Guide | |
|--|--|
| Critical Aspects of | Assessment must show evidence that the candidate: |
| Competence | Planning the introduction and facilitation of change |
| | Developing creative and flexible approaches and solutions |
| | Managing emerging challenges and opportunities |
| Underpinning Knowledge and Attitudes | Relevant legislation from all levels of government that affects business operation, especially in regard to occupational health and safety and environmental issues, equal opportunity, industrial relations and anti-discrimination |
| | the principles and techniques involved in: |
| | change and innovation management |
| | development of strategies and procedures to implement and facilitate change and innovation |
| | use of risk management strategies: identifying hazards, |

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| | assessing risks and implementing risk control measures problem identification and resolution leadership and mentoring techniques |
|--------------------------|--|
| | management of quality customer service delivery |
| | consultation and communication techniques |
| | record keeping and management methods |
| | the sources of change and how they impact |
| | factors which lead/cause resistance to change |
| | approaches to managing workplace issues |
| Underpinning Skills | Demonstrate skills on: |
| | Communication skills |
| | Planning work |
| | Managing risk |
| Resources | The following resources must be provided: |
| Implication | Workplace or fully equipped assessment location with necessary tools, equipment and consumable materials |
| Methods of | Competence may be assessed through: |
| Assessment | Interview/Written Test |
| | Observation/Demonstration with Oral Questioning |
| Context of Assessment | Competence may be assessed in the work place or in a simulated work place setting |

| Occupational Standard: Hotel Management Level V | |
|---|---|
| Unit Title Establish and Conduct Business Relationships | |
| Unit Code | CST HHM5 19 0912 |
| Unit Descriptor | This unit covers the skills, attitudes and knowledge required to manage business relationship with customers. |

| Elements | | Perf | formance Criteria |
|----------|--------------------------------|------|---|
| 1. | Establish | 1.1 | Welcoming customer environment is maintained. |
| | contact with customer | | Customer is greeted warmly according to enterprise policies and procedures. |
| | | 1.3 | Effective service environment is created through verbal and |
| | | | non-verbal presentation according to enterprise policies and procedures. |
| | | 1.4 | Customer data is maintained to ensure database relevance and currency. |
| | | 1.5 | Information on customers and service history is gathered for analysis. |
| | | 1.6 | Opportunities to maintain regular contact with customers are identified and taken up. |
| 2. | Clarify needs of customer | 2.1 | Customer needs are determined through questioning and active listening. |
| | | 2.2 | G |
| | | 2.3 | Customer details are documented clearly and accurately in required format. |
| | | 2.4 | • |
| | | 2.5 | |
| | | 2.6 | Communicate the results of negotiations to appropriate colleagues and stakeholders within appropriate timeframes. |
| 3. | Provide information and advice | 3.1 | Features and benefits of products/services provided by the enterprise are described / recommended to meet customer needs. |
| | | | Information to satisfy customer needs is provided. |
| | | 3.3 | Alternative sources of information/advice are discussed with the customer. |
| 4. | Foster and | 4.1 | Pro-actively seek, review and act upon information needed to |
| | maintain | | maintain sound business relationships. |
| | business | 4.2 | Honor agreements within the scope of individual |
| | relationships | 4.0 | responsibility. |
| | | 4.3 | Make adjustments to agreements in consultation with the |
| | | 4.4 | customer and share information with appropriate colleagues. Nurture relationships through regular contact and use of effective interpersonal and communication styles. |

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| Variables | Range | |
|--|--|--|
| Opportunities to maintain regular contact with customers | may include: • informal social occasions • industry functions • association membership • co-operative promotions • program of regular telephone contact | |
| Negotiation techniques | identification of goals, limits clarification of needs of all parties identifying points of agreement and points of difference preparatory research of facts active listening and questioning non-verbal communication techniques appropriate language bargaining developing options confirming agreements appropriate cultural behavior | |

| Evidence Guide | Evidence Guide | | |
|--|--|--|--|
| Critical Aspects of Competence | It is essential that competence is fully observed and there is ability to transfer competence to changing circumstances and to respond to unusual situations in the critical aspects of: • consistently applying enterprise policies and procedures and industry codes of practice in regard to customer service • providing a quality service environment by treating customers in a courteous and professional manner through all stages of the procedure • using effective questioning/active listening and observation skills to identify customer needs • communicating effectively with others involved in or affected by the work • maintaining relevant and current customer databases in accordance with enterprise policies and procedures • ability to build and maintain relationships to achieve successful business outcomes | | |
| Underpinning Knowledge and Attitudes | Demonstrate knowledge of: Operational knowledge of enterprise policies and procedures in regard to: customer service dealing with difficult customers maintenance of customer databases allocated duties/responsibilities General knowledge of the range of enterprise merchandise and services, location of telephone extensions and departments/sections | | |

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|--------------------------|--|
| Lindorninning | Basic operational knowledge of legislation and statutory requirements, including consumer law, trade practices and fair trading legislation Basic operational knowledge of industry/workplace codes of practice in relation to customer service negotiation and communication techniques appropriate to negotiations that may be of significant commercial value Demonstrate skills of: |
| Underpinning Skills | Use workplace technology related to use of customer database Collect, organize and understand information related to collating and analyzing customer information to identify needs Communicate ideas and information Plan and organize activities concerning information for database entries Use mathematical ideas and techniques to plan database cells and size Establish diagnostic processes which identify and recommend improvements to customer service |
| Resources Implication | The following should be made available: a workplace or simulated workplace documentation, such as enterprise policy and procedure manuals relating to customer service |
| Methods of Assessment | Competence may be assessed through: Interview / Written Test Observation/Demonstration with Oral Questioning |
| Context of Assessment | Elements of competence contain both knowledge and practical components. Practical components should be assessed on the job or in a simulated work environment. |

| Occupational Standard: Hotel Management Level V | | |
|---|--|--|
| Unit Title | Develop and Refine Systems for Continuous Improvement in Operations | |
| Unit Code | CST HHM5 20 1012 | |
| Unit Descriptor | This unit of competency covers the skills, knowledge and processes required to ensure that continuous improvement systems do not stultify and continue to improve along with other operational systems in an organization. This unit is about improving the process yield/unit of effort or cost, reducing process variation and increasing process reliability, upgrading, enhancing or refining process outputs, and includes developing a culture of reviewing and sustaining change ensuring improvements are maintained and built on. | |

| Elements | Performance Criteria |
|------------------------------|--|
| Establish parameters of | 1.1 Describe <i>organization systems</i> that impact on continuous improvement |
| current internal improvement | 1.2 Identify current <i>relevant metrics</i> and their values |
| systems | 1.3 Check that metrics are collected for all improvements |
| | 1.4 Determine <i>yield of current improvement processes</i> |
| | 1.5 Review results of improvements |
| Distinguish breakthrough | 2.1 Identify all <i>improvements</i> which have occurred over an agreed period of time |
| improvement processes | 2.2 Distinguish between <i>breakthrough improvements</i> and continuous improvements |
| | 2.3 Determine the timing of breakthrough improvement processes |
| | 2.4 Analyze factors controlling the <i>timing</i> and selection of breakthrough improvements |
| | 2.5 Analyze <i>continuous improvements</i> to identify cases where breakthrough improvements were required |
| | 2.6 Validate findings with process/system owners and obtain required approvals |
| | 2.7 Improve timing/selection of breakthrough improvements |
| | 2.8 Improve other factors limiting the gains from breakthrough improvements |
| 3. Develop continuous | 3.1 Check that levels of delegated authority and responsibility are appropriate for continuous improvement from the shop |

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|---|---|-----------------------------|

| improvement | | floor |
|--|---------|---|
| improvement practice | | |
| praduct | 3.2 | Ensure all personnel have appropriate capabilities for continuous improvement processes |
| | 3.3 | Ensure personnel and systems recognize potential breakthrough improvement projects |
| | 3.4 | Ensure sufficient resources are available for the operation of continuous and breakthrough improvement processes |
| | 3.5 | Check that relevant information flows from improvement changes to all required areas and stakeholders |
| | 3.6 | Check data collection and metrics analysis capture changes which result from improvement actions |
| | 3.7 | Check that improvement changes are standardized and sustained |
| | 3.8 | Check review processes for routine continuous improvements |
| | 3.9 | Remove or change factors limiting gains from improvements |
| | 3.10 | Modify systems to ensure appropriate possible changes are referred to other improvement processes |
| | 3.11 | Institutionalize breakthrough |
| Establish parameters of | 4.1 | Review <i>value stream</i> systems that impact on improvement |
| current external improvement system | 4.2 | Review procedures for deciding improvement methodologies Identify current relevant metrics and their values, as appropriate |
| | 4.3 | Determine yield of current improvement processes |
| | 4.4 | Review results of improvements |
| 5. Explore opportunities for | 5.1 | Review mechanisms for consultation with value stream members |
| further development of value stream | 5.2 | Develop mechanisms for further improving joint problem solving |
| improvement processes | 5.3 | Develop mechanisms for increased sharing of organizational knowledge |
| · | 5.4 | Obtain support and necessary authorizations from process/system owners |
| | 5.5 | Capture and standardize improvements |
| | 5.6 | Improve factors limiting gains from continuous improvements |
| 6. Review systems for compatibility with | 6.1 | Review all systems which impact or are <i>impacted on improvements</i> and the improvement system |
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| improvement strategy | 6.2 | Analyze relationships between improvement systems and other relevant systems |
|-------------------------|-----|---|
| | 6.3 | Analyze practices caused by and results from the systems |
| | 6.4 | Negotiate changes to the systems to improve the outcomes from improvement systems |
| | 6.5 | Obtain necessary approvals to implement changes |
| | 6.6 | Monitor the implementation of the changes |
| | | |

| Variable | Range |
|-----------------------------------|--|
| Competitive systems and practices | Competitive systems and practices may include, but are not limited to: lean operations agile operations preventative and predictive maintenance approaches monitoring and data gathering systems, such as Systems Control and Data Acquisition (SCADA) software, Enterprise Resource Planning (ERP) systems, Materials Resource Planning (MRP) and proprietary systems statistical process control systems, including six sigma and three sigma JIT, KANBAN and other pull-related operations control systems supply, value, and demand chain monitoring and analysis SS continuous improvement (kaizen) breakthrough improvement (kaizen) breakthrough improvement (kaizen blitz) cause/effect diagrams overall equipment effectiveness (OEE) TAKT time process mapping problem solving run charts standard procedures current reality tree Competitive systems and practices should be interpreted so as to take into account: stage of implementation of competitive systems and practices the size of the enterprise the work organization, culture, regulatory environment and the industry sector |

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| Code of practice and standards | Where reference is made to industry codes of practice, and/or Ethiopian/international standards, the latest version must be used | |
|-------------------------------------|---|--|
| Organization systems | Organization systems may include: problem recognition and solving operational/process improvement | |
| | improvement projects product/process design and development processes for making incremental improvements | |
| Relevant metrics | Relevant metrics include all those measures which might be used to determine the performance of the improvement system and may include: • hurdle rates for new investments • KPIs for existing processes • quality statistics • delivery timing and quantity statistics • process/equipment reliability ('uptime') • incident and non-conformance reports • complaints, returns and rejects | |
| Process | Improvement process yield may be regarded as:the benefit achieved for the effort invested | |
| improvement yield | | |
| Breakthrough improvements | Breakthrough improvements include: those which result from a kaizen blitz or other improvement project or event and are a subset of all improvements | |
| Timing of breakthrough improvements | Timing of breakthrough improvements includes: frequency (which should be maximized) and duration (which should be minimized) of events/projects | |
| Continuous improvement | Continuous improvement is part of normal work and does not require a special event to occur (although may still require authorizations) and contrasts with breakthrough improvement/kaizen blitz which occurs by way of an event or project | |
| Resources for improvement | Resources for improvements include: improvement budget guidelines for trialing of possible improvements mechanism for approvals for possible improvements business case guidelines for proposed improvements indicators of success of proposed improvement mechanisms for tracking and evaluation of changes forum for the open discussion of the results of the implementation mechanisms for the examination of the improvement for additional improvements organization systems to sustain beneficial changes | |
| Capturing value stream improvements | Capturing value stream improvements includes: revised contractual arrangements revised specifications | |
| | signed agreements | |

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| | other documented arrangements which formalize the raised base line |
|--------------------------------|---|
| Systems impacting improvements | Systems which impact/are impacted on improvements and the improvement system include: office purchasing rewards (individual or team at all levels) sales marketing maintenance process/product transport and logistics |
| Organizational knowledge | Organizational knowledge should: • be able to be quantified or otherwise modified to make its outcomes measurable or observable • be able to be expressed in an accessible and distributable form appropriate to the organization operations and stakeholders |
| Improvements | Improvements may: be to process, plant, procedures or practice include changes to ensure positive benefits to stakeholders are maintained |
| Manager | Manager may include: any person who may have either a permanent or an ad hoc role in facilitating the function of multiple teams in a workplace, departments or entire organizations |

| Evidence Guide | |
|--|--|
| Critical Aspects of Competence | A person who demonstrates competency in this unit must be able to provide evidence of the ability to: critically review current continuous improvement processes establish ongoing review of continuous improvement processes implement improvements in the practice of continuous improvement better align internal and external systems gather data through interviews with stakeholders review existing data obtain additional data through a variety of techniques communicate and negotiate at all levels within the organization |
| Underpinning Knowledge and Attitudes | Demonstrates knowledge of: |

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|---|---|-----------------------------|
|---|---|-----------------------------|

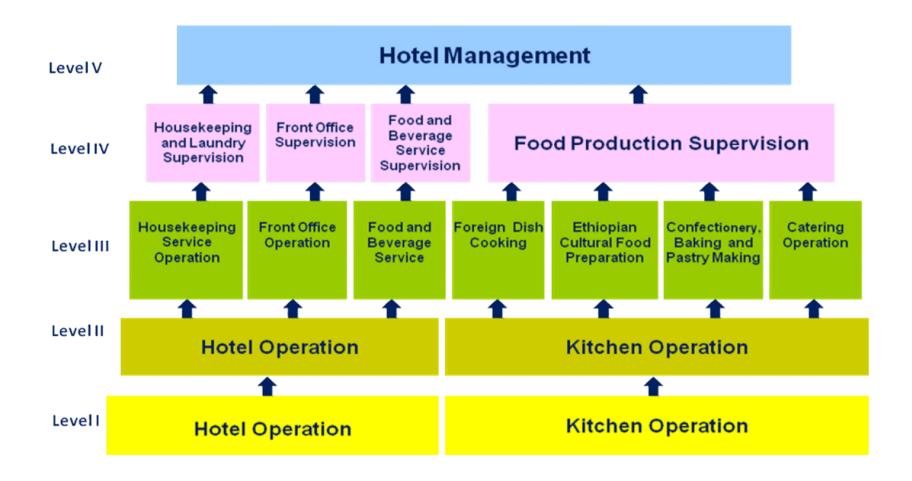
 mistake proofing process mapping establishing customer pull kaizen and kaizen blitz setting of KPIs/metrics identification and elimination of waste (muda) continuous improvement processes including implementation, monitoring and evaluation strategies for a whole organization and its value stream difference between breakthrough improvement and continuous improvement organizational goals, processes and structure approval processes within organization cost/benefit analysis methods methods of determining the impact of a change advantages and disadvantages of communication media, methods and formats for different messages and audiences customer perception of value define, measure, analyze, improve, and control and sustain (DMAIC) process Demonstrates skills to: Underpinning Skills undertaking self-directed problem solving and decisionmaking on issues of a broad and/or highly specialized nature and in highly varied and/or highly specialized contexts communicating at all levels in the organization and value stream and to audiences of different levels of literacy and numeracy analyzing current state/situation of the organization and value stream determining and implementing the most appropriate method for capturing value stream improvements collecting and interpreting data and qualitative information from a variety of sources • analyzing individually and collectively the implementation of competitive systems and practices tools in the organization and determining strategies for improved implementation relating implementation and use of competitive systems and practices and continuous improvement to customer benefit solving highly varied and highly specialized problems related to competitive systems and practices implementation and continuous improvement to root cause • negotiating with stakeholders, where required, to obtain information required for implementation and refinement of continuous improvements, including management, unions, value stream members, employees and members of the community reviewing relevant metrics, including all those measures

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| | which might be used to determine the performance of the improvement system, including: - key performance indicators (KPIs) for existing processes - quality statistics - delivery timing and quantity statistics - process/equipment reliability ('uptime') - incident and non-conformance reports - implementing continuous improvement to support systems and areas, including maintenance, office, training and human resources | |
|--------------------------|--|--|
| Resources Implication | Access may be required to: workplace procedures and plans relevant to work area specifications and documentation relating to planned, currently being implemented, or implemented changes to work processes and procedures relevant to the assessee documentation and information in relation to production, waste, overheads and hazard control/management reports from supervisors/managers case studies and scenarios to assess responses to contingencies | |
| Methods of Assessment | Competence in this unit may be assessed by using a combination of the following to generate evidence: • demonstration in the workplace • suitable simulation • oral or written questioning to assess knowledge of principles and techniques associated with change management In all cases it is expected that practical assessment will be combined with targeted questioning to assess underpinning knowledge | |
| Context of Assessment | Assessment of performance must be undertaken in a workplace using or implementing one or more competitive systems and practices. | |

Sector: Culture, Sports and Tourism

Sub-Sector: Hotel and Hospitality



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