



## **BUSINESS OF TRAVEL & TOURISM**

*Fairfield Warde High School*  
*Fairfield Ludlowe High School*

Grades 10 - 12

½ year course

### **COURSE DESCRIPTION**

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 OBJECTIVES**

Students will explore the structure, segmentation, and unique characteristics of the travel and tourism industry, examining the importance of customer service and current trends that shape consumer needs and expectations. Through analysis of economic, social, and environmental impacts, students will learn how effective marketing, ethical considerations, and operational organization contribute to successful travel and tourism businesses.

### **UNITS OF STUDY**

Unit 1: The Business of Travel and Tourism  
Unit 2: Travel and Tourism Markets  
Unit 3: Marketing Travel and Tourism  
Unit 4: Exploring Careers in Travel and Tourism

### **COURSE POLICIES AND REQUIREMENTS**

#### **GRADING**

##### **Cumulative / In-Progress Grade:**

- 90% will reflect the student's mastery of course content and skills on summative assessments
- 10% will reflect the student's progress on formative assessments, homework, and behavior

##### **End-of-the-Year Grade:**

- 90% will reflect the student's cumulative course grade through summative and formative assessments as described above
- 10% of the end-of-the-course grade will reflect the student's performance on the course final assessment

#### **MATERIALS:**

- Supplemental materials

**EXPECTATIONS OF STUDENTS:**

The Fairfield Public Schools provide a safe learning environment. Our high school community, in collaboration with parents and other townspeople, fosters a society that recognizes and promotes the dignity and worth of the individual. We believe that meeting the diverse needs of all students will encourage lifelong learning and responsible citizenship.

**EXTRA HELP:**

Appointments for extra help or individual conferences can be prearranged during a mutual common free period or after school.