

# Travel and Tourism Vocabulary Help

**Standard 1: The students will develop an understanding of the importance of the hospitality/tourism industry and how it affects countries and people.**

**Objective 1:** Students will understand the nature and history of the hospitality/tourism industry.

- **hospitality industry:** Businesses associated with food/service management or lodging.
- **tourism industry:** Businesses associated with travel or transportation.
- **Service:** an intangible task that is performed for a customer in exchange for money.
- **Perishability:** the idea that a product can cease to exist or become unusable in a limited time period. (Example: the loss of sale from a hotel room or an airline seat can't ever be recovered).
- **Intangibility:** Things that cannot be touched. (Example: memories or experiences).
- **Changeability:** Something that is subject to adjustment or change. (Example: perception can change based on experiences).

**Objective 2:** The students will understand that tourism has a great impact on people as well as the economy, the culture and the environment.

- **Infrastructure:** the network of utilities or the physical components needed by a destination to support tourism.

**Standard 2: The students will develop an understanding of the importance of marketing in the hospitality/tourism industry.**

**Objective 1:** The students will understand the basics of marketing as they relate to the hospitality/tourism industry.

- **Marketing:** developing, promoting and distributing goods and services to satisfy customers needs and wants.
- **Distribution:** the methods used to get the product to the consumer.
- **marketing concept:** Businesses must satisfy customers needs and wants in order to make a profit.
- **target market:** A specific group of customers (with similar wants and needs) that an organization selects as the focus of its marketing plan.
- **marketing mix:** The four P's of marketing-Product, Place, Price and Promotion
- **utility:** adding value to a product through placement and exchange of information.

**Objective 2:** The students will develop an understanding of pricing strategies and understand factors that can affect price.

- **price:** The value of goods and services being offered.
- **prestige pricing:** A high price associated with a product to present it as being a quality or luxurious good.
- **markup pricing:** The difference between what a business pays for something and what they charge the customers.
- **cost pricing:** Pricing that is calculated by figuring all costs and then adding the desired profit.

- **Supply:** The amount of goods or services available at a given price at a given time.
- **Demand:** The amount of goods or services that consumers want and are willing and able to buy at a given price at a given time.
- **elasticity of demand:** How much a change in price affects the change of demand.

**Objective 3:** The students will learn the steps of the sales process in order to provide service to their customers.

- **Feature:** A physical characteristic about a product that can help describe the product.
- **Benefit:** An advantage that is obtained because of a specific feature.

**Objective 4:** The students will learn that various media types are available to help promote the hospitality/tourism industry.

**Standard 3: The students will develop an understanding of the lodging industry and destination marketing.**

**Objective 1:** The students will understand that marketing professionals use the characteristics of lodging facilities to target certain customers.

- **yield management pricing:** setting different prices for goods or services in an effort to maximize revenue when limited capacity is a factor.

**Objective 2:** The students will understand the concept of destination marketing and how certain destinations appeal to certain travelers.

- **Destination:** The final stop of a vacation, or the goal of travelers.
- **destination marketing:** The process of developing, promoting and distributing specific locations to customers in an effort to increase visitation to that location.
- **resort:** A hotel with recreational facilities and leisure activities that appeal to those traveling for pleasure.
- **destination resort:** A resort that is considered a destination in itself because of the wide variety of resources or facilities that it offers.
- **Commission:** A fee that is paid to a third party for services that is based on a percentage of products sold.
- **seasonality:** The highs and lows of demand for a destination and its facilities; generally based on climate and geography.

**Standard 4: The student will develop an understanding of the different types of transportation used in international and domestic travel.**

**Objective 1:** The students will understand the importance of aviation to the hospitality/tourism industry.

**Objective 2:** 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.

**Objective 3:** The students will demonstrate knowledge of the cruise industry.

**Standard 5: 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.**

**Objective 1:** The students will explore different career segments in the hospitality/tourism industry.

**Objective 2:** The students will understand the different sources of education for careers in the hospitality/tourism industry.