

Travel and Tourism

Travel and Tourism is a growing industry encompassing a variety of businesses and employment opportunities. This course prepares students for gainful employment and/or post-secondary training in the industry of travel and tourism. Content provides students the opportunity to acquire marketable skills by examining both the industry and its career opportunities and by developing the human relations, communications and technical skills needed for advancement.

Recommended Pre-requisite: Marketing I

Recommended Credits: 1-3

Recommended Grade Levels: 10th, 11th, 12th

Course Code: 5003

Note: *Standards to be completed for 1 credit are identified with one asterisk.

****A paid, credit-generating work-based learning component is recommended for advanced students for up to two (2) additional credits. This standard is identified by two asterisks.**

Travel and Tourism

***Standard 1.0**

The student will analyze career paths within the travel and tourism industry.

***Standard 2.0**

The student will distinguish the components of the travel and tourism industry.

***Standard 3.0**

The student will explore the impact of the travel and tourism industry on local, regional, state and national economies.

***Standard 4.0**

The student will evaluate the importance of the marketing strategies to the travel and tourism industry.

***Standard 5.0**

The student will explain the importance of understanding destinations in the travel and tourism industry.

****Standard 6.0**

The student will apply human relations and communications skills required for the travel and tourism industry.

***Standard 7.0**

The student will evaluate the technical, personnel and legal operational aspects of the travel and tourism industry.

***Standard 8.0**

The student will demonstrate organizational and leadership skills.

***Standard 9.0**

The student will understand the importance of academic integration in the area of travel and tourism.

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***Standard 10.0**

The student will review and analyze safety guidelines and regulations as related to travel and tourism.

****Standard 11.0**

The student will demonstrate travel and tourism principles in a work-based learning experience.

Travel and Tourism

Course Description: This course is a study of the various components of the travel and tourism industry. Subject matter will include human relations and communication, economics, career paths, marketing strategies, business operations and organizational and leadership skills.

Standard 1.0

The student will analyze career paths within the travel and tourism industry.

Learning Expectations

The student will:

- 1.1 Explore the employment opportunities in the travel and tourism industries.
- 1.2 Compare education and training requirements for career advancement in travel and tourism.
- 1.3 Analyze how employability skills enhance employment opportunities and job satisfaction.
- 1.4 Demonstrate skills needed to obtain employment in the travel and tourism industry.

Performance Indicators: Evidence Standard Is Met

The student:

- 1.1 Analyzes career options in the travel and tourism industry.
- 1.2 Utilizes technology and resources to determine education and training requirements.
- 1.3 Match employment skills to different internships in the travel and tourism industry.
- 1.4 Demonstrates skills needed to complete a job application and to write an effective resume.

Sample Performance Task

- Using the Occupational Outlook Handbook and other resources, students will research three careers and choose one to use in making a classroom presentation.
- Participate in a mock interview.

Integration/linkages

SCANS, Tennessee Community Colleges and Technical Institutes, Economics, Marketing Education, English, Speech, Interpersonal Communications, Psychology, Sociology, Foreign Languages, Math, DECA, Economic and Community Development, Chambers of Commerce, Convention and Visitors Bureau, Department of Labor, Industry Standards, American Business/Legal Systems, Tennessee Department of Tourism Development, Tennessee Department of Environment and Conservation, Tennessee Tourism Roundtable

Standard 2.0

Travel and Tourism

The student will distinguish the components of the travel and tourism industry.

Learning Expectations

The student will:

- 2.1 Explore the basic divisions of the travel and tourism industry.
- 2.2 Assess the historical development of the travel/tourism industry.
- 2.3 Assess the social and cultural effects of the travel/tourism industry.

Performance Indicators: Evidence Standard Is Met

The student:

- 2.1a Creates a presentation for the Chamber of Commerce on a division or a segment of the travel and tourism industry.
- 2.1b Employs tourism terminology in a role-play situation.
- 2.2 Diagrams historical developments that have shaped the evolution of the travel industry.
- 2.3a Plans a trip to a new tourist attraction.
- 2.3b Creates examples of how tourism affects the way people think, work, and act.

Sample Performance Task

- Utilize the newspaper and other media to find and contact a new tourist attraction. Students will request pertinent information and outline a trip to that destination, including transportation, lodging, activities and eating establishments.

Integration/linkages

SCANS, Tennessee Community Colleges and Technical Institutes, Economics, Marketing Education, English, Speech, Interpersonal Communications, Psychology, Sociology, Foreign Languages, Office Technology, Math, Culinary Arts, Family and Consumer Sciences, Career and Technical Student Organizations, Economic and Community Development, Chamber of Commerce, Conventions and Visitors Bureau, Department of Labor, Industry Standards, American Business/Legal Systems

Travel and Tourism

Standard 3.0

The student will explore the impact of the travel and tourism industry on local, regional, state and national economies.

Learning Expectations

The student will:

- 3.1 Apply basic economic concepts to the travel and tourism industry.
- 3.2 Assess the impact of events on the travel and tourism industry.
- 3.3 Explain the monetary value of tourism including local, state and federal tax revenues.
- 3.4 Understand the importance of facilities in attracting conventions and tourists.

Performance Indicators: Evidence Standard Is Met

The student:

- 3.1 Calculates the economic impact of a selected tourist attraction.
- 3.2 Graphs economic indicators relevant to the travel and tourism industry.
- 3.3 Researches various ways in which travel and tourism affect the economy of an area.
- 3.4 Chooses an organization to contact and question reasons for selecting a convention site.

Sample Performance Task

- Obtain economic data from Chamber of Commerce, Economic Development Commission or city/county governments to determine economic and tax impact from a community event.

Integration/linkages

SCANS, Tennessee Community Colleges and Technical Institutes, Economics, Marketing Education, English, Speech, Interpersonal Communications, Psychology, Sociology, Foreign Languages, Office Technology, Math, Culinary Arts, Family and Consumer Sciences, Career and Technical Student Organizations, Economic and Community Development, Chamber of Commerce, Conventions and Visitors Bureau, Department of Labor, Industry Standards, American Business/Legal Systems

Travel and Tourism

Standard 4.0

The student will evaluate the importance of the marketing strategies to the travel and tourism industry.

Learning Expectations

The student will:

- 4.1 Demonstrate familiarity with basic principles of travel, marketing, and sales.
- 4.2 Apply the marketing mix as it relates to the travel and tourism industry.
- 4.3 Differentiate between the target markets for the travel and tourism industry.

Performance Indicators: Evidence Standard Is Met

The student:

- 4.1 Analyzes and presents product benefits of the travel industry.
- 4.2 Applies the four (5) traditional P's (Product, Place, People, Promotion, Pricing) and the four (4) travel marketing P's (People, Packaging, Programming, Partnership) of tourism to a local travel and tourism business.
- 4.3a Chooses a local tourism business and identify its target market.
- 4.3b Explain how marketing research helps to satisfy the needs of a target market in the travel and tourism industry.

Sample Performance Task

- Create a marketing plan for a selected business in the local travel industry.

Integration/linkages

SCANS, Tennessee Community Colleges and Technical Institutes, Economics, Marketing Education, English, Speech, Interpersonal Communications, Psychology, Sociology, Foreign Languages, Office Technology, Math, Culinary Arts, Family and Consumer Sciences, Career and Technical Student Organizations, Economic and Community Development, Chamber Of Commerce, Conventions and Visitors Bureau, Department of Labor, Industry Standards, American Business/ Legal Systems

Travel and Tourism

Standard 5.0

The student will explain the importance of understanding destinations in the travel and tourism industry.

Learning Expectations

The student will:

- 5.1 Categorize types of travel destinations and stopovers.
- 5.2 Analyze the psychological and motivational aspects of travel and tourism.
- 5.3 Debate the special issues associated with international travel.
- 5.4 Select travel destinations for specific target markets.
- 5.5 Examine and locate major travel destinations on a globe.

Performance Indicators: Evidence Standard Is Met

The student is able to:

- 5.1 Plans an itinerary for a selected destination.
- 5.2 Distinguishes reasons for travel.
- 5.3 Investigates requirements for international travel.
- 5.4 Surveys classmates to determine most popular teenage destinations.
- 5.5 Demonstrates the use of a map by locating and identifying major travel destinations.

Sample Performance Task

- Issue, refund, or re-issue an international ticket.

Integration/linkages

SCANS, Tennessee Community Colleges and Technical Institutes, Economics, Marketing Education, English, Speech, Interpersonal Communications, Psychology, Sociology, Foreign Languages, Math, Career and Technical Student Organizations, State Department of Economic and Community Development, Chamber of Commerce, Conventions and Visitors Bureaus, Department of Labor, Industry Standards, American Business/Legal Systems, Computer Skills, Geography, DECA

Travel and Tourism

Standard 6.0

The student will apply human relations and communications skills required for the travel and tourism industry.

Learning Expectations

The student will:

- 6.1 Demonstrate the use of effective communication.
- 6.2 Model the personal traits important to the travel and tourism industry.
- 6.3 Assess the value of ethical responsibilities in the travel and tourism industry.
- 6.4 Measure the critical aspects of business image as it relates to building permanent customer relationships.

Performance Indicators: Evidence Standard Is Met

The student:

- 6.1 Prepares a presentation for an aspect related to the travel and tourism industry.
- 6.2 Uses a personality test to identify individual personality traits.
- 6.3 Composes a set of guidelines that demonstrate ethical and social responsibilities.
- 6.4 Interviews personnel in the travel industry to determine the impact of image on customer relationships.

Sample Performance Task

- Interview a professional from the travel industry regarding customer relationships and business image.

Integration/linkages

SCANS, Tennessee Community Colleges and Technical Institutes, Economics, Marketing Education, English, Speech, Interpersonal Communications, Psychology, Sociology, Foreign Languages, Office Technology, Math, Culinary Arts, Family and Consumer Sciences, Career and Technical Student Organizations, Economic and Community Development, Chamber of Commerce, Conventions and Visitors Bureau, Department of Labor, Industry Standards, American Business/ Legal Systems

Travel and Tourism

Standard 7.0

The student will evaluate the technical, personnel and legal operational aspects of the travel and tourism industry.

Learning Expectations

The student will:

- 7.1 Analyze the importance of technology and technical skills in travel and tourism.
- 7.2 Evaluate legal responsibilities, limitations, and implications of actions within the travel and tourism industry.
- 7.3 Appraise the importance of safety and security precautions in the travel and tourism industry.

Performance Indicators: Evidence Standard Is Met

The student:

- 7.1a Examines the ways in which technology has affected various aspects of the travel industry.
- 7.1b Examines the personnel duties at a local travel/tourism business.
- 7.2 Examines legal documentation in the travel industry.
- 7.3 Demonstrates safety precautions using OSHA standards for the travel and tourism industry.

Sample Performance Task

- Create a hypothetical situation involving safety/security describing appropriate/inappropriate response.

Integration/linkages

SCANS, Tennessee Community Colleges and Technical Institutes, Economics, Marketing Education, English, Speech, Interpersonal Communications, Psychology, Sociology, Foreign Languages, Office Technology, Math, Culinary Arts, Family and Consumer Sciences, Career and Technical Student Organizations, Economic and Community Development, Chamber of Commerce, Conventions and Visitors Bureau, Department of Labor, Industry Standards, American Business/ Legal Systems

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Standard 8.0

The student will demonstrate organizational and leadership skills.

Learning Expectations

The student will:

- 8.1 Analyze the value of student organizations as an integral part of the travel and tourism curriculum.
- 8.2 Apply leadership and organizational skills gained through the activities of the career and technical student organization (DECA).

Performance Indicators: Evidence Standard Is Met

The student:

- 8.1 Role-plays customer service techniques in a scenario related to travel/tourism.
- 8.2 Practices leadership skills in a travel/tourism setting.

Sample Performance Task

- Provide students opportunities to participate in the career and technical student organization.

Integration/linkages

SCANS, Tennessee Community Colleges and Technical Institutes, Economics, Marketing Education, English, Speech, Interpersonal Communications, Psychology, Sociology, Foreign Languages, Office Technology, Math, Culinary Arts, Family and Consumer Sciences, Career and Technical Student Organizations, Economic and Community Development, Chamber of Commerce, Conventions and Visitors Bureau, Department of Labor, Industry Standards, American Business/ Legal Systems

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Standard 9.0

The student will understand the importance of academic integration in the area of travel and tourism.

Learning Expectations

The student will:

Language Arts

- 9.1 Compose formal reports, narratives, and essays.
- 9.2 Compare and contrast technical manuals.
- 9.3 Create and present oral presentations.

Social Science

- 9.4 Evaluate geographic, sociological, and economical factors relating to the industry.

Mathematics

- 9.5 Apply algebraic formulas while solving problems.
- 9.6 Compare and contrast graphs, illustrating quantitative data.

Performance Indicators: Evidence Standard Is Met

The student is able to:

- 9.1 Present a written report.
- 9.2 Present an oral interpretation of a policy manual's guidelines.
- 9.3 Give directions correctly.
- 9.4 Prepare a report on a target markets' geographic range for a selected business.
- 9.5 Calculate discounts.
- 9.6 Analyze a sales report (in graph form).

Sample Performance Task

- Generates original ideas based on knowledge and research related to the travel and tourism industry.

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Standard 10.0

The student will review and analyze safety guidelines and regulations as related to Travel and Tourism.

Learning Expectations

The student will:

- 10.1 Complete a general safety test with 100% accuracy as related to Travel and Tourism.

Performance Indicators: Evidence Standard Is Met

The student:

- 10.1 Prepare a chart documenting most workplace safety issues.

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Standard 11.0

The student will demonstrate Travel and Tourism Principles in a work-based learning experience.

Learning Expectations

The student will:

- 11.1 Apply principles of advertising and public relations to a work-based situation.
- 11.2 Integrate time management principles in organizing the student's schedule, including school, work, social, and other activities.
- 11.3 Evaluate and apply principles of ethics as they relate to the work-based experience.
- 11.4 Employ the principles of safety to the work-based experience.

Performance Indicators: Evidence Standard Is Met

The student:

- 11.1 Scores average or above on the employer performance evaluation.
- 11.2 Designs a plan that includes the student's schedule of activities.
- 11.3 Records and assesses workplace events based on their ethical implications.
- 11.4 Applies safety rules and regulations to the work site.

Sample Performance Tasks

- Compose and maintain a journal to include general work site experiences, time management planning, and evaluation of ethical behavior.
- Create a training manual for a new employee outlining the safety considerations for the job.
- Keep a report of wages and hours on the job.
- Develop and implement a demographic study on a selected target market.

Integration/linkages

SCANS, National Marketing Education Standards, Community Employers, Language Arts, Algebra, Mathematics, Science, Sociology, Psychology, Government Industry Standards

Suggested Resources

Area Chamber Partnerships, Career and Technical Advisory Committees
MBA Research LAPs
Hospitality & Tourism - An Introduction to the Industry
Robert A. Brymer
Eighth Edition, Kendall/Hunt Publishing Co.
First Class - An Introduction to Travel and Tourism - Glencoe/McGraw-Hill
Section One: *Introduction to Travel and Geography*
ISBN 0-9-33143-44-3

Travel and Tourism

Claudine Dervaes
Solitaire Publishing
P. O. Box 14508
Tampa, FL 33690-4508
(813) 876-0286
Career Opportunities In Travel and Tourism
John K. Hawks -- Facts On File
Apollo, Sabre & Worldspan Simulations
Tennessee Department of Tourism
Tennessee Hospitality Education Center
Tennessee Hotel/Motel Association
American Hotel/Motel Association
Washington D.C.
Opportunities in Hotel and Motel Careers
Shepard Henkin
VGM Career Horizons
Hospitality/Tourism LAP Modules
Career Guide to America's Top Industries