

<p>B. Strategies for Sales Promotion, Merchandising, and Advertising</p>	<ul style="list-style-type: none"> • Target market • Marketing Mix • Utility • Marketing Plan • Mission <p>Marketing Environment</p> <ul style="list-style-type: none"> • Demographics • Goal • Objectives <p>Pricing Activity: Divide the students into groups of 3-4 students. Students identify five products or services that travelers or tourists purchase. They determine prices they would be willing to pay for each item or service (Marketing Mix Example).</p> <p>Homework/Extending the Lesson: Students bring to class examples of product displays, packaging, and product literature. Class members critique the items. In class students compare these advertisements with what type of advertisements, promotion, or sales could be used in the travel and tourism industry.</p> <p>PowerPoint Presentation: Strategies for Marketing the Travel and Tourism Industry</p> <ul style="list-style-type: none"> • Sales Promotion • Merchandising • Advertising <p>Guest Speaker: A travel agent discusses strategies to market his/her tourism agency.</p>	<p>Guidelines for Activity Rubric Computers Rubrics Internet References</p> <p>Guidelines for Homework Lesson Rubric Lead Questions Guided questions Visual aides</p> <p>PowerPoint Presentation Computer CTX Lead Questions Examples</p> <p>Arrangements for Guest Speaker Lead Questions</p>
<p>C. Communication Techniques and Media Venues for Marketing to Targeted Audiences</p>	<p>10 + 2 Discussion: Using communication and media venues, students share how a variety of businesses</p>	<p>Lead Questions</p>

	<p>promote and provide destination tourism. Examples: travel agencies, tour operators, convention and visitors bureaus, trade associations, and government organizations.</p> <p>Forum: Industry professionals in sales, marketing, and merchandising discuss communication techniques and media venues used in marketing the travel and tourism industry. Share Out.</p> <p>PowerPoint Presentation: Communication Skills</p> <p>Role Play: Students are provided with role playing situations on the interaction of travel agents with their clients or prospective clients. Students act out the appropriate communication skills that need to be used in the situations. The class discusses each situation.</p> <p>Marketing Project: Students create a travel marketing packet using different strategies including print media (brochure), advertising spot for television and ad copy for magazine. Report Out.</p>	<p>Arrangement of Guest Speakers Lead Questions</p> <p>PowerPoint Presentation Computer Internet Lead Questions CTX</p> <p>Guidelines for Activity Computers Internet Web sites References Role Play Situations</p> <p>Guidelines for Activity Computers Internet Web sites References Lead Questions Art Supplies</p>
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Unit Assessment:	Terminology, Pricing Activity, Homework/Extending the Lesson, Role Play, Marketing Project, Class Participation, and Rubrics
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o Unit/Course CTSO Activity:	FCCLA members participate in FCCLA Entrepreneurial and/or Hospitality STAR Event.
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**Unit/Course
Culminating
Product:**

Marketing Project

Course/Program Credential(s): Credential Certificate Postsecondary Degree University Degree
 Other: Academy of Travel and Tourism

Travel and Tourism I

Unit: 4	Management and Operations of Travel and Tourism
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 16. Analyze the role and responsibilities of the travel counselor. <ul style="list-style-type: none"> • 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.
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. List the roles and responsibilities of the travel counselor. 2. Analyze types of travel providers and services offered. 3. Discuss the organizational skills needed to operate a travel and tourism business.
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Essential Question(s):	<p>What are the roles and responsibilities of the travel counselor? What types of products and services are offered to travelers using a travel agency? Why is it important to have good organization skills in a travel and tourism business?</p>
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
<p>IV. Management and Operations of Travel and Tourism</p> <p style="padding-left: 20px;">A. Role and Responsibilities of the Travel Counselor</p> <ol style="list-style-type: none"> 1. Types of travel providers 2. Services offered 	<p>10 + 5 Discussion: The class discusses what a travel counselor does when planning and booking travel.</p> <p>Research Report: Students research the role and responsibilities performed by a travel counselor in the management and operations in a travel agency. Report Out.</p>	<p>Lead Questions</p> <p>Guidelines for Activity</p> <p>Rubric</p> <p>Computers</p> <p>Web sites</p> <p>Industry Magazines</p> <p>Internet</p>

	<p>Turn and Share: Students turn and share with another student the types of travel providers and the services provided in the travel and tourism industry. Share Out.</p> <p>PowerPoint Presentation: Role and Responsibilities of the Travel Counselor</p> <ul style="list-style-type: none"> • Types of Providers • Services Offered • Roles and Responsibilities <p>Client Profiles: Students are provided with client profiles. Based on the information included in the profiles, students determine the appropriate travel provider and services that should be included in the client’s travel package.</p> <p>Other Activities: (Activities assigned according to small or large groups depending on class size):</p> <ul style="list-style-type: none"> • Utilize travel and tourism terms appropriately to guide customizing services for guests. • Compare and contrast diverse transportation and lodging options to increase customer choices. • Examine elements of a dining experience expected to satisfy guests at varied facilities such a boardwalk vendor, cruise ship, chain restaurant, and a five-star dining facility. • Integrate various and diverse elements of the travel and tourism industry to create a personalized travel experience for a customer. • Evaluate and compare services and 	<p>Lead Questions</p> <p>PowerPoint Presentation Computer CTX Lead Questions Examples</p> <p>Guidelines for Activity Rubric Computers Internet Web sites References Client Profiles</p> <p>Guidelines for Activities Rubrics Computers Internet Web sites References Lead Questions Examples</p>
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<p>B. Organizational Skills Necessary to Operate a Travel and Tourism Business</p> <ol style="list-style-type: none"> 1. Development of schedules 2. Cost computations 3. Distance and time factors 	<p>products from related industries to understand how they impact the delivery of travel and tourism products and services to customers.</p> <p>Research Report on Careers: In groups of 3-4 students research careers in the tourism industry. They determine the educational requirements, skills needed for success, salary ranges, and occupational outlook.</p> <p>Table Talk: Students discuss what skills are needed to operate a travel and tourism business. Share Out.</p> <p>Critical Thinking: Students name the top three skills travel agents and/or tour planners must have to be successful on the job. Ask them to explain why these skills are important.</p> <p>PowerPoint Presentation: Operating a Travel and Tourism Business</p> <ul style="list-style-type: none"> • Developing Schedules • Cost Computations • Distance and Time Factors • Travel Itineraries <p>Teacher Demonstration: Using a variety of resources, schedules, cost listings, airport listings, etc., the teacher demonstrates how to plan travel itineraries for clients.</p>	<p>Guidelines for Research Internet Computers Web sites Occupational Outlook Book Rubric Lead Questions Sample Travel Project Examples</p> <p>Lead Questions</p> <p>Lead Questions</p> <p>PowerPoint Presentation Computer CTX Lead Questions Examples.</p> <p>Lead Questions Resources Examples Samples</p>
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	<p>Guided Practice: Using a variety of resources, schedules, cost listings, airport listings, etc., the teacher assists students in planning travel itineraries for clients. Report Out.</p> <p>Dream Travel Trip: Students design and plan their “dream trip” using three forms of transportation and including a cost analysis, time factors, scheduling concerns, etc. of each. They present their travel itinerary with the class.</p> <p>Teacher Demonstration: The teacher demonstrates the software program that will be used throughout the class to plan travel and tourism for various individuals and groups.</p> <p><i>Throughout the course, students will manage a travel and tourism agency.</i></p>	<p>Guidelines for Activity Resources Lead Questions</p> <p>Guidelines for Activity Internet Computers Web sites Occupational Outlook Book Rubric Lead Questions</p> <p>Lead Questions Software Program Client Profile</p> <p>Mock Travel Agency Software Package Computers Internet Web sites References</p>
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Unit Assessment:	Research Report, Activities, Research Report on Careers, “Dream” Travel Trip, Travel Itineraries, Class Participation, and Rubrics
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Unit/Course CTSO Activity:	FCCLA Members participate in FCCLA Entrepreneurial and/or Hospitality STAR Event
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Unit/Course Culminating Product:	Dream Travel Trip Client Itineraries
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Course/Program Credential(s): Credential Certificate Postsecondary Degree University Degree
 Other: Academy of Travel and Tourism

Research Report on Safety and Security Issues Affecting the Travel and Tourism:
 Students research safety and security issues that may impact the travel itinerary of clients. Report Out.

A Real Emergency Situation:
 The teacher shows a film, photo, or recording to identify and describe an emergency situation. Students respond by detailing what information the traveler needed prior to the emergency and what information is needed after the emergency. What role does the travel counselor play in providing the information?

Airport Security Activity:
 Using the Internet, students research security information provide by airports throughout the world on travel safety. Share Out.

Alabama Travel and Tourism Bureau Activity:
 Students research the Alabama Travel and Tourism Bureau to identify any alerts that are posted on travel within the U.S. and outside the U.S. Report Out.

Department of Homeland Security Activity:
 Students research the Department of Homeland Security to identify any alerts that are posted on travel within the U.S. and outside the U.S. They also report in information relating to safe and secure travel. Report Out.

Role Play:
 Students role play mock emergencies. They formulate methods of resolution and/or alternatives to eliminate potential safety hazards. Students respond to each role play situation.

Guidelines for Activity
 Computers
 Internet
 Web sites
 Rubric

Guidelines for Activity
 Computers
 Internet
 Web sites
 Rubric
 Film
 Photo

Guidelines for Activity
 Computers
 Internet
 Web sites
 Rubric

Guidelines for Activity
 Computers
 Internet
 Web sites
 Rubric

Guidelines for Activity
 Computers
 Internet
 Web sites
 Rubric

Guidelines for Activity
 Computers
 Internet
 Web sites
 Rubric
 Role Play Situations

	<p>Guest Speaker: A travel agent discusses how they address safety hazards and natural disaster emergency situations that may affect client travel.</p> <p>Tourist Information Booklet: Students create a Tourist Information Booklet to be distributed to clients as travel itineraries are planned for travel within the U.S. and International Travel. The booklet also contains emergencies numbers and contacts for travelers. Report Out.</p>	<p>Arrangements for Guest Speaker Lead Questions</p> <p>Guidelines for Activity Computers Internet Web sites Rubric References Lead Questions</p>
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Unit Assessment:	Quick Write, Research Report on Safety and Security Issues Affecting the Travel and Tourism, A Real Emergency Situation, Airport Security Activity, Alabama Travel and Tourism Bureau Activity, Department of Homeland Security Activity, Role Play, Tourist Information Booklet, Class Participation, and Rubrics
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Unit/Course CTSO Activity:	FCCLA members participate in FCCLA Entrepreneurial and/or Hospitality STAR Event.
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Unit/Course Culminating Product:	Research Report Tourist Information Booklet
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Course/Program Credential(s): <input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input checked="" type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input checked="" type="checkbox"/> Other: Academy of Travel and Tourism
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Travel and Tourism I

Unit: 6	Legal Issues of Travel and Tourism
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <p>19. Describe how the workplace has changed as a result of legislation. Examples: sexual harassment, homeland security, employee testing</p>
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. Analyze workplace changes as a result of legislation. 2. Develop an awareness of applicable legal policies to comply with laws regarding hiring, harassment and safety issues. 3. Examine professional and workplace ethics and legal responsibilities to provide guidelines for conduct.
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Essential Question(s):	<p>How has the workplace changed as a result of legislation? How do you handle an employee or client who is accused of harassing another employee or client?</p>
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
<p>VI. Legal Issues of Travel and Tourism</p> <p style="padding-left: 20px;">A. Legal Issues of Travel and Tourism Impact of Legislation on the Travel and Tourism Industry</p>	<p>10 + 2 Discussion: Students discuss ethical and legal situations which may occur in the workplace.</p> <p>PowerPoint Presentation: Legal Issues Impacting the Travel and Tourism Industry</p> <ul style="list-style-type: none"> • Sexual Harassment • Homeland Security • Employee Testing 	<p>Lead Questions</p> <p>PowerPoint Presentation Computer CTX Lead Questions Examples.</p>

	<p>Internet Search: In groups of 3-4, students conduct Internet searches to determine the major laws and regulations that define responsibilities for commercial, consumer health, safety, environmental, and employment laws and regulations. Report Out.</p> <p>Guest Speaker: A travel counselor discusses how legal issues impact his/her travel agency.</p> <p>Role Play: Using role play situations, students explain how harassment and stereotyping can create an unhealthy work environment. They demonstrate good life values in the workplace and fairness to others of different cultures, religions, gender, or age.</p> <p>Graphic Organizer: Students create a graphic organizer on legislation as it pertains to the travel and tourism industry</p> <p>Collaborative Learning/Case Studies: Lawsuits that pertain to topics such as sexual harassment, homeland security and employee testing, etc. are shared with students. Students react to the impact of the lawsuits on the workplace.</p> <p>Debate: Students debate the pros and cons of lawsuit case studies that may or may not impact the workplace.</p>	<p>Guidelines for Activity Rubric Computers Internet Web sites References</p> <p>Arrangements for Guest Speaker Lead Questions</p> <p>Guidelines for Role Play Computers Internet Web sites Role Play Situations Lead Questions</p> <p>Guidelines for Activity Rubric Computer Internet References Graphic Organizer</p> <p>Guidelines for Activity Rubric Computer Internet References Case Studies/Lawsuits</p> <p>Guidelines for Activity Debate Rulers Guided Questions for Discussing Lawsuits Rubric for debate presentation Computers Internet Web sites</p>
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	<p>Legal Issues Guide Sheet: Students create a Legal Issues Guide Sheet to be distributed to employees in a travel and tourism agency.</p>	<p>Lead Questions Guidelines for Activity Rubric Computers Internet Web sites References Lead Questions</p>
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<p>Unit Assessment:</p>	<p>Internet Search, Role Play, Graphic Organizer, Collaborative Learning/Case Studies, Debate, Legal Issues Guide Sheet, Class Participation, and Rubrics</p>
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<p>Unit/Course CTSO Activity:</p>	<p>FCCLA members participate in a FCCLA Entrepreneurial and/or Hospitality STAR Event.</p>
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<p>Unit/Course Culminating Product:</p>	<p>Internet Search Legal Issues Guide Sheet</p>
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<p>Course/Program Credential(s): <input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input checked="" type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input checked="" type="checkbox"/> Other: Academy of Travel and Tourism</p>
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