

# CTE Skill Certificate Test Performance Documentation

This document must be submitted to the test coordinator at the end of testing each trimester/semester.

Instructor's Name: \_\_\_\_\_ Course: Travel and Tourism  
School: \_\_\_\_\_ Test Number: 410  
# Students in course: \_\_\_\_\_ Date: \_\_\_\_\_  
# Students tested: \_\_\_\_\_  
# Students who passed performance objectives at or above 80%: \_\_\_\_\_

This is to *verify* that the students marked **YES** on performance accomplished the following performance objectives at or above the 80% (moderately to highly skilled) level.

## Required:

- Demonstrate a geographical knowledge of the United States by indentifying the U.S. states and their capitals on a map.
- Highlight travel in Utah by creating promotional materials (use media of choice).

## Do three additional projects from any of the following areas:

### Standard 1: Overview of hospitality/tourism Industry

- Create a timeline showing the evolution of the travel industry.
- Give a report on a State that includes the social, cultural, economic and environmental impacts of travel on the state.
- Give a report on a Country that includes the social, cultural, economic and environmental impacts of travel on that country.

### Standard 2: Importance of Marketing to the hospitality/tourism industry

- Role play a sales presentation.
- Develop a marketing research instrument and conduct research using that instrument.
- Choose an area that deals with seasonality (supply/demand). Create a plan to help compensate for seasonal fluctuations in business.

### Standard 3: Lodging and Destination Marketing

- Plan a vacation to a destination resort.
- Create a travel itinerary that includes hotel information.

### Standard 4: Transportation

- Create a travel itinerary for a cruise vacation
- Create a travel itinerary that includes air and rental car information.

### Standard 5: Career Opportunities

- Research and report on career opportunities in the travel/hospitality industry.
- Research and report on educational opportunities that help you prepare for a career in the hospitality/tourism industry.

Each performance is documented and kept on file by the teacher for two years.  
(Check the documentation method used)

- Class period summary score sheet
- Recorded and identified in the class grade book

Instructor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_