



The Business of Travel and Tourism

Course Information

Grade(s):	10, 11,12
Discipline/Course:	Business/ The Business of Travel & Tourism
Course Title:	The Business of Travel & Tourism
Prerequisite(s):	None
Course Description: <i>Program of Studies</i>	The Business of Travel & Tourism course provides students with the academic and technical preparation necessary to pursue high-skill, high-demand careers related to the management, marketing, and operations involved with travel and tourism. Students will learn concepts related to specific industry segments, including: industry awareness and competitiveness, organizational management, customer service, and sales and marketing. Students will study the skills and characteristics needed for success in the travel and tourism industry.
Course Essential Questions:	<ul style="list-style-type: none"> ● How is the travel and tourism industry defined? ● How is the travel and tourism industry segmented? ● What makes the travel and tourism industry different from other industries? ● Why is service particularly important to the travel and tourism industry and its future? ● How is superior customer service defined? ● What trends influence consumer needs and wants for travel and tourism? ● What is the economic, social and environmental impact of travel and tourism? ● How are lodging businesses classified to accommodate travelers' and tourists' different needs and wants? ● How are lodging businesses organized to perform all of the services expected by guests? ● What types of destination tours are popular and help drive the tourism industry? ● How are destinations classified for travel purposes? ● What rules and regulations guide businesses operating in the travel and tourism industry? ● What types of ethical considerations are faced by travel and tourism related business management?

Course Enduring Understandings:	<ul style="list-style-type: none"> ● Customer service is a key determining factor for success in a business. ● Current events and trends in safety, diversity, econology, markets, convenience and technology influence future scenarios in tourism. ● The travel and tourism industry injects money into communities leading to secondary economic development. ● Positive social impacts of travel and tourism include an increase in local amenities. ● Guests are categorized and serviced as business or leisure travelers. ● The marketing process and the elements of the marketing mix provide a foundation for successful travel and tourism businesses. ● The marketing process and mix in the travel and tourism industry is similar to other industries with a strong focus on providing outstanding customer service. ● Analyzing and understanding the strengths and weaknesses of a travel or tourism product is a critical element in successful marketing. ● Conveying product utility, also known as value, is a key factor in promoting travel and tourism products.
Duration & Credits:	½ year .5 credits
Resources:	<i>Instructional Resources Only</i>
Academic Expectations	<p><u>Exploring and Understanding</u> The student engages in an investigative process by developing a detailed plan and by using a variety of research tools and methodologies.</p> <p><u>Creating and Constructing</u> The student transforms existing ideas and knowledge into original ideas, products, and processes.</p> <p><u>Conveying Ideas</u> The student organizes information to support a claim or assertion in a style appropriate to purpose, audience, and task.</p> <p><u>Using Communication (Media) Tools</u></p>

	<p>The student makes strategic and ethical use of a range of media to enhance understanding of and interest in a claim or assertion.</p> <p><u>Collaborating Strategically</u> The student takes into account prior knowledge, beliefs, and experiences of self and others; roles and relationships within the group; and the group’s purpose, goals, and norms.</p>
Year at a Glance	<p>Unit 1: The Business of Travel and Tourism (5 weeks) Unit 2: Travel and Tourism Markets (5 weeks) Unit 3: Marketing Travel and Tourism (5 weeks) Unit 4: Exploring Careers in Travel and Tourism (5 weeks)</p>

Unit Number and Title:	Unit 1: The Business of Travel and Tourism
Duration:	5 weeks
Resource(s):	CTE materials - Supplemental material - Internet resources
Unit Overview	Students will explore the definition and scope of the travel and tourism industry and the importance of customer service to the success of business. Students will study the various segments of the tourism industry and define how this industry is different from others. Students will explore the economic impact of tourism and how tourist spending filters through a local economy, what influences people to travel and what challenges the service industry faces due to current events. Students will gain a foundational understanding of the cyclical pattern of the travel and tourism business and motives for business and pleasure travel.
Learning Goals	
Standard(s):	National Business Education Association Standards MARKETING THE MARKETING MIX 1. ACHIEVEMENT STANDARD: Analyze the elements of the marketing mix, their interrelationships, how they are used in the marketing process, and their role in positioning. Level 3 Performance Expectations 7. Recognize that a successful marketing strategy is built on positive customer relationships and understanding the target market 8. Recognize how the elements of the marketing mix (e.g., product, price, place, and promotion) create an image or personality (position) for a product and connect directly to customers' needs and wants
Essential Question(s):	<ul style="list-style-type: none"> ● How is the travel and tourism industry defined? ● How is the travel and tourism industry segmented? ● What makes the travel and tourism industry different from other industries?

	<ul style="list-style-type: none"> ● How is superior customer service defined? ● What is the economic, social and environmental impact of travel and tourism? ● What does it take for businesses to compete successfully in the travel and tourism industry?
Enduring Understanding(s):	<ul style="list-style-type: none"> ● Customer service is a key determining factor for success in a business. ● Service differentiates the travel and tourism industry from other industries. ● Current events and trends in safety, diversity, economy, markets, convenience and technology influence future scenarios in tourism. ● Positive social impacts of travel and tourism include an increase in local amenities ● The negative environmental impact of tourism.
Learning Goal(s): <i>Students will be able to use their learning to:</i>	Students will be able to: <ul style="list-style-type: none"> ● Define the travel and tourism industries ● Identify the segments of the tourism industry ● Define service as a product ● Explain the importance of service to the tourism industry ● Define the elements of outstanding customer service ● Identify trends in the tourism industry ● Describe the positive and negative impacts of tourism ● Explain the importance of understanding motives behind travel

Unit Number and Title:	Unit 2: The Travel and Tourism Markets
Duration:	5 weeks
Resource(s):	CTE materials - Supplemental material - Internet resources
Unit Overview:	Students will explore the diversity of the travel and tourism markets. Students will study the variety of lodging businesses that serve different travelers in different destinations. Students will explore travel and tourism businesses and in a variety of world destinations. Students will investigate emerging trends in the industry and how businesses set financial metrics while meeting travelers' evolving travel needs and wants.
Learning Goals	
Standard(s):	<u>National Business Education Association Standards</u> MANAGEMENT 1. ACHIEVEMENT STANDARD: Analyze the management functions and their implementation and integration within the business environment. B. ORGANIZING Level 1 Performance Expectations <ol style="list-style-type: none"> 1. Explain the management function of organizing 2. Identify the benefits of organizing Level 2 Performance Expectations <ol style="list-style-type: none"> 3. List the various types of resources needed to manage a business 4. Explain the importance of organizing resources in business 5. Discuss the importance of using teams when organizing a business Level 3 Performance Expectations <ol style="list-style-type: none"> 6. Explain how management identifies and uses various

	<p>resources in the organizing process to accomplish goals</p> <p>7. Explain the advantages and disadvantages of centralizing and decentralizing responsibility and authority when organizing a business</p> <p>8. Discuss how accountability for decision making is assured in an organization</p> <p>9. Design an organizational chart</p>
Essential Question(s):	<ul style="list-style-type: none"> ● How are lodging businesses classified to accommodate travelers' and tourists' different needs and wants? ● How does the lodging segment cater to business and leisure guests? ● How are lodging businesses organized to perform all of the services expected by guests? ● What factors lead to growth in the tours segment of the tourism industry? ● How are destinations classified for travel purposes?
Enduring Understanding(s):	<ul style="list-style-type: none"> ● Lodging classification is based on: guest type, price location, and style of services. ● Guests are categorized and serviced as business or leisure travelers. ● Destinations are classified by a variety of choices for the traveler.
Learning Goal(s): <i>Students will be able to use their learning to:</i>	<p>Students will be able to:</p> <ul style="list-style-type: none"> ● List the factors affecting the growth and travel and tourism ● Identify the niche markets in tourism ● Describe reasons for leisure travel ● List the types of tours and tour packages

Unit Number and Title:	Unit 3: Marketing Travel & Tourism
Duration:	5 weeks
Resource(s):	CTE materials - Supplemental material - Internet resources
Unit Overview:	Students will explore the multiple aspects of marketing travel and tourism. Students will focus on the marketing plan, marketing mix, and the type of marketing research that will support success in the industry. Students will examine how businesses plan for current and new services, including pricing strategies and distributing through various channels. Students will identify ways to provide outstanding service and promote offerings in the travel and tourism industry.
Learning Goals	
Standard(s):	<u>National Business Education Association Standards</u> MARKETING 1. ACHIEVEMENT STANDARD: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society. Level 1 Performance Expectations 1. Identify customer needs and reasons why customers return to the same business 2. Explain ways companies show concern for customers Level 2 Performance Expectations 3. Describe the factors that influence customer-business relationships (e.g., return policies, pricing, distribution, and advertising) 4. Describe the role of marketing in building customer demand for goods and services 5. Identify the laws that protect customers and/or constrain marketing activities 6. Examine the cost of obtaining new customers versus the cost of maintaining current customers Level 3 Performance Expectations 7. Recognize that a successful marketing strategy is built on positive customer relationships and understanding the target market

	<p>8. Recognize how the elements of the marketing mix (e.g., product, price, place, and promotion) create an image or personality (position) for a product and connect directly to customers' needs and wants</p>
<p>Essential Question(s):</p>	<ul style="list-style-type: none"> ● How do businesses plan marketing strategies in the travel and tourism industry? ● How does the travel and tourism marketing mix differ from other industries? ● What internal and external factors influence marketing travel and tourism?
<p>Enduring Understanding(s):</p>	<ul style="list-style-type: none"> ● The marketing process and the elements of the marketing mix provide a foundation for successful travel and tourism businesses. ● The marketing process and mix in the travel and tourism industry is similar to other industries with a strong focus on providing outstanding customer service. ● Analyzing and understanding the strengths and weaknesses of a travel or tourism product is a critical element in successful marketing.
<p>Learning Goal(s): <i>Students will be able to use their learning to:</i></p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> ● Describe the marketing process ● Identify and develop the 4 P's of marketing and relate them to the travel and tourism industry ● Describe the external and internal factors affecting the marketing environment ● Explain how demographics affect a marketing plan ● Explain the goal of a marketing plan ● Develop a strategy to communicate product utility in the travel and tourism marketplace

Unit Number and Title:	Unit 4: Exploring Careers in Travel & Tourism
Duration:	5 weeks
Resource(s):	CTE materials - Supplemental material - Internet resources
Unit Overview:	Students will define the qualities of effective leadership and management in the travel and tourism industry by training and motivating staff to provide exemplary guest service. Students will investigate the rules and regulations that govern the industry and the ethical issues that must be considered in these businesses. Students will explore their personal interests and careers in the travel & tourism industry.
Learning Goals	
Standard(s):	<p><u>National Business Education Association Standards</u></p> <p>CAREER EXPLORATION & RESEARCH</p> <p>1. ACHIEVEMENT STANDARD: Utilize career resources to develop a career information portfolio that includes international career opportunities.</p> <p>A. CAREER RESOURCES AND RELATED INFORMATION</p> <p>Level 1 Performance Expectations</p> <p>2. Describe and give examples of career fields and/or clusters</p> <p>4. Relate information derived from self-assessment to career areas involving data, people, ideas, and/or things</p> <p>1. ACHIEVEMENT STANDARD: Relate the importance of career readiness skills to career development.</p> <p>A. WORK ETHIC</p> <p>Level 1 Performance Expectations</p> <p>1. Demonstrate personal qualities related to employability (e.g., promptness, ability to get along with others)</p>

Essential Question(s):	<ul style="list-style-type: none"> ● What are some of the keys to success in the travel and tourism industry? ● How do businesses resolve guest complaints and disputes? ● What rules and regulations guide businesses operating in the travel and tourism industry? ● What types of ethical considerations are faced by travel and tourism related business management? ● What role does etiquette play in the travel and tourism industry? ● What skills are essential to succeed in careers in travel and tourism management?
Enduring Understanding(s):	<ul style="list-style-type: none"> ● When businesses offer exemplary service to guests, the guests recognize the attention, and they reward businesses by returning to their facilities. ● Ethical issues can present serious consequences for management and businesses ● Working in the travel and tourism industry requires a series of basic and thinking skills as well as some specific personal qualities
Learning Goal(s): <i>Students will be able to use their learning to:</i>	Students will be able to: <ul style="list-style-type: none"> ● Identify different methods of delivering guest service ● Explain the importance of guest satisfaction ● Describe the steps to resolve guest complaints to retain customers ● Identify internal and external factors that motivate employees ● Define ethics and describe some ethical issues in the travel and tourism industry ● Describe the skills and qualities necessary for success in the travel and tourism industry