

# TRAVEL AND TOURISM STUDENT PROFILE

**Course Code - 5474**

<b>Student's Name/Initials</b>	<b>Date</b>	<b>Teacher's Name/Initials</b>	<b>Date</b>
<p><b>Complete the student profile by inserting the representative letter in the space provided and completing all other information requested.</b></p> <p><b>E – Exceeds Performance Requirements (80-100):</b> Work that is above the criteria of the standard.  <b>M – Meets Performance Requirements (70-79):</b> Work that meets the criteria of the standard.  <b>B – Below Performance Requirements (69and below):</b> Work that fails to meet the criteria of the standard.</p>			
<b>B. INTRODUCTION TO TOURISM MANAGEMENT</b>		<b>E</b>	<b>M</b>
<b>B1. Analyze the history and development of the travel and tourism industry.</b>			
<ol style="list-style-type: none"> <li>1. Define terminology for the travel and tourism industry.</li> <li>2. Describe the evolution of travel and tourism.</li> <li>3. Explore motivations for travel.</li> <li>4. Discuss the different kinds of consumers and what satisfies their travel needs.</li> </ol>	<p><b>Comments:</b></p>		
<b>C. DESTINATION MANAGEMENT</b>		<b>E</b>	<b>M</b>
<b>C1. Analyze the key sectors of the travel and tourism industry.</b>			
<ol style="list-style-type: none"> <li>1. Describe geographical locations, time zones, and seasonal influences that enhance travel proposals.</li> <li>2. Explore factors influencing destination decisions.</li> <li>3. Identify destination components essential to maintaining cooperative tourism development efforts.</li> <li>4. Research the top tourism destinations in the world.</li> <li>5. Explain the role of Destination Management Organizations (DMOs) including Convention and Visitors Bureaus (CVBs) in the travel and tourism industry.</li> </ol>	<p><b>Comments:</b></p>		
<b>D. THE TRAVEL EXPERIENCE</b>		<b>E</b>	<b>M</b>
<b>D1. Explore different modes of transportation, types of tour operators, lodging providers and travel facilitators.</b>			
<ol style="list-style-type: none"> <li>1. Compare and contrast the different modes of transportation.</li> <li>2. Identify the kinds of tours and tour packages and pricing structure for each.</li> <li>3. Differentiate among the types of lodging accommodations and guest amenities.</li> <li>4. Describe the decision making process for creating a travel experience incorporating transportation, tours, lodging, and other components.</li> </ol>	<p><b>Comments:</b></p>		

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5. Explain the role of travel facilitators in the travel experience.			
<b>E. TOURISM MARKETING</b>	<b>E</b>	<b>M</b>	<b>B</b>
<b>E1. Evaluate marketing and sales information for travel and tourism management.</b>			
1. Identify key information elements to aid in targeting or modifying products for travel and tourism audiences (e.g. guided tour, trip itinerary, and promotion packages). 2. Analyze marketing strategies, including promotional selling and their effect on profitability in travel and tourism. 3. Critique joint marketing efforts available in the travel and tourism industry. 4. Identify the features and benefits of travel and tourism products and services. 5. Examine the common types of marketing promotions in travel and tourism.	<b>Comments</b>		
<b>F. TRENDS</b>	<b>E</b>	<b>M</b>	<b>B</b>
<b>F1. Evaluate the current trends in the travel and tourism management industry.</b>			
1. Investigate current trends in travel and tourism. 2. Describe technological developments in travel and tourism. 3. Analyze the environmental impacts of tourism. 4. Identify green travel trends in sustainability. 5. Research implications of sociocultural and cross cultural influences on travel and tourism. 6. Research the effects of crime and terrorism on the travel and tourism industry.	<b>Comments:</b>		
<b>G. CAREERS</b>	<b>E</b>	<b>M</b>	<b>B</b>
<b>G1. Analyze career paths and opportunities in travel and tourism.</b>			
1. Explore career paths in travel and tourism. 2. Demonstrate employability skills for the travel and tourism industry. 3. Research educational requirements and anticipated salary ranges for travel and tourism positions.	<b>Comments:</b>		