

Travel and Tourism

Levels: Grade 10-12

Unit of Credit: 0.50

CIP Code: 08.0901

Prerequisites: None

Skill Test:

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.

CORE STANDARDS, OBJECTIVES, AND INDICATORS

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.

- a. Define: hospitality industry, tourism industry, service, perishability, intangibility and changeability.
- b. Define service as a product.
- c. Discuss how the travel industry has evolved over time.
- d. Discuss how technology is used in the hospitality/tourism industry.

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

- a. Discuss the importance of a strong infrastructure.
- b. Demonstrate a geographical knowledge of the United States by identifying the U.S. states and their capitals on a map.
- c. Discuss the social, cultural, economic, and environmental impacts of travel.
- d. Compare and contrast travel for business and travel for pleasure.
- e. Explain the motives people have for traveling.

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.

- a. Define: marketing, distribution, marketing concept, target market, marketing mix, utility.
- b. Identify the four P's of the marketing mix.
- c. Explain the purpose and components of a marketing plan.
- d. Explain the purpose of marketing segmentation.
- e. Identify the methods used in market segmentation.
- f. Define positioning as it would be used in the hospitality/tourism industry.
- g. Discuss methods used for conducting marketing research.

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

- a. Define: price, prestige pricing, markup pricing, cost pricing.
- b. Identify pricing strategies used in the hospitality/tourism industry.
- c. Discuss the concept of supply and demand.
- d. Explain elasticity of demand.

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

- a. Compare and contrast personal selling and business to business selling.
- b. Role play the steps of the sales process.
- c. Discuss the differences between features and benefits.

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

- a. Explain the components of the promotional mix.
- b. Identify various types of advertising media and discuss the advantages/disadvantages of each.
- c. Discuss different budgeting methods used in advertising.

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.

- a. Classify hotels according to their types.
- b. Discuss yield management pricing
- c. Identify variables that affect room rates.

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

- a. Define: destination, destination marketing, resort, destination resort, commission
- b. Discuss the concept of seasonality
- c. Identify various businesses that promote destination tourism.

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.

- a. Discuss the evolution of the aviation industry.
- b. Discuss how the hub and spoke system works.
- c. Describe airline boarding procedures and security methods.

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.

- a. List the various types of ground transportation that exist.
- b. Compare and contrast rail service in the United States with that of other countries.
- c. Explain rental car policies and procedures.

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

- a. Identify principal cruise lines.
- b. Explore different cruising areas around the world.
- c. Discuss ship layouts and cabin options.
- d. Research activities available both on and off the ship.

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.

- a. List the career segments that exist within the hospitality/tourism industry.
- b. Discuss the advantages of working within the industry.

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

- a. Explore the different types of degrees/certificates that are available to those interested in the hospitality/tourism industry.
- b. Identify resources that will assist in hospitality/tourism education.