

Travel and Tourism I

Travel and Tourism I is a one-credit course. The prerequisite for this course is Hospitality and Tourism. Topics focus on the development, research, packaging, promotion, and delivery of traveler experiences that may include creating guide books, planning trips and events, managing customer travel plans, or overseeing a convention center.

Career and technical student organizations are integral, cocurricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.

Introduction to Travel and Tourism

Students will:

1. Explain growth and trends of the travel industry.
2. Discuss cultural, environmental, and social factors that impact the travel and tourism industry.
3. Apply information regarding time zones, geographic areas, seasons, and climate to the travel itinerary for clients.
4. Compare client needs, wants, and expectations to the travel product to integrate intangible and discretionary travel options.
5. Recognize differences in language, culture, and currency exchange when planning travel for clients.
6. Describe technology utilized for the travel and tourism industry.
7. Determine career and entrepreneurial opportunities and credentialing requirements related to the travel and tourism industry.
8. Define travel and tourism terminology, including tour guides, escorts, group leaders, and independent travelers.
9. Determine key factors in building a clientele for a travel business.
10. Compare cruise, surface transportation, and air transportation industries.

Economics of Travel and Tourism

11. Distinguish among roles of government, public, and private sectors in domestic and international travel, including government agencies, regulations and policies, and international agreements between the United States and other countries.
12. Explain economic concepts as they relate to the travel and tourism industry.

Marketing of Travel and Tourism

13. Describe concepts of packaging, pricing, target marketing, and distribution of products and services in the travel and tourism industry.
14. Determine strategies for sales promotion, merchandising, and advertising.
15. Evaluate various communication techniques and media venues for the purpose of selecting the most effective manner to convey information to a target audience.

Management and Operations of Travel and Tourism

16. Analyze the role and responsibilities of the travel counselor.
 - Describing types of travel providers and services offered
17. Identify organizational skills necessary to operate a travel and tourism business, including the development of schedules, cost computations, and distance and time factors.

Safety and Security of Travel and Tourism

18. Describe safety hazards and natural disaster emergency situations that may affect client travel, including collecting safety and security information relevant to client area of travel and tourism.

Legal Issues of Travel and Tourism

19. Describe how the workplace has changed as a result of legislation.
Examples: sexual harassment, homeland security, employee testing