

TRAVEL AND TOURISM MANAGEMENT

Academic Standards

Course Code: 5474

DISCOVER THE WORLD ONE ADVENTURE AT A TIME!...Travel and Tourism Management incorporates management principles and procedures of the travel and tourism industry as well as destination geography, airlines, international travel, cruising, travel by rail, lodging, recreation, amusements, attractions, and resorts. Employment qualifications and opportunities are also included in this course. Students are encouraged to participate in extended learning experiences such as career and technical student organizations (FCCLA and/or DECA) and other leadership or extracurricular organizations.

Carnegie Units: 1 unit
(R43-234--Schools may award one unit of credit for an academic standards-based course that requires a minimum of 120 hours of instruction.)

National Certification: TBD

Recommended grade: 10, 11, 12

Recommended Maximum Class Size: 24

Prerequisites: Introduction to Hospitality and Tourism Management

Textbooks: www.mysctextbooks.com

Employment Opportunities:

Secondary Education: steward, room service attendant, bell attendant, desk employee, bell captain, valet attendant, tour guide, resort scheduler, reservation and transportation ticket agents and travel clerks

Postsecondary Education: assistant housekeeping manager, assistant human resources director, employee relations manager, housekeeping manager, sales representative, social director, executive steward, resort supervisor, hospitality teacher, family and consumer sciences teacher

Postgraduate Education: corporate manager, director of sales and marketing, front office manager, general manager, human resources director, lodging manager, public relations director, hospitality professor

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PROGRAM LEARNING OUTCOMES: WORKPLACE READINESS SKILLS

PERSONAL QUALITIES AND PEOPLE SKILLS

1. **Positive Work Ethic:** Comes to work every day on time, is willing to take direction, and is motivated to accomplish the task at hand
2. **Integrity:** Abides by workplace policies and laws and demonstrates honesty and reliability
3. **Teamwork:** Contributes to the success of the team, assists others, and requests help when needed
4. **Self-Representation:** Dresses appropriately and uses language and manners suitable for the workplace
5. **Diversity Awareness:** Works well with all customers and coworkers
6. **Conflict Resolution:** Negotiates diplomatic solutions to interpersonal and workplace issues
7. **Creativity And Resourcefulness:** Contributes new ideas and works with initiative

PROFESSIONAL KNOWLEDGE AND SKILLS

8. **Speaking And Listening:** Follows directions and communicates effectively with customers and fellow employees
9. **Reading And Writing:** Reads and interprets workplace documents and writes clearly
10. **Critical Thinking And Problem Solving:** Analyzes and resolves problems that arise in completing assigned tasks
11. **Health And Safety:** Follows safety guidelines and manages personal health
12. **Organizations, Systems, and Climates:** Identifies "big picture" issues and his or her role in fulfilling the mission of the workplace
13. **Lifelong Learning:** Continually acquires new industry-related information and improves professional skills
14. **Job Acquisition And Advancement:** Prepares to apply for a job and to seek promotion
15. **Time, Task, And Resource Management:** Organizes and implements a productive plan of work
16. **Mathematics:** Uses mathematical reasoning to accomplish tasks
17. **Customer Service:** Identifies and addresses the needs of all customers, providing helpful, courteous, and knowledgeable service

TECHNOLOGY KNOWLEDGE AND SKILLS

18. **Job-Specific Technologies:** Selects and safely uses technological resources to accomplish work responsibilities in a productive manner
19. **Information Technology:** Uses computers, file management techniques, and software/programs effectively
20. **Internet Use And Security:** Uses the Internet appropriately for work
21. **Telecommunications:** Selects and uses appropriate devices, services, and applications

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A. ACADEMICS for ALIGNMENTS

B. INTRODUCTION TO TOURISM MANAGEMENT

B1. Analyze the history and development of the travel and tourism industry.

1. Define terminology for the travel and tourism industry.
2. Describe the evolution of travel and tourism.
3. Explore motivations for travel.
4. Discuss the different kinds of consumers and what satisfies their travel needs.

C. DESTINATION MANAGEMENT

C1. Analyze the key sectors of the travel and tourism industry.

1. Describe geographical locations, time zones, and seasonal influences that enhance travel proposals.
2. Explore factors influencing destination decisions.
3. Identify destination components essential to maintaining cooperative tourism development efforts.
4. Research the top tourism destinations in the world.
5. Explain the role of Destination Management Organizations (DMOs) including Convention and Visitors Bureaus (CVBs) in the travel and tourism industry.

D. THE TRAVEL EXPERIENCE

D1. Explore different modes of transportation, types of tour operators, lodging providers and travel facilitators.

1. Compare and contrast the different modes of transportation.
2. Identify the kinds of tours and tour packages and pricing structure for each.
3. Differentiate among the types of lodging accommodations and guest amenities.
4. Describe the decision making process for creating a travel experience incorporating transportation, tours, lodging, and other components.
5. Explain the role of travel facilitators in the travel experience.

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E. TOURISM MARKETING

E1. Evaluate marketing and sales information for travel and tourism management.

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.

F. TRENDS

F1. Evaluate the current trends in the travel and tourism management industry.

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.

G. CAREERS

G1. Analyze career paths and opportunities in travel and tourism.

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.