



EXAM INFORMATION

Items

46

Points

61

Prerequisites

NONE

Grade Level

10-12

Course Length

ONE SEMESTER

Career Cluster

HOSPITALITY & TOURISM

MARKETING

Performance Standards

INCLUDED

Certificate Available

YES

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 and marketing & sales. Students taking marketing classes should have the opportunity to participate in a student organization (student marketing leadership organization). Student organization related activities and curriculum can be used as an approved part of all marketing classes.

EXAM BLUEPRINT

STANDARD

PERCENTAGE OF EXAM

1- Importance of Hospitality and Tourism	41%
2- Logging Industry and Destination Marketing	26%
3- Different Types of Transportation	25%
4- Career Opportunities	8%



STANDARD 1

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.
- Objective 2 Students will develop an understanding of the importance of the travel and tourism industry and the basic elements involved with the industry.
1. Demonstrate knowledge in locating a destination including knowing what a map, atlas, cartographer and GPS is.
 2. Define egocentrism, ethnocentrism, ecotourism, multiculturalism and folklore.
 3. Know the difference between climate and weather.
 4. Understand the difference between the 24 hour and the am/pm time systems.
 5. Understand how to find travel information.
 6. Discuss the international dateline and the equators impact on travel.
- Objective 3 Students will understand that tourism has a great impact on people as well as the economy, the culture and the environment.
1. Discuss the importance of a strong infrastructure.
 2. Discuss the social, cultural, economic and environmental impacts of travel.
 3. Compare and contrast travel for business and travel for pleasure.
 4. Explain the travel cycle.
 5. Explain the motives people have for traveling.
 6. Demonstrate a geographical knowledge of the United States by identifying the U.S. states and their capitals on a map.

STANDARD 2

STUDENTS WILL UNDERSTAND 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.
1. Discuss the evolution of the modern hotel/motel and hoteliers.
 2. Classify hotels according to their types.
 3. Discuss yield management pricing
 4. 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.
1. Define: destination, destination marketing, resort, commission.
 2. Discuss the concept of seasonality.
 3. Discuss the concept of supply and demand.
 4. Explain elasticity of demand.

Standard 2 Performance Evaluation included below (Optional)



STANDARD 3

STUDENTS 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.

1. Discuss the aviation industry.
2. Discuss how the hub and spoke system works.
3. Describe airline boarding procedures and security methods.
4. Understand the difference between airline classifications.
5. Know airline and city codes.
6. Identify major aircraft in use.
7. Discuss Frequent Flyer Programs.

Objective 2 Students will develop an understanding of the various types of ground transportation that exist and the role they play in the hospitality/tourism industry.

1. List the various types of ground transportation that exist.
2. Identify major car-rental companies
3. Explain rental car policies and procedures.
4. Know the history of rail travel in the United States
5. Compare and contrast rail service in the United States with that of other countries.

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

1. Define: embarkation, debarkation, port-of-call, bow, starboard, port and stern.
2. Identify principal cruise lines.
3. Explore different cruising areas around the world.
4. Discuss ship layouts and cabin options.
5. Research activities available both on and off the ship.

Objective 4 Discover the excitement of international travel and develop an understanding of the difference between domestic and international travel.

1. Identify the difference between domestic and international travel.
2. Detail the documentation needed for travel abroad.
3. Identify travelers' health concerns
4. Discuss U.S. Customs and duty-free items.

STANDARD 4

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.

1. List the four different career segments that exist within the hospitality/tourism industry.
2. List possible jobs that exist within each career segment.



- Objective 2** The students will understand the different sources of education for careers in the hospitality/tourism industry.
1. Explore the different types of degrees/certificates that are available to those interested in the hospitality/tourism industry.
 2. Identify resources that will assist in the hospitality/tourism education.



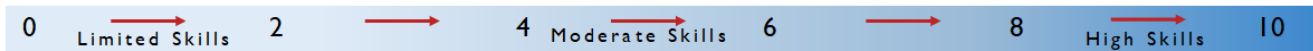
Travel and Tourism Performance Standards (Optional)

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of **8 or higher** on the rating scale. Students may be encouraged to repeat the objectives until they average **8 or higher**.

Students Name _____

Class _____

PERFORMANCE RATING SCALE



STANDARD 2 Lodging Industry and Destination Marketing

Score:

- Create a vacation package including transportation accommodations, meal, plan, and itinerary
- Create and present a sales presentation for the vacation package (use the sales process).
- Create media or advertisement displaying product offerings for a tourist destination

PERFORMANCE STANDARD AVERAGE SCORE: