



**Dublin City Schools
Travel and Tourism Academy
Graded Course of Study**

Course Goals

In partnership with Visit Dublin, students in this academy will engage in a comprehensive curriculum designed to prepare them for post-secondary pathways in travel, tourism and hospitality. Students will participate in hands-on, immersive learning environments through experiences with community partners in the Bridge Park area of Dublin. Students will have access to real-world, real-time learning through projects, connections to industry professionals and site-based visits. Students may have the option to enroll in CCP courses as part of this academy.

Business Operations and 21st/Century Skills	
Topic	Student Competencies
Outcome 1.1: Employability Skills Develop career awareness and employability skills (e.g., face-to-face, online) needed for gaining and maintaining employment in diverse business settings.	1.1.1. Identify the knowledge, skills and abilities necessary to succeed in careers. 1.1.2. Identify the scope of career opportunities and the requirements for education, training, certification, licensure and experience. 1.1.3. Develop a career plan that reflects career interests, pathways and secondary and postsecondary options. 1.1.4. Describe the role and function of professional organizations, industry associations and organized labor and use networking techniques to develop and maintain professional relationships. 1.1.5. Develop strategies for self-promotion in the hiring process (e.g., filling out job applications, résumé writing, interviewing skills, portfolio development).



**Dublin City Schools
Travel and Tourism Academy
Graded Course of Study**

	<p>1.1.6. Explain the importance of work ethic, accountability and responsibility and demonstrate associated behaviors in fulfilling personal, community and workplace roles.</p> <p>1.1.7. Apply problem-solving and critical-thinking skills to work-related issues when making decisions and formulating solutions.</p> <p>1.1.8. Identify the correlation between emotions, behavior and appearance and manage those to establish and maintain professionalism.</p> <p>1.1.9. Give and receive constructive feedback to improve work habits.</p> <p>1.1.10. Adapt personal coping skills to adjust to taxing workplace demands.</p> <p>1.1.11. Recognize different cultural beliefs and practices in the workplace and demonstrate respect for them.</p> <p>1.1.12. Identify healthy lifestyles that reduce the risk of chronic disease, unsafe habits and abusive behavior.</p> <p>1.1.13. Manage time, priorities, and resources to achieve personal and professional goals.</p>
<p>Outcome 1.2: Leadership and Communications: Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.</p>	<p>1.2.1. Extract relevant, valid information from materials and cite sources of information (e.g., medical reports, fitness assessment, medical test results).</p> <p>1.2.2. Deliver formal and informal presentations.</p> <p>1.2.3. Identify and use verbal, nonverbal and active listening skills to communicate effectively.</p> <p>1.2.4. Use negotiation and conflict-resolution skills to reach solutions.</p> <p>1.2.5. Communicate information for an intended audience and purpose.</p> <p>1.2.6. Use proper grammar and expression in all aspects of communication.</p> <p>1.2.7. Use problem-solving and consensus-building techniques to draw conclusions and determine next steps.</p> <p>1.2.8. Identify the strengths, weaknesses and characteristics of leadership styles that influence</p>



**Dublin City Schools
Travel and Tourism Academy
Graded Course of Study**

	<p>internal and external workplace relationships.</p> <p>1.2.9. Identify advantages and disadvantages involving digital and/or electronic communications.</p> <p>1.2.10. Use interpersonal skills to provide group leadership, promote collaboration and work in a team.</p> <p>1.2.11. Write professional correspondence, documents, job applications and résumés.</p> <p>1.2.12. Use technical writing skills to complete forms and create reports.</p> <p>1.2.13. Identify stakeholders and solicit their opinions.</p> <p>1.2.14. Use motivational strategies to accomplish goals.</p> <p>1.2.15. Adapt to different decision-making styles (e.g., analytical, abstract or conceptual, intuitive, creative, procedural or directive).</p> <p>1.2.16. Identify ways to affect workplace change</p>
--	---

Experience Management	
Topic	Student Competencies
<p>Outcome 2.1: Hospitality and Tourism Fundamentals</p>	<p>2.1.1. Describe the relationship between the economy and the hospitality and tourism industry.</p> <p>2.1.2. Identify the key segments of the hospitality and tourism industry, and explain their interdependence.</p> <p>2.1.3. Explain the role of Convention and Visitor Bureaus (CVB), Destination Marketing Organizations (DMO) and tourism distribution organizations in generating hospitality and tourism business.</p>



**Dublin City Schools
Travel and Tourism Academy
Graded Course of Study**

	2.1.4. Identify changes occurring in hospitality and tourism as a result of technological advancements and competing online services.
Outcome 2.2: Hospitality and Tourism Environment	<p>2.2.1. Describe how the principles of R.A.V.E. (respect and value everyone), customer satisfaction and quality affect service delivery.</p> <p>2.2.2. Explain the unique characteristics of services (i.e., intangibility, inseparability, variability and perishability).</p> <p>2.2.3. Explain the influence of an organization’s mission and vision statement on customer service practices.</p> <p>2.2.4. Explain the factors that shape customer expectations of a particular service and how subjective and objective elements of service quality can be assessed.</p> <p>2.2.5. Identify the types of outcomes possible during guest recovery and the impact of proactive guest experience management on realizing a positive outcome.</p> <p>2.2.6. Maintain and mine databases of customer or visitor activity and preferences.</p>
Outcome 2.3: Brand Positioning	<p>2.3.1. Identify the components and types of brands and branding strategies.</p> <p>2.3.2. Determine branding positioning.</p> <p>2.3.3. Select products and services to offer that enhance brand image.</p> <p>2.3.4. Determine how customer touch points impact branding strategy.</p> <p>2.3.5. Coordinate people, processes and technology to deliver the brand promise. 2.3.6. Determine the impact of an organization’s reputation on its brand image.</p>
Outcome 2.4: Marketing Research	



**Dublin City Schools
Travel and Tourism Academy
Graded Course of Study**

<p>Outcome 2.5: Brand Communications</p>	<p>2.5.1. Explain how brand identifiers interact with marketing to influence customer expectations and create brand loyalty.</p> <p>2.5.2. Explain the use of social media marketing in the hospitality and tourism industry. 2.5.3. Differentiate between the use of social media for personal and business purposes.</p> <p>2.5.4. Analyze the impact of traditional, word-of-mouth and social media on brand image and reach.</p> <p>2.5.5. Coordinate brand messaging of internal and external partners.</p> <p>2.5.6. Create social media content.</p> <p>2.5.7. Track and respond to user-generated content (UGC).</p> <p>2.5.8. Use communications strategies to manage crises and protect or recover reputation.</p> <p>2.5.9. Develop policies and procedures to guide internal and external communication.</p>
<p>Outcome 2.6: Customer Services</p>	<p>2.6.1. Interpret unspoken needs based on understanding of human behavior, preference patterns and prior experiences.</p> <p>2.6.2. Determine strategies for responding to potentially sensitive, compromising, fraudulent or dangerous situations.</p> <p>2.6.3. Accommodate special needs and specific requests of customers.</p> <p>2.6.4. Process customer orders accurately and efficiently while building rapport.</p> <p>2.6.5. Balance multiple resource demands, and maintain service standards during peak volumes.</p> <p>2.6.6. Respond to customer inquiries, resolve their complaints, and follow up on situations.</p> <p>2.6.7. Take and process customer payments.</p> <p>2.6.8. Identify and deliver on opportunities to make a difference in the customer experience (i.e., positive moments of truth).</p>



**Dublin City Schools
Travel and Tourism Academy
Graded Course of Study**

	<p>2.6.9. Leverage customer experiences to build brand preference and loyalty.</p> <p>2.6.10. Identify and utilize credit-card fraud prevention methods, and understand the importance of identity theft controls.</p>
<p>Outcome 2.7: People Management</p>	<p>2.7.1. Determine the impact of ethics and social responsibility policies and practices on business operations.</p> <p>2.7.2. Determine job responsibilities and expectations, and provide detailed job descriptions.</p> <p>2.7.3. Recruit, screen, and interview job applicants.</p> <p>2.7.4. Make hiring decisions and job offers.</p> <p>2.7.5. Orient talent to organizational culture, values, norms, policies and procedures. 2.7.6. Train, cross-train, and coach employees and volunteers using talent-development and motivation theories.</p> <p>2.7.7. Schedule employees and volunteers across shifts and during peak service times. 2.7.8. Plan, delegate, and direct the work of employees and volunteers.</p> <p>2.7.9. Identify procedures for employee termination.</p> <p>2.7.10. Assess and document employee performance.</p> <p>2.7.11. Communicate outcomes of employee assessment, and take corrective measures.</p> <p>2.7.12. Supervise union and nonunionized staff and volunteers.</p> <p>2.7.13. Develop employee handbook.</p>



**Dublin City Schools
Travel and Tourism Academy
Graded Course of Study**

Safety and Sanitation	
Topic	Student Competencies
<p>Outcome 3.1: Pathogens, Illnesses and Diseases</p>	<p>3.1.1. Identify methods and practices to control or eliminate pathogens and the spread of harmful bacteria, viruses, parasites, fungi and toxins.</p> <p>3.1.2. Describe the nature and scope of the government agencies responsible for the prevention of foodborne illnesses.</p> <p>3.1.3. Identify types of foodborne illness caused by bacteria and viruses, their common symptoms and the food items most at risk for contamination.</p> <p>3.1.4. Identify parasites, fungi and biological toxins by their characteristics and the major foodborne illnesses with which they are linked.</p> <p>3.1.5. Identify conditions under which bacteria multiply rapidly (i.e., FAT TOM: food, acidity, temperature, time, oxygen, moisture), and implement preventive measures. 3.1.6. Identify the symptoms and consequences of allergic reactions and intolerances, and implement exposure-prevention strategies. 3.1.7. Identify sources of common allergens, and implement exposure prevention strategies.</p>
<p>Outcome 3.2: Personal Safety and Sanitation</p>	<p>3.2.1. Identify personal actions and behaviors that contribute to contamination and cross-contamination of food, and describe ways to prevent those issues.</p> <p>3.2.2. Identify when hand-washing must occur, and wash hands using the five-step technique.</p> <p>3.2.3. Select, maintain, and use proper work attire and personal protective clothing and equipment appropriate to job tasks.</p> <p>3.2.4. Handle situations involving bodily fluids.</p>



**Dublin City Schools
Travel and Tourism Academy
Graded Course of Study**

	<p>3.2.5. Describe situations when food-handlers should be restricted or excluded from working with food or being in the operation.</p> <p>3.2.6. Lift and move heavy materials and equipment following established ergonomic processes.</p> <p>3.2.7. Explain how personal safety and sanitation contribute to an organization’s response to allergies and intolerances.</p>
<p>Outcome 3.3: Food Safety and Sanitation</p>	<p>3.3.1. Describe food-safety guidelines (e.g., FDA Food Code), local health-code requirements and the consequences of failing to comply.</p> <p>3.3.2. Describe the impact of Hazard Analysis and Critical Control Point (HAACP) food safety management system on food service</p> <p>3.3.3. Identify critical control points (Hazard Analysis and Critical Control Point [HAACP]).</p> <p>3.3.4. Identify potential biological, chemical and physical hazards.</p> <p>3.3.5. Identify potentially hazardous foods (PHF), Time and Temperature Control for Safety of Food (TCS) and foods in the temperature danger zone (TDZ).</p> <p>3.3.6. Follow precautionary guidelines established to address food-safety issues for high-risk populations and to reduce potential exposure to harmful pathogens.</p> <p>3.3.7. Identify the effects of water characteristics, food pH levels and moisture levels on food safety and sanitation.</p> <p>3.3.8. Monitor and track food temperatures throughout the receiving, thawing, storing, cooking and holding processes.</p> <p>3.3.9. Control environment for consumer self-service foods.</p> <p>3.3.10. Mark, label, store, and dispose of food and food by-products (e.g., fats, oil, grease).</p> <p>3.3.11. Identify warning signs indicating potential food safety issues during the receiving,</p>



**Dublin City Schools
Travel and Tourism Academy
Graded Course of Study**

	storing and serving processes based on food type. 3.3.12. Take corrective actions to maintain food safety.
--	---

Foodservice Operations	
Topic	Student Competencies
<p>Outcome 7.1: Purchasing and Inventory Management</p>	<p>7.1.1. Determine how food and beverage purchasing decisions are influenced by food defense, security and supplier’s agricultural and manufacturing practices.</p> <p>7.1.2. Conduct make or buy analysis, and determine course of action.</p> <p>7.1.3. Establish food specifications and prep lists.</p> <p>7.1.4. Calculate unit costs, total costs and yield measures for standard recipes.</p> <p>7.1.5. Calculate plate, buffet and salad bar requirements and costs.</p> <p>7.1.6. Develop ingredient and portion control guides.</p> <p>7.1.7. Determine sources of food loss, and select corrective procedures.</p> <p>7.1.8. Apply first-in first-out (FIFO) inventory control method to store and use food products.</p> <p>7.1.9. Identify sustainability considerations in purchasing food and nonfood products.</p> <p>7.1.10. Develop and implement a food and nonfood waste-reduction management program.</p>
<p>Outcome 7.2: Kitchen Management and Distribution</p>	<p>7.2.1. Develop and communicate quality check processes and procedures (e.g., line checks, par stops, restaurant logs, unit inspections).</p>



**Dublin City Schools
Travel and Tourism Academy
Graded Course of Study**

X Outcome	<p>7.2.2. Forecast and schedule food production.</p> <p>7.2.3. Coordinate meal distribution based on meal type, service categories and available transportation mechanisms.</p> <p>7.2.4. Select packaging, and prepare food product for distribution</p>
-----------	---

Lodging Operations	
Topic	Student Competencies
<p>Outcome 8.1: Lodging Fundamentals</p>	<p>8.1.1. Explain the components of the lodging “product” and the role of services in providing the product.</p> <p>8.1.2. Analyze the effect of cultural, historical and sociological developments and trends on lodging services.</p> <p>8.1.3. Describe the classifications of lodging accommodations and room types.</p> <p>8.1.4. Differentiate service levels and features by accommodation types and classifications.</p> <p>8.1.5. Identify common divisions, or functional areas of lodging establishments; and explain their responsibilities, activities and interactions.</p> <p>8.1.6. Describe the role of hotel management companies and the use of management contracts.</p> <p>8.1.7. Analyze the role that physical facilities, property location and destination features</p>



**Dublin City Schools
Travel and Tourism Academy
Graded Course of Study**

	<p>have on customer appeal and guest mix. 8.1.8. Identify complementary business partnerships that support lodging services. 8.1.9. Explain lodging market segments.</p>
<p>Outcome 8.2: Guest Operations</p>	<p>8.2.1. Identify the factors that impact the customer experience throughout the guest life cycle. 8.2.2. Analyze the effect of guest services, concierge and guest relations on the lodging guest’s experience. 8.2.3. Book direct and indirect individual room reservations, and block group reservations. 8.2.4. Confirm, modify, and cancel reservations. 8.2.5. Resolve reservation issues. 8.2.6. Describe check-in and check-out processes available to lodging customers. 8.2.7. Check in and orient guests to the lodging property. 8.2.8. Determine services to offer arriving guests. 8.2.9. Process guest requests, and complete front-desk transactions. 8.2.10. Follow front-desk procedures to maintain guest safety and security. 8.2.11. Process guest departures and late-guest checkouts, and provide services to departing guests. 8.2.12. Maintain up-to-date guest room status using the Property Management System.</p>
<p>Outcome 9.4: Travel and Tourism Promotion</p>	<p>9.4.1. Determine promotional messages for targeted travel and tourism audience. 9.4.2. Select promotional channels to best communicate with targeted travel and tourism audience.</p>



**Dublin City Schools
Travel and Tourism Academy
Graded Course of Study**

	<p>9.4.3. Select and use social media to promote travel and tourism.</p> <p>9.4.4. Develop travel literature to support travel packages and sales strategies.</p> <p>9.4.5. Determine and update website's content.</p> <p>9.4.6. Determine affinity marketing strategies.</p> <p>9.4.7. Select sales-promotion materials for use in promoting travel and tourism.</p> <p>9.4.8. Create and use marketing calendars.</p> <p>9.4.9. Arrange promotional displays for tours and travel services.</p> <p>9.4.10. Develop and foster media relationships and community partnerships.</p> <p>9.4.11. Plan and conduct familiarization (FAM) tour.</p>
9.5: Event Planning	<p>9.5.1. Define event concept using situation and feasibility analysis.</p> <p>9.5.2. Conduct pre-event research on event history, brand image and risks.</p> <p>9.5.3. Develop a sustainability plan to ensure event continuity.</p> <p>9.5.4. Develop scope of work and assign responsibilities.</p> <p>9.5.5. Select strategies to prevent or manage event risks and costs.</p> <p>9.5.6. Determine stakeholder groups or individuals who can affect or are affected by the achievement of event objectives.</p> <p>9.5.7. Set attendance and participation goals and deadlines for sponsorships, vendors and participants.</p> <p>9.5.8. Determine budget and timeline specifications.</p> <p>9.5.9. Develop and distribute request for proposals to select venue, vendors, performers and auxiliary services.</p> <p>9.5.10. Develop the major components of an event plan that consider critical elements of a successful event.</p>



**Dublin City Schools
Travel and Tourism Academy
Graded Course of Study**

	<p>9.5.11. Develop contingency plan.</p> <p>9.5.12. Determine required contracts, licenses, permits and intellectual-property use restrictions for event.</p> <p>9.5.13. Create an event breakdown and timeline.</p> <p>9.5.14. Create sponsorship package, and solicit event sponsors.</p>
<p>Outcome 9.6: Event Design</p>	<p>9.6.1. Structure the event, and create production schedules and call sheets, media plan and event specification guides.</p> <p>9.6.2. Define the event registration and evaluation processes.</p> <p>9.6.3. Analyze proposals; and select site, performers and auxiliary service providers.</p> <p>9.6.4. Determine event-hosted merchandise and product sale requirements.</p> <p>9.6.5. Develop facilities plan and functional site specifications.</p> <p>9.6.6. Design and document site layouts and logistical plans.</p> <p>9.6.7. Determine and coordinate the design of event-related activities and materials.</p> <p>9.6.8. Develop on-site communication plan, and identify signage and A/V needs.</p> <p>9.6.9. Develop participant packages that include negotiated hotel room block rates and negotiated tour packages to attractions and amenities.</p> <p>9.6.10. Determine event decor and amenities.</p> <p>9.6.11. Develop guest transportation plans.</p> <p>9.6.12. Identify required guest services, and develop cost-effective options.</p> <p>9.6.13. Develop alternative staffing models.</p>
<p>Outcome 9.7: Event Set-Up, Execution and</p>	<p>9.7.1. Use facilities plan and functional site specifications.</p> <p>9.7.2. Implement guest transportation plans.</p>



**Dublin City Schools
Travel and Tourism Academy
Graded Course of Study**

Evaluation	<p>9.7.3. Secure required guest services.</p> <p>9.7.4. Implement alternative staffing models.</p> <p>9.7.5. Determine conference room and banquet room needs and setup requirements, and complete specification sheets.</p> <p>9.7.6. Secure required resources using in-house or outsourced services.</p> <p>9.7.7. Set up and tear down rooms according to requirements, and store materials and equipment.</p> <p>9.7.8. Manage event logistics, operations and service providers.</p> <p>9.7.9. Conduct post-event assessment.</p> <p>9.7.10. Recommend improvements for future events.</p>
------------	--