

## TRAVEL AND TOURISM

**Levels:** Grade 10-12

**Unit of Credit:** 1 Semester (.5)

**CIP Code:** 08.0901

**Prerequisites:** None

### COURSE DESCRIPTION

The Travel and Tourism course provides the student with an understanding of one of the largest industries in the world. Specific applications include the evolution of the tourism industry, destination geography, airlines, international travel, travel by rail, car rentals, cruising, hospitality industry, tours, meetings, and marketing & sales. Students taking marketing classes should have the opportunity to participate in the DECA Organization (student marketing leadership organization). DECA related activities and curriculum can be used as an approved part of all marketing classes.

#### Resources Mentioned:

Prentice Hall: An Introduction to Travel, Tourism and Hospitality by Nona Starr  
ISBN: 0-13-098787-5

Glencoe: Hospitality and Tourism by Silva and Howard  
ISBN: 0-07-868296-7

		RESOURCES
<b>STANDARD 1</b>	<b>The students will develop an understanding of the importance of the hospitality/tourism industry and how it affects countries and people.</b>	
<b>Objective 1</b>	<i>Students will understand the nature and history of the hospitality/tourism industry.</i>	
<b>1a.</b>	Define: hospitality industry, tourism industry, service, perishability, intangibility, and changeability.	Glencoe Sec 1.1
<b>1b.</b>	Define service as a product.	Glencoe Sec 1.1, LAP "Rapping Up Products"
<b>1c.</b>	Discuss how the travel industry has evolved over time.	Glencoe Sec 1.2
<b>1d.</b>	Discuss how technology is used in the hospitality/tourism industry.	Glencoe Sec 1.2
<b>Objective 2</b>	<i>The students will understand that tourism has a great impact on people as well as the economy, the culture and the environment.</i>	
<b>2a.</b>	Discuss the importance of a strong infrastructure	Glencoe Sec 2.1, Prentice Intro
<b>2b.</b>	Demonstrate a geographical knowledge of the United States by indentifying the U.S. states and their capitals on a map.	
<b>2c.</b>	Discuss the social, cultural, economic, and environmental impacts of travel.	Glencoe Sec 2.1 Prentice Chp. 1
<b>2d.</b>	Discuss the differences between travel for business and travel for pleasure.	Glencoe Sec 2.2
<b>2e.</b>	Explain the motives people have for traveling.	Glencoe Sec 2.2, Prentice Intro, LAP "What's the Motive?"
<b>STANDARD 2</b>	<b>The student will develop an understanding of the importance of marketing in the hospitality/tourism industry.</b>	
<b>Objective 1</b>	<i>The students will understand the basics of marketing as they relate to the hospitality/tourism industry.</i>	
<b>1a.</b>	Define: marketing, distribution, marketing concept, target market, marketing mix, utility.	Glencoe Sec 8.1 Prentice Chp. 11
<b>1b.</b>	Identify the four P's of the marketing mix.	Glencoe Sec 8.1 Prentice Chp. 11

1c.	Explain the purpose and components of a marketing plan.	Glencoe Sec 8.2
1d.	Explain the purpose of marketing segmentation.	Glencoe, Sec 9.1
1e.	Identify the methods used in market segmentation.	Glencoe Sec 9.1
1f.	Define positioning as it would be use in the hospitality/tourism industry.	Glencoe Sec 9.1
1g.	Explain methods used for conducting marketing research.	Glencoe Sec 9.2
<b>Objective 2</b>	<i>The students will develop an understanding of pricing strategies and understand factors that can affect price.</i>	
2a.	Define: price, prestige pricing, markup pricing, cost pricing.	Glencoe Sec 11.1, LAP "The Price is Right"
2b.	Identify pricing strategies used in the hospitality/tourism industry.	Glencoe Sec 11.1
2c.	Discuss the concept of supply and demand.	Glencoe Sec 11.2, LAP "It's the Law"
2d.	Explain elasticity of demand.	Glencoe Sec 11.2
<b>Objective 3</b>	<i>The students will learn the steps of the sales process in order to provide service to their customers.</i>	
3a.	Explain the differences between personal selling and business-to-business selling.	Glencoe Sec 12.1
3b.	Identify the steps of the selling process.	Glencoe Sec 12.1 Prentice Chp. 11
3c.	Discuss the differences between features and benefits.	Glencoe Sec 12.1, LAP "Find Features, Boost Benefits"
<b>Objective 4</b>	<i>The students will understand that various media are available to help marketers promote the hospitality/tourism industry.</i>	
4a.	Explain the components of the promotional mix.	Glencoe Sec 13.1 and 13.2
4b.	Identify various types of advertising media and the advantages and disadvantages of each.	Glencoe Sec 13.1, LAP "Ad-quipping Your Business"
4c.	Discuss different budgeting methods used in advertising.	Glencoe Sec 13.1
<b>STANDARD 3</b>	<b>The students will develop an understanding of the lodging industry and destination marketing.</b>	
<b>Objective 1</b>	<i>The students will understand that marketing professionals use the characteristics of lodging facilities to target certain customers.</i>	
1a.	Classify hotels according to their types.	Glencoe Sec 4.1 Prentice Chp. 8
1b.	Discuss yield management pricing.	Glencoe Sec 4.1
1c.	Identify variables that affect room rates.	Prentice Chp. 8 Glencoe 4.1
<b>Objective 2</b>	<i>The students will understand the concept of destination marketing and how certain destinations appeal to certain travelers.</i>	
2a.	Define: destination, destination marketing, resort, destination resort, commission	Glencoe Sec 6.1 and 6.2
2b.	Discuss the concept of seasonality	Glencoe Sec 6.1
2c.	Identify various businesses that promote destination tourism.	Glencoe Sec 6.2
<b>STANDARD 4</b>	<b>The student will understand the different types of transportation used in international and domestic travel.</b>	
<b>Objective 1</b>	<i>The students will understand the importance of aviation to the hospitality/tourism industry.</i>	
1a.	Discuss the evolution of the aviation industry.	Glencoe Sec 5.2 Prentice, Chp 3

<b>1b.</b>	Discuss how the hub-and-spoke system works.	Glencoe Sec 5.2 Prentice, Chp 4
<b>1c.</b>	Describe airline boarding procedures and security methods.	Glencoe Sec 5.2 Prentice, Chp 3
<b>Objective 2</b>	<i>The students will develop an understanding of the various types of ground transportation that exist and the role they play in the hospitality/tourism industry.</i>	
<b>2a.</b>	List the various types of ground transportation that exist.	Glencoe Sec 5.2
<b>2b.</b>	Compare and contrast rail service in the United States with that of other countries.	Glencoe Sec 5.2
<b>2c.</b>	Explain rental car policies and procedures.	Prentice Chp. 6
<b>Objective 3</b>	<i>Demonstrate knowledge of the cruise industry.</i>	
<b>3a.</b>	Identify principal cruise lines.	Glencoe Sec 5.2 and 6.1 Prentice Chp 7
<b>3b.</b>	Explore different cruising areas around the world.	Glencoe Sec 5.2 and 6.1 Prentice Chp 7
<b>3c.</b>	Discuss ship layouts and cabin options.	Glencoe Sec 5.2 and 6.1 Prentice Chp 7
<b>3d.</b>	Research activities available both on and off the ship.	Glencoe Sec 5.2 and 6.1 Prentice Chp 7
<b>STANDARD 5</b>	<b>The students will develop an understanding of the many career opportunities that are available in the hospitality/tourism industry and what they can do to prepare for those careers.</b>	
<b>Objective 1</b>	<i>The students will explore different career segments in the hospitality/tourism industry.</i>	
	List the four different career segments that exist within the hospitality/tourism industry.	Glencoe Sec 16.1
	List possible jobs that exist with within each career segment.	
<b>Objective 2</b>	<i>The students will understand the different sources of education for careers in the hospitality/tourism industry.</i>	
	Explore the different types of degrees/certificates that are available to those interested in the hospitality/tourism industry.	Glencoe Sec 16.2 Prentice Chp 12
	Identify resources that will assist in hospitality/tourism education.	